

## Business-to-Business Partner Benefits

### Annual Investment \$500

#### ❖ **Business Listing in the Online Business Directory**

Receive a business listing in the **Online Business Directory** displayed on VISITFLORIDA.org. We will set up the shell of the listing and provide you with log-in access so you can update and maintain your listing in the Business Directory.

#### ❖ **Promote Your Deals with a Partner-to-Partner Special Offer**

Submit one **Partner-to-Partner special offer** each quarter, which will be promoted in our monthly eNewsletter, *News to Use*, on our industry website and on our industry-facing social media channels.

#### ❖ **Dedicated Social Media Exposure**

Gain exposure through a dedicated **social media post** on our industry-facing social media channels. Partners can submit one industry-facing social media post per year, which can include a photo or logo, a link to your website, a link to your social media account and up to 100 characters of marketing copy.

#### ❖ **Discounts on Brochure Distribution & Co-op Advertising**

Distribute your consumer-facing publications and brochures at the Official Florida Welcome Centers and receive Partner-only **discounts on co-op advertising**.

#### ❖ **Governor's Conference Discounts on Exhibiting & Attending**

Receive Partner-only discounts on **exhibiting or attending** the Florida Governor's Conference on Tourism. This is the premier educational conference for Florida's tourism industry and the perfect opportunity to meet face-to-face with tourism leaders and decision makers.

#### ❖ **Access to Research & Visitor Information**

Gain access to **research data and information** relating to visitors traveling to Florida. Login access includes the Florida Visitor Study and the Partner Tools section of VISIT FLORIDA's Marketing Plan. (\$50,000 value)

#### ❖ **Submit Press Releases for Media Exposure**

Promote your news and hot happenings by submitting your **press releases** to appear on our media website for journalists, media and travel writers. Press releases must be relevant to the visitor market. Submissions should include a photo and are subject to approval prior to publishing.

#### ❖ **Access the Image Library & Partner Logo**

Access and download high-resolution images from our **Image Library** in multiple formats. Also includes access to the VISIT FLORIDA **Partner logo** for use in advertising, branding and marketing materials.

#### ❖ **Email Subscription to Monthly eNewsletters**

Receive an email **subscription to monthly eNewsletters**, including *News to Use* and *Co-op Monthly*. Stay up-to-date on industry news, VISIT FLORIDA programs, upcoming events and new co-op advertising opportunities.

Enroll today at [VISITFLORIDA.org/join](http://VISITFLORIDA.org/join).

For more information, call the Industry Hotline at (877) 435-2872  
or email [partner@VISITFLORIDA.org](mailto:partner@VISITFLORIDA.org).