

Business-to-Business Partner Benefits



BUSINESS LISTING IN THE VENDOR PARTNERS DIRECTORY

Your business is listed by category in the *Vendor Partners Directory* on VISITFLORIDA.org.

PARTNER-TO-PARTNER SPECIAL OFFER PROMOTION

Submit one *Partner-to-Partner special offer* each quarter, offering a unique discount or opportunity for other VISIT FLORIDA Partners. This will be posted on VISITFLORIDA.org, and may be promoted in our *News to Use* industry eNewsletter.

DEDICATED SOCIAL MEDIA POST

Submit one *social media post* per year that promotes a valuable offer, resource or opportunity to Florida's tourism businesses. This will be posted on VISIT FLORIDA's industry-facing [Facebook page](#).

CONTRIBUTE RESOURCES TO THE SMALL BUSINESS MARKETING TOOLKIT

Submit best practice guides, templates, checklists, "how to" articles/content, and other resources for consideration to be featured in the *Small Business Marketing Toolkit* on VISITFLORIDA.org. The toolkit is designed to assist VISIT FLORIDA's 1,300+ Small Business Partners improve their marketing efforts.

DISCOUNTS ON REGISTRATION FOR SIGNATURE EVENTS

Receive Partner rates on *exhibiting or attending* some of VISIT FLORIDA's [signature events](#), including Florida Governor's Conference on Tourism, Florida Encounter and Florida Huddle. These opportunities allow you to meet face-to-face with tourism leaders and decision makers.

ACCESS TO VISITOR RESEARCH & INFORMATION

Gain access to valuable *research data and information*, including our annual *Visitor Study* and Partner Tools, which feature detailed visitor profiles.

ACCESS TO THE LEARNING LIBRARY

Register for *upcoming webinars* and browse a variety of *recorded webinars* featuring but not limited to marketing techniques, best practices and industry trends.

SUBMIT PRESS RELEASES FOR MEDIA EXPOSURE

Submit press releases featuring newsworthy happenings with your tourism clients or relevant information for the visitor market. Selected releases will be featured on our [media website](#) for journalists, media and travel writers.

ACCESS THE IMAGE LIBRARY & PARTNER LOGO

Access and download high-resolution images from our *Image Library*, and use the official VISIT FLORIDA *Partner logo* in your advertising, branding and marketing materials.

EMAIL SUBSCRIPTION TO NEWS TO USE

This *eNewsletter*, distributed a few times per month, features up-to-date industry news, VISIT FLORIDA programs, events and co-op opportunities.

ENROLL TODAY AT [VISITFLORIDA.ORG/JOIN](https://www.visitflorida.org/join)

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