

# 2020 CONVENTION SALES CO-OP CAMPAIGN

**WHAT IS THIS?** The **Convention Co-op Program** includes the *Orlando Destination Guide* – a 24-page custom insert to educate meeting professionals on Orlando's meeting attributes and all that's new in the destination. To complement the print, a comprehensive digital campaign is included to provide members cost-effective media exposure with shared impressions from supplied banners linking directly back to your website.

**WHO DOES IT REACH?** Overall, the Co-op Program includes impressive national exposure with more than 1 million total gross print impressions and 20+ million overall digital impressions. The 24-page *Orlando Destination Guide* insert will run across 8 of the top national meetings trade publications throughout the year.

**ADDED VALUE?** This is the primary sales fulfillment piece for the Visit Orlando Convention Sales team with bonus distribution at sales missions and tradeshow.

## CONVENTION CO-OP PROGRAM PACKAGES

### PLATINUM PACKAGE – Full Page, 4-color Display Ad

- Featured hotel/venue content + listing in full-page advertorials
- Banner ad rotation on premium ad networks and meetings trade sites
- Special offer in two destination co-op email blasts
- Featured video on OrlandoMeeting.com homepage
- Featured hotel/venue in quarterly *Meetings Insider* Newsletter
- Online *Destination Guide* feature
- Paid social and retargeting programs
- Cvent Hotel Training (one staff member)

### GOLD PACKAGE – 1/2 Page, 4-color Display Ad

- Hotel/venue listing in full-page advertorials
- Banner ad rotation on ad network and meeting trade sites
- Special offer in two destination co-op email blasts
- Promo ad in *Meetings Insider* Newsletter
- Online *Destination Guide* feature
- Paid social and retargeting programs
- Cvent Hotel Training (one staff member)

## 2020 DISTRIBUTION

### PUBLICATIONS:

*Associations Now; Convene (PCMA); Corporate & Incentive Travel; Meetings & Conventions; Successful Meetings; Smart Meetings; Meetings Today and Prevue magazine*

### DIGITAL BANNERS & EMAILS:

- Programmatic Ad Networks such as Northstar Remarketing and Zeta
- Trade sites such as MCMag.com, SuccessfulMeetings.com and MeetingsToday.com
- Meeting Planner email lists targeting corporate, association, and third party planners

NOTE: Programs, publications, editorial, dates and rates are subject to change pending Visit Orlando marketing plans and strategies.



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VisitOrlando.com

## QUESTIONS:

Contact your **Member Development Consultant** at [advertising.coordinator@visitorlando.com](mailto:advertising.coordinator@visitorlando.com) with any questions regarding this advertising opportunity.

## CLOSING DATES

**Space Deadline**..... Oct. 7, 2019  
(Non-cancelable 30 days prior to space closing)

**Materials Deadline**..... Oct. 11, 2019

**Publish Date** ..... Jan.-Dec. 2020  
Billing quarterly starting Mar. 2020

## DISPLAY AD SIZES

### Full Page Ad

Live Area .....6.625" x 9.5"

Crops/Trim Size.....7.625" x 10.5"

Bleed Size .....8.125" x 11"

### Half Page Ad

Horizontal ..... 6.875" x 4.75"

**Cluster advertisements** – defined as two or more products, flags, owners or management groups sharing ad space – will be subject to a space-sharing charge equal to the gross rate of the ad space. No additional discounts will apply.