

CO-OPS

2016-2017
AS OF 10.14.16

DOMESTIC

PROGRAM	LOCATION	DATES	MARKET	MAX IPs	VALUE TO PARTNER	COST	CONTACT	EMAIL
Retargeting Co-op	N/A	Monthly	Domestic	TBD	This digital program will use retargeting tactics towards consumers who have visited ExperienceKissimmee.com, to target them with partner banner ads. Ads will be formatted and created by our marketing team. Packages are based on amounts of impressions.	Packages start at \$750	Heather Britt	HBritt@ExperienceKissimmee.com
TripAdvisor Sponsored Page	Domestic Consumer	Monthly	Domestic	Varies	Kissimmee's TripAdvisor Destination Page is a dedicated content page providing destination information, videos, events, etc. Banner advertising submitted by partner will link directly to partner site.	Starts at \$250	Jason Holic	Jholic@ExperienceKissimmee.com
Website Advertising	N/A	Monthly	Domestic and International	Varies	ExperienceKissimmee.com receives over 3 million visitors a year who are interested in travel to Kissimmee. Digital advertising packages are available.	Packages start at \$250	Jason Holic	Jholic@ExperienceKissimmee.com
NY Travel Show	New York, NY	January 27 - 29, 2017	Consumer / Travel Agent	4	Booth share with Experience Kissimmee and reach over 28,000 consumer and travel/trade attendees in the New York area.	\$800	Danielle Dunn	ddunn@experiencekissimmee.com
Destination Boot Camp	Kissimmee, FL	February, final date TBD	Military Leisure	60+	Week long FAM for military ITT/MWR office personnel. Participation opportunities include hosting the group as part of the FAM agenda (in-kind), purchasing a table at the tradeshow, or purchasing tickets for the opening/closing evening events to network with attendees.	In Kind - \$50	Danielle Dunn	ddunn@experiencekissimmee.com
2017 Destination Magazine launch	N/A	Ad sales open July 2017	Domestic	TBD	Total distribution is 300,000. Used as the fulfillment piece for consumer mailings, distributed at trade shows and conferences both domestically and internationally. An electronic version is available for viewing, downloading and printing.	Full Page - \$7,500 1/2 Page - \$4,100 1/4 Page - \$2,600	Heather Britt	HBritt@ExperienceKissimmee.com
Visitor Map Enhanced Listing	N/A	Ad sales open July 2017	Domestic	16	Distributed at over 190 key vacation rack locations throughout Florida (in and out of market). Distributed at trade shows and conferences. **Not open to accommodation partners	\$1,000	Heather Britt	HBritt@ExperienceKissimmee.com

INTERNATIONAL

PROGRAM	LOCATION	DATES	MARKET	MAX IPs	VALUE TO PARTNER	COST	CONTACT	EMAIL
World Travel Market	London, United Kingdom	November 7 - 9, 2016	United Kingdom	4	Show Participation /Partner Event	\$3,000	Rene Kuziv	rkuziv@experiencekissimmee.com
Holiday Networking Event	SeaWorld Orlando	December 8th, 2016	Local RTO and Student Group Operators	15	Receptive/International/Domestic Tour Operators	\$300	Rose Hernandez	rhernandez@experiencekissimmee.com
Florida Huddle	Disney's Contemporary Resort, Orlando	January 9 - 12, 2017	International	12	Show Participation	\$2,000	Rene Kuziv	rkuziv@experiencekissimmee.com
Visit USA Colombian Caravan	Bogota, Medellin, Cali	February, final date TBD	Colombia	4	Show Participation	TBA	Melissa Basilio	mbasilio@experiencekissimmee.com
Orlando Sales Calls	Orlando, FL	TBD	Latam	4	Sales Calls to Receptive Tour Operators	\$250	Melissa Basilio	mbasilio@experiencekissimmee.com
UK Sales Mission	United Kingdom	March, final date TBD	England and Ireland	4	Sales Calls to Tour Operators	\$2,000	Rene Kuziv	rkuziv@experiencekissimmee.com
World Travel Market Latin America	Sao Paulo, Brazil	April 4 - 6, 2017	Latam	4	Show Participation /Partner Event	\$2,000	Melissa Basilio	mbasilio@experiencekissimmee.com

INTERNATIONAL CONTINUED

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Arabian Travel Market	Dubai, UAE	April 24 - 27, 2017	Gulf Region	4	Show Participation	TBA	Ana Gonzalez	agonzalez@experiencekissimmee.com
Northern Europe Sales Mission	Northern Europe	April, final date TBD	Netherlands	4	Sales Calls to Tour Operators	\$1,700	Rene Kuziv	rkuziv@experiencekissimmee.com
Canadian Sales Mission	Toronto/ Montreal	May, final date TBD	Canada	12	Trade and Media Events	\$1,500	Danielle Dunn	ddunn@experiencekissimmee.com
Mexico Sales Mission	Mexico City, Guadalajara and Monterrey	May, final date TBD	Latam	4	Trainings & Appointments	\$1,500	Melissa Basilio	mbasilio@experiencekissimmee.com
IPW (International Pow Wow)	Washington, DC	June 3 - 7, 2017	International	No Limit	EK Section Participation	\$800	Rene Kuziv	rkuziv@experiencekissimmee.com

MEETINGS AND CONVENTIONS

PROGRAM	LOCATION	DATES	MARKET	MAX IPs	VALUE TO PARTNER	COST	CONTACT	EMAIL
Naval Recruit Training Center FAM	Kissimmee, FL	October 15th, 2016	Military Reunion	TBD	Opportunity to showcase company to military reunion planners	In-Kind	Jadeine Shives	jshives@experiencekissimmee.com
Family Reunions Workshop & FAM	Kissimmee, FL	October 22nd, 2016	Reunion	TBD	Opportunity to showcase company to family reunion planners	In-Kind	Jadeine Shives	jshives@experiencekissimmee.com
National Coalition of Black Meeting Planners	St. Louis, Missouri	November 30 - December 3, 2016	MultiCultural	1	Opportunity to showcase company and network with meeting planners	\$500	Sara Melendez-Davis	smelendez@experiencekissimmee.com
Florida Encounter Post FAM	TBD	November 30th, 2016	Corporate/ Association	TBD	Opportunity to showcase company and network with corporate & association meeting planners	In-Kind	Michelle Moore, CMP	mmoore@experiencekissimmee.com
Emerge Conference (RCMA)	Chicago, IL	February 7 - 9, 2017	Faith-Based	1	Network and meet with faith based meeting planners	\$450	Sara Melendez-Davis	smelendez@experiencekissimmee.com
HelmsBriscoe Southeast FAM	Kissimmee, FL	February, 2017	All	TBD	Opportunity to showcase company and network with top HB meeting planners	In-Kind	Michelle Moore, CMP	mmoore@experiencekissimmee.com
Destination Showcase (DMAI)	Washington DC	February, 2017	Corporate/ Association	1	Network and meet with association, corporate and specialty meeting planners in mid-atlantic	\$700	Corporate-Sara Melendez-Davis	smelendez@experiencekissimmee.com

MEETINGS AND CONVENTIONS CONTINUED

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Signature Event and Sales Mission	Atlanta, Texas, or Florida	March, 2017	All	TBD	Opportunity to travel with Experience Kissimmee sales team to key markets to promote company to meeting planners	In-Kind	Michelle Moore, CMP	mmoore@experiencekissimmee.com
ConferenceDirect FAM	Kissimmee, FL	March, 2017	All	TBD	Opportunity to showcase company and network with top CD meeting planners	In-Kind	Michelle Moore, CMP	mmoore@experiencekissimmee.com
Northeast Signature Event & Sales Mission	Boston or New Jersey	April, 2017	All	TBD	Opportunity to travel with Experience Kissimmee sales team to key markets to promote company to meeting planners	In-Kind	Michelle Moore, CMP	mmoore@experiencekissimmee.com
VISIT FLORIDA VIP Networking Event - (Must be VFL Member to attend)	Atlanta, GA	April, 2017	Corporate/ Association	1	Networking opportunity with key association, corporate, and specialty meeting planners in Atlanta	\$450	Sara Melendez-Davis	smelendez@experiencekissimmee.com
FSAE Foundation Executive Series Luncheon	Tallahassee, FL	April, 2017	Association	4	Opportunity to network with Florida association executives. EK sole sponsorship.	\$525	Cassandra Ruelle	cruelle@experiencekissimmee.com
Military Reunion FAM	Kissimmee, FL	April 24 - 28, 2017	Military Reunion	TBD	Opportunity to showcase company to military reunion planners	In-Kind	Jadeine Shives	jshives@experiencekissimmee.com
Maritz Northeast Pharma FAM	Kissimmee, FL	May, 2017	Corporate	1	Opportunity to showcase company to pharmaceutical/ medical meeting planners	\$700	Michelle Moore, CMP	mmoore@experiencekissimmee.com
Capital Events	Tallahassee, FL	May, 2017	Association/Government	1	Network and promote company to government and association meeting planners	\$500	Cassandra Ruelle	cruelle@experiencekissimmee.com

MEETINGS AND CONVENTIONS CONTINUED

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PROGRAM	LOCATION	DATES	MARKET	MAX IPs	VALUE TO PARTNER	COST	CONTACT	EMAIL
VISIT FLORIDA VIP Networking Event - (Must be VFL Member to attend)	Washington DC	May, 2017	Corporate/ Association	TBD	Networking opportunity with key association, corporate, and specialty meeting planners in DC	\$500	Sara Melendez-Davis	smelendez@experiencekissimmee.com
VISIT FLORIDA VIP Networking Event - (Must be VFL Member to attend)	New York, NY	June, 2017	Corporate/ Association	TBD	Networking opportunity with key association, corporate, and specialty meeting planners in NYC	\$600	Sara Melendez-Davis	smelendez@experiencekissimmee.com
Cvent Connect	Las Vegas, NV	June, 2017	Corporate/ Association	1	Opportunity to conduct one-on-one appointments with key corporate and association meeting planners	\$1,500	Sara Melendez-Davis	smelendez@experiencekissimmee.com
Tom Joyner Family Reunion	Kissimmee, FL	September 1-4, 2017	MultiCultural	15	Opportunity to have a booth and represent company to consumers, reunion planners	\$200	Sara Melendez-Davis	smelendez@experiencekissimmee.com
Mid-Atlantic Signature Event and Sales Mission	Washington DC, Virginia, or Maryland	September, 2017	All	3-6	Opportunity to travel with Experience Kissimmee sales team to key markets to promote company to meeting planners	\$1,000	Michelle Moore, CMP	mmoore@experiencekissimmee.com