

# 2020 OFFICIAL VISITOR CENTER

## INFORMATION DISPLAY AREA

**WHAT IS THIS?** This unique marketing opportunity allows you to strategically position your message to target in-market guests that are looking for information on things to do while on their Orlando vacation.

**WHO DOES IT REACH?** Consumer domestic and international visitors in-market.



## BACKLIT VERTICAL WALL DISPLAY

42" W x 96" H Light Box Panel

Two Premium Panels *and*  
Four Panels by Brochure Racks

Ads print on tension fabric and are displayed in wall-mounted light boxes.



### BROCHURE RACK DISPLAY PANEL (FRONT)

*Two Positions Available*

- 47" W x 36" H Panel
- Dining or Shopping



### BROCHURE RACK DISPLAY PANEL (BACK)

*3 Positions Available*

- 47" W x 36" H Panel
- Attractions, Dining or Arts/Culture, Golf & Spa

Ads print on tension fabric and are mounted to either the front or back of the brochure racks.

\*All contracts can be billed quarterly

NOTE: PINK Outline Box indicates advertising locations.

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

NOTE: Advertising at the OVC should tell the story of the destination's offerings in a pictorial fashion with limited copy, and must be of a style that is non-offensive and representative of the Orlando brand. All submissions will be reviewed and approved by Visit Orlando marketing and executive teams before placement. Visit Orlando reserves the right to deny inclusion of any advertisement at any time for any reason.

### QUESTIONS:

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

**Visit Orlando.**

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