

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|----------------------|---|-----------------------------------|--|---|---|------------------------------------|-----------------------|----------------------|--------------------|-------|------------------|
| Domestic Sales Shows | Meeting Today Live South: Orlando, FL – November 2024 | Meeting Planner | Meeting Planner Trade Show | Meetings Today Live South brings together qualified meeting professionals who hold events in the Southern region to one location and provides accredited educational sessions, networking events and one-on-one appointments. | Shared Appointment Book & Conference Attendance With VCB, Planner Contact Information | | 60 | 11/17/2024 | 11/20/2024 | 600 | 1 |
| Domestic Sales Shows | Northern Central Florida Agency Sales Mission: Greater Orlando, FL – November 2024 | Travel Advisor | Travel Agency Sales Calls | This is your chance to get your property “top-of-mind” with our state’s most influential travel advisors. The VCB will organize and lead several days of planned sales calls with travel agencies, tour planners and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important summer and fall travel seasons. | Travel Advisor Education Opportunity and Contact Information | | 30 | 11/19/2024 | 11/21/2024 | 0 | 3 |
| Domestic Sales Shows | Association Forum Holiday Showcase: Chicago, IL – December 2024 | Meeting Planner | Meeting Planner Trade Show | Holiday Showcase continues to be the Association Forum’s largest annual event and Chicagoland’s no. 1 meetings and business services exhibition. In addition to being a successful trade show, Holiday Showcase provides outstanding educational content in a variety of topic areas for attendees. | Shared Booth With VCB, Planner Contact Information | | 1,200 | 12/04/2024 | 12/05/2024 | 300 | 1 |
| Domestic Sales Shows | Smart Meetings Incentive Experience: Phoenix, AZ – December 2024 | Meeting Planner | Meeting Planner Trade Show | Smart Meetings Incentive Experience brings together the most highly qualified meeting and incentive planners with top destinations, hotels/resorts, DMOs and tourism offices from the incentive market. During this three-day event, attendees participate in one-on-one pre-scheduled appointments, gain industry insights from guest speakers and network with this exclusive group. | Shared Appointments With VCB, Planner Contact Information | | 75 | 12/08/2024 | 12/10/2024 | 1,900 | 1 |
| Domestic Sales Shows | RCMA Emerge: Phoenix, AZ – January 2025 | Meeting Planner | Faith-Based Meeting Planner Trade Show | The Religious Conference Management Association (RCMA) Emerge is a one-stop opportunity for you to meet with the top faith-based meeting planners, refine your professional skills with education, and reconnect with friends and colleagues. This show includes over 30 informative, interactive educational sessions and three powerful keynote experiences plus six hours of connectivity with planners during the Emerge Expo. There is also another 10+ hours of potential engagement during breaks, meals, receptions, and other intentional connection events. | Shared Booth & Conference Attendance With VCB, Planner Contact Information | | 850 | 01/06/2025 | 01/08/2025 | 400 | 1 |
| Domestic Sales Shows | Travel & Adventure Show Atlanta: Atlanta, GA – January 2025 | Leisure Consumer Travel Advisor | Consumer Trade Show & Travel Advisor Program | The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You’ll meet thousands of consumers at each event who are attending to find their next vacation and meet you. Additionally, our participation in the FAM-TAS Passport Program enables special access to pre-qualified and highly informed travel advisors with whom you can count on quality face-to-face conversations that generate leads and bookings — all under one roof. | Booth With VCB | | 8,000 | 01/11/2025 | 01/12/2025 | 200 | 1 |
| Domestic Sales Shows | Travel & Adventure Show New York City: New York, NY – January 2025 | Leisure Consumer Travel Advisor | Consumer Trade Show & Travel Advisor Program | The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You’ll meet thousands of consumers at each event who are attending to find their next vacation and meet you. Additionally, our participation in the FAM-TAS Passport Program enables special access to pre-qualified and highly informed travel advisors with whom you can count on quality face-to-face conversations that generate leads and bookings — all under one roof. | Booth With VCB | | 24,000 | 01/25/2025 | 01/26/2025 | 200 | 1 |
| Domestic Sales Shows | Travel & Adventure Show Chicago: Rosemont, IL – February 2025 | Leisure Consumer Travel Advisor | Consumer Trade Show & Travel Advisor Program | The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You’ll meet thousands of consumers at each event who are attending to find their next vacation and meet you. Additionally, our participation in the FAM-TAS Passport Program enables special access to pre-qualified and highly informed travel advisors with whom you can count on quality face-to-face conversations that generate leads and bookings — all under one roof. | Booth With VCB | | 16,000 | 02/01/2025 | 02/02/2025 | 200 | 1 |
| Domestic Sales Shows | NYSAE Trade Show, Theatre Client Event & Expo: New York City, NY – February March 2025 | Meeting Planner | Meeting Planner Trade Show and Client Event | The New York Society of Association Executives (NYSAE) meeting planner event is a great opportunity to network with association and not-for-profit management executives. The VCB will invite clients to the networking trade show followed by a client theatre event. Participants will receive contact information from all planner show attendees. | Booth With VCB, Client Event and Planner Contact Information | | 500 | 02/02/2025 | 02/03/2025 | 800 | 2 |

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| Domestic Sales Shows | Florida Encounter: Ocala, FL – February 2025 | Meeting Planner | Meeting Planner Trade Show | Florida Encounter is Visit Florida's premier trade show for hosted conference planners to meet with Florida's meetings and events destinations and hotels. This trade show includes networking opportunities, one-on-one appointments and boasts a 1:1 supplier to meeting professional ratio. Similar to the past couple of years, Florida Encounter is being held during the same timeframe as Florida Huddle (international travel trade). | Your Own Booth, Appointment Book & Conference Attendance, and Planner Contact Information. (VCB will provide carpet & limited décor to create a destination presence.) | | 150 | 02/03/2025 | 02/05/2025 | 2,750 | 4 |
| Domestic Sales Shows | Travel & Adventure Show DC: Washington, D.C. – March 2025 | Leisure Consumer Travel Advisor | Consumer Trade Show & Travel Advisor Program | The Travel & Adventure Shows are time-tested and highly regarded destination promotion opportunities. You'll meet thousands of consumers at each event who are attending to find their next vacation and meet you. Additionally, our participation in the FAM-TAS Passport Program enables special access to pre-qualified and highly informed travel advisors with whom you can count on quality face-to-face conversations that generate leads and bookings — all under one roof. | Booth With VCB | | 15,000 | 03/29/2025 | 03/30/2025 | 200 | 1 |
| Domestic Sales Shows | Destinations Celebration: Kansas City, MO – April 2025 | Meeting Planner | Meeting Planner Client Event | The VCB will participate in a hosted meeting planner themed event in the Kansas City market, targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event. | Shared Booth and Meeting Planner Contact Information | | 75 | 04/01/2025 | 04/30/2025 | 300 | 1 |
| Domestic Sales Shows | East Coast Florida Travel Agency Sales Mission & Client Event: From West Palm Beach to Miami Gardens – April–May 2025 | Travel Advisor | Travel Agency Sales Calls & Client Event | This is your chance to get your property “top-of-mind” with our state’s most influential travel advisors. The VCB will organize and lead several days of planned sales calls with travel agencies, tour planners and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important summer and fall travel seasons. | Travel Advisor Education Opportunity and Contact Information | | 25 | 04/29/2025 | 05/01/2025 | 0 | 5 |
| Domestic Sales Shows | American Society of Travel Advisors (ASTA) Global Convention: Salt Lake City, UT – May 2025 | Travel Agent | Travel Advisor Trade Show and Education | Known as the essential industry event for travel advisor professionals, this is where the best of the best in the travel agency industry convene for inspiration, education and entertainment. The annual ASTA Global Convention is where the travel agency industry gathers for three days of thought-provoking programming, a trade show and idea sharing. | Booth With VCB | | 1,000 | 05/20/2025 | 05/22/2025 | 900 | 1 |
| Domestic Sales Shows | West Coast Florida Travel Agency Sales Mission & Client Event: From Punta Gorda to Spring Hill – June 2025 | Travel Advisor | Travel Agency Sales Calls & Client Event | This is your chance to get your property “top-of-mind” with our state’s most influential travel advisors. The VCB will organize and lead several days of planned sales calls with travel agencies, tour planners and AAA offices to highlight Fort Myers – Islands, Beaches and Neighborhoods for the important summer and fall travel seasons. | Travel Advisor Education Opportunity and Contact Information | | 25 | 06/10/2025 | 06/12/2025 | 0 | 5 |
| Domestic Sales Shows | Red Sox Fenway Client Event: Boston, MA – July 2025 | Meeting Planner | Meeting Planner Client Event | The Red Sox meeting planner event is a great opportunity to network with Greater Boston–area meeting professionals in a unique, destination-themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participants will receive all planner contact information and qualification sheets. Date dependent upon Red Sox home game schedule. | Client Event With VCB, Planner Contact Information | | 20 | 07/01/2025 | 07/31/2025 | 300 | 2 |
| Domestic Sales Shows | Minnesota Twins Client Event: Minneapolis, MN – August/September 2025 | Meeting Planner | Meeting Planner Client Event | The Twins meeting planner event is a great opportunity to network with Greater Minneapolis–area meeting professionals in a unique, destination-themed setting. Targeted clients will be with planners in the corporate, association and incentive markets. Participants will receive all planner contact information and qualification sheets. Date dependent upon the Twins home game schedule. | Client Event With VCB, Planner Contact Information | | 20 | 08/01/2025 | 09/30/2025 | 300 | 2 |
| Domestic Sales Shows | Connect Association: City TBD – August 2025 | Meeting Planner | Meeting Planner Trade Show | Connect is a hosted buyer event that brings together the most active planners, suppliers and experts in association meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests as well as additional factors. | Shared Appointments With VCB, Planner Contact Information | | 450 | 08/01/2025 | 08/31/2025 | 1,300 | 1 |
| Domestic Sales Shows | Connect Corporate: City TBD – August 2025 | Meeting Planner | Meeting Planner Trade Show | Connect is a hosted-buyer event that brings together the most active planners, suppliers and experts in corporate meetings and events for preset appointments, keynote general sessions, planner/supplier roundtables and quality networking. The event offers a reverse trade show format that matches planners and suppliers for individual appointments based on their requests, as well as additional factors. | Shared Appointments With VCB, Planner Contact Information | | 450 | 08/01/2025 | 08/31/2025 | 1,300 | 1 |

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| Domestic Sales Shows | Destinations Celebration: Milwaukee, WI – September/October 2025 | Meeting Planner | Meeting Planner Client Event | The VCB will participate in a hosted meeting planner–themed event in the Milwaukee market targeting planners in the corporate, association and incentive markets. Participants will receive all contact information of the planners at the conclusion of the event. | Shared Booth and Meeting Planner Contact Information | | 50 | 09/01/2025 | 10/31/2025 | 300 | 1 |
| Domestic Sales Shows | Tallahassee Meeting Planner Sales Calls & Client Event: Tallahassee, FL – September 2025 | Meeting Planner | Meeting Planner Sales Calls & Client Event | The VCB will organize daily sales calls and one client event in the Tallahassee area. Targeted appointments will be with meeting planners in the Florida association market. The VCB will provide contact information and qualification sheets for each meeting planner from all sales appointments at the conclusion of the mission. | Shared Sales Calls, Planner Contact Information | | 20 | 09/23/2025 | 09/26/2025 | 300 | 2 |

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| International Leisure Digital Display | Canada Expedia International Digital: Winter 2024/25 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 50000 | 11/01/2024 | 01/31/2025 | 550 | 5 |
| International Leisure Digital Display | Canada Travel Intenders International Digital: Winter 2024/25 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 11/01/2024 | 01/31/2025 | 500 | 6 |
| International Leisure Digital Display | Germany Expedia International Digital: Winter 2024/25 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 50000 | 11/01/2024 | 01/31/2025 | 550 | 5 |
| International Leisure Digital Display | Germany Travel Intenders International Digital: Winter 2024/25 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 11/01/2024 | 01/31/2025 | 500 | 6 |
| International Leisure Digital Display | U.K. Expedia International Digital: Spring/Summer 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 50000 | 01/17/2025 | 04/30/2025 | 550 | 5 |
| International Leisure Digital Display | U.K. Travel Intenders International Digital: Spring/Summer 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 01/17/2025 | 04/30/2025 | 500 | 6 |
| International Leisure Digital Display | Germany Expedia International Digital: Spring/Summer 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 35000 | 03/01/2025 | 05/31/2025 | 500 | 5 |
| International Leisure Digital Display | Germany Travel Intenders International Digital: Spring/Summer 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 03/01/2025 | 05/31/2025 | 500 | 6 |
| International Leisure Digital Display | Canada Expedia International Digital: Fall 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 50000 | 08/01/2025 | 09/30/2025 | 550 | 5 |
| International Leisure Digital Display | Canada Travel Intenders International Digital: Fall 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 08/01/2025 | 09/30/2025 | 500 | 6 |

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| International Leisure Digital Display | U.K. Expedia International Digital: Fall 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to the partner listing within Expedia. | Photo, Headline, Offer/Message, and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date) | 50000 | 08/01/2025 | 09/30/2025 | 550 | 5 |
| International Leisure Digital Display | U.K. Travel Intenders International Digital: Fall 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message, and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date) | 75000 | 08/01/2025 | 09/30/2025 | 500 | 6 |

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| Global Sales | Florida Huddle Ocala, FL February 2025 | Travel Trade Appointment Show | Florida Huddle is Florida's foremost travel trade event, welcoming international travel buyers and receptives to meet directly with Florida suppliers. Featuring pre-requested, pre-scheduled appointment sessions and networking opportunities, this event offers three days of Florida-focused wholesale productivity. Florida Huddle and Florida Encounter (meetings industry) will be held concurrently. | Individual booth, appointment book, 1 appointment-taking badge, 1 non-appointment taking badge, carpet and plants for a destination themed look on the show floor. | | 200 | 02/03/2025 | 02/05/2025 | 2500 | 4 |
| Global Sales | IPW Chicago, IL June 2025 | Travel Trade Appointment Show | <p>NOTE: Partners must purchase own booth through USTA</p> <p>IPW is the travel industry's premier international marketplace and is the largest generator of travel to the U.S. In 3 days of pre-scheduled business appointments, more than 1,300 U.S. travel organizations from every region of the USA conduct business negotiations that result in future travel to the United States.</p> <p>NOTE: Partners must purchase own booth through USTA</p> | LVCB provides full booth furnishings, plants and design elements to each booth decorated in the destination theme. <u>NOTE: Partners must purchase own booth through USTA</u> | NOTE: Partners must purchase own booth through USTA | 6000 | 06/14/2025 | 06/18/2025 | 1500 | 2 |

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| Leisure Digital Display | Expedia Domestic Digital: Winter 2024/2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia. | Photo, Headline, Offer/Message and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date.) | 100000 | 11/01/2024 | 12/31/2024 | 500 | 5 |
| Leisure Digital Display | Partner Site Retargeting Digital (Annual): Nov. 2024–Sept. 2025 (MUST have the ability to place a flood tag on your site) | | Partners have the opportunity to utilize their own website data and retarget visitors to their site across all devices and through display banners. This is a conversion tactic. | Cross-device site retargeting provides an opportunity to reach consumers who have visited your site and are interested in your brand. For example, if a consumer goes to http://partner.com , "Partner" would have the opportunity to retarget them with a VCB/co-op banner to entice them to come back to the site and convert. Direct-response messaging is extremely encouraged in this type of opportunity. Co-op partners will only be able to retarget from their own site and use their first-party data. Their data will not be shared with other co-op partners. Partners MUST have the ability to place a floodlight tag on their website. | Photo, Headline, Offer/Message and Direct Website Link | Direct-Response Messaging Highly Encouraged (MUST have ability to place flood tag on your site.) | 250000 | 11/01/2024 | 09/30/2025 | 750 | 20 |
| Leisure Digital Display | Travel Intenders Programmatic Digital: Winter 2024/25 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 11/01/2024 | 12/31/2024 | 500 | 6 |
| Leisure Digital Display | Spring Training Digital: Spring 2025 | Spring Training Focus | Partners have the opportunity to reach baseball fans and the spring training audience. Ads will be targeted toward Boston Red Sox and Minneapolis Twins MLB fans based on contextual, behavioral and past-purchase data related to baseball. This tactic will run in the Boston and Minneapolis markets only. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for spring training and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Logo, Headline, Offer/Message and Direct Website Link | | 100000 | 12/01/2024 | 02/28/2025 | 475 | 3 |
| Leisure Digital Display | Expedia Domestic Digital: Spring 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia. | Photo, Headline, Offer/Message and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date.) | 100000 | 01/17/2025 | 03/31/2025 | 500 | 5 |
| Leisure Digital Display | Travel Intenders Programmatic Digital: Spring 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 01/17/2025 | 03/31/2025 | 500 | 6 |
| Leisure Digital Display | Tripadvisor Domestic Digital: Spring 2025 | | Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquering to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). This is an intent tactic. | Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities, and more. This is a high-performing tactic aligning with consumer intent. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 35000 | 01/17/2025 | 03/31/2025 | 425 | 6 |
| Leisure Digital Display | Condé Nast Digital (Premium Publisher): Summer 2025 | | Partners have the opportunity to be included in Lee County's overarching campaign with Condé Nast by running targeted display banners across Condé Nast's portfolio of sites. This is an intent tactic. | Condé Nast is a premium national publisher of large, household-name magazines, including Condé Nast Traveler, Bon Appétit, Vanity Fair and Wired, among others. Condé Nast will use first-party data from all its sites to identify users most likely to travel and those who show the greatest interest in Florida. Banners will run across the full network of Condé Nast sites and refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | | 100000 | 04/01/2024 | 06/30/2024 | 500 | 2 |
| Leisure Digital Display | Expedia Domestic Digital: Summer 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia. | Photo, Headline, Offer/Message and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date.) | 100000 | 04/01/2025 | 06/30/2025 | 500 | 5 |
| Leisure Digital Display | Dotdash Meredith Digital (Premium Publisher): Summer 2025 | | Partners have the opportunity to be included in Lee County's overarching campaign with Dotdash Meredith by running display banners across Dotdash Meredith's portfolio of sites. This is an intent tactic. | Dotdash Meredith is a premium national publisher of large, household-name magazines, including Midwest Living, Parents, Southern Living, and Travel + Leisure, in which the brand runs print. Other big names include People, Better Homes & Gardens, Real Simple, Magnolia, and Martha Stewart Living, among many others. Meredith brands reach a largely female audience who are actively planning for their families. Banners will run across the full network of Dotdash Meredith sites and refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | | 100000 | 04/01/2025 | 06/30/2025 | 500 | 4 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|-------------------------|---|-------------------------------|---|--|---|---|-----------------------|----------------------|--------------------|------|------------------|
| Leisure Digital Display | The New York Times Digital (Premium Publisher): Summer 2025 | | Partners have the opportunity to be included in Lee County's overarching campaign with The New York Times by running display banners across NYTimes.com. This is an intent tactic. | The New York Times website provides comprehensive coverage of the news from arts and entertainment to sports and science and from business and technology to dining and home design. Banners will run across NYTimes.com and refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | | 85000 | 04/01/2025 | 06/30/2025 | 500 | 6 |
| Leisure Digital Display | Travel Intenders Programmatic Digital: Summer 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 04/01/2025 | 06/30/2025 | 500 | 6 |
| Leisure Digital Display | Tripadvisor Domestic Digital: Summer 2025 | | Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquering to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). This is an intent tactic. | Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities, and more. This is a high-performing tactic aligning with consumer intent. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 35000 | 04/01/2025 | 06/30/2025 | 425 | 8 |
| Leisure Digital Display | Afar Digital (Premium Publisher): Summer 2025 | | Partners have the opportunity to be included in Lee County's overarching campaign with Afar by running display banners across Afar.com. This is an intent tactic. | AFAR inspires, guides and enables travelers to have deeper, richer and more meaningful travel experiences. AFAR is one of the fastest growing travel media brands, running in both the print and digital spaces. They reach an affluent audience with an average household income of income of \$390,000 who take 13 trips annually. Sixty-seven percent of the audience has children in the household. | Photo, Logo, Headline, Offer/Message and Direct Website Link | | 100000 | 04/01/2025 | 06/30/2025 | 500 | 3 |
| Leisure Digital Display | Expedia Domestic Digital: Fall 2025 | | Partners have the opportunity to target specific Lee County destinations with Expedia through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Expedia is an OTA (online travel agency) for finding discount rates for airline tickets and hotel stays. The ads will run on search result pages for consumers looking for bookings in Lee County and competitive destinations. Will refer to partner listing within Expedia. | Photo, Headline, Offer/Message and Link to Partner's OTA Listing | Offer Strongly Recommended (Offer must be valid through end date.) | 100000 | 07/05/2025 | 09/30/2025 | 500 | 5 |
| Leisure Digital Display | The New York Times Digital (Premium Publisher): Fall 2025 | | Partners have the opportunity to be included in Lee County's overarching campaign with The New York Times by running display banners across NYTimes.com. This is an intent tactic. | The New York Times website provides comprehensive coverage of the news from arts and entertainment to sports and science and from business and technology to dining and home design. Banners will run across NYTimes.com and and refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | | 85000 | 07/05/2025 | 09/30/2025 | 500 | 6 |
| Leisure Digital Display | Travel Intenders Programmatic Digital: Fall 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 07/05/2025 | 09/30/2025 | 500 | 6 |
| Leisure Digital Display | Tripadvisor Domestic Digital: Fall 2025 | | Partners have the opportunity to target consumers across Tripadvisor.com with display banners. Campaigns will utilize contextual targeting for placement within Lee County content, competitive conquering to reach consumers searching for comparable destinations and unique reach to vacation rental searchers (if applicable to partner). This is an intent tactic. | Tripadvisor provides recommendations for hotels, resorts, inns, vacations, travel packages, vacation packages, travel guides, restaurants, activities, and more. This is a high-performing tactic aligning with consumer intent. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 35000 | 07/05/2025 | 09/30/2025 | 425 | 6 |
| Leisure Digital Display | Visitors – In-Market Mobile Geofencing Digital: Summer 2025 | | Partners have the opportunity to reach visitors actively in-market to promote attractions and activities on their mobile devices through geofencing technology. Partners are only able to promote their restaurant or attraction. No accommodation promotion. This is a conversion tactic. | Partners have an opportunity to run display banners on mobile devices that will be targeted to users who are currently in Lee County. This campaign will only message visitors to encourage them to spend in-market by utilizing geofencing technology to distinguish between residents. | Photo, Headline, Offer/Message and Direct Website Link (300x250 web banner) | Offer Strongly Recommended (Offer must be valid through end date.) | 100000 | 07/05/2025 | 09/30/2025 | 400 | 4 |
| Leisure Digital Display | Island Hopper Songwriter Fest Programmatic Digital: Fall 2025 | Island Hopper Songwriter Fest | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning to attend the Island Hopper Songwriter Fest. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. Creative will be 100% SOV for partner and the VCB. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the event. This is a conversion tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Must Submit a Deal for This Placement (Offer must be valid through end date.) | 50000 | 08/07/2025 | 09/24/2025 | 400 | 10 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------------------|---|--|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Leisure Third-Party Email | ShermansTravel Email (Travel Retail): March 2025 | Family Travel | Partners have the opportunity to be included as a featured property in a ShermansTravel email dedicated to Lee County. This is a conversion tactic. | ShermansTravel dedicated emails are distributed to their opt-in subscriber database. The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively. | Photo, Headline/Offer, Description and Direct Website Link | | 500000 | 03/01/2025 | 03/31/2025 | 400 | 6 |
| Leisure Third-Party Email | eTarget Leisure (Email Publisher): April 2025 | | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in beach and Florida travel. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 2000000 | 04/01/2025 | 04/30/2025 | 450 | 6 |
| Leisure Third-Party Email | Luxury Link (Email Publisher): May 2025 | Affluent Audience | Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County. This is an intent tactic. | Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience. | Photo, Headline/Offer, Description and Direct Website Link | | 250000 | 05/01/2025 | 05/31/2025 | 375 | 6 |
| Leisure Third-Party Email | eTarget Leisure (Email Publisher): June 2025 | | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all in-state, double opt-in users who are interested in local family road trips and summer vacations. This will be for in-state target markets only. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 2000000 | 06/01/2025 | 06/30/2025 | 450 | 6 |
| Leisure Third-Party Email | Luxury Link (Email Publisher): August 2025 | Affluent Audience | Partners have the opportunity to be included as a featured property in a Luxury Link email dedicated to Lee County. This is an intent tactic. | Luxury Link is a unique online destination for inspiration and information about the world's best destinations, luxury accommodations and curated travel experiences. Luxury Link reaches an older (56% are adults 45+) and affluent (average household income of \$275K+) audience. | Photo, Headline/Offer, Description and Direct Website Link | | 250000 | 08/01/2025 | 08/31/2025 | 375 | 6 |
| Leisure Third-Party Email | ShermansTravel Email (Travel Retail): August 2025 | Consider focusing content around the Island Hopper Songwriter Festival by sharing a deal or offer specific to the event. | Partners have the opportunity to be included as a featured property in a ShermansTravel email dedicated to Lee County. This is a conversion tactic. | ShermansTravel dedicated emails are distributed to their opt-in subscriber database. The mission of ShermansTravel is to provide readers with expert advice on great destinations. Shermans' advice simplifies travel research, providing both the tools and inspiration to make the perfect trip. The email will focus on travel to Lee County exclusively. | Photo, Headline/Offer, Description and Direct Website Link | Align Copy With the Content of the Email | 500000 | 08/01/2025 | 08/31/2025 | 400 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|---|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook Advertising – Event Placement: October–December 2024 | | Provides partners with the ability to increase the reach of a Facebook event page created by the partner, targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages. This is a conversion tactic. | Partners will provide the link to a Facebook event page that the partner creates. The ad will consist of the image used as the event page header and post copy provided by the partner. Ads will drive responses on the event page. This placement will reach a highly engaged audience through VCB audience retargeting and geo-location (regional, Florida) tactics. Ads are displayed within the Facebook news feed and are shared from the partner's social channels. VCB to match funds 1:1. Partners must submit the link to their Facebook event page. VCB is not responsible for the creation of the event page. | Event Page, Link to Website | | 100000 | 10/01/2024 | 10/31/2024 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: October 2024 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 10/01/2024 | 10/31/2024 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: October 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience composed of Facebook and Instagram users with behaviors similar to those in Lee County's current database. Ads are displayed within the Facebook and Instagram news feed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 10/01/2024 | 10/31/2024 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: October 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter, as well as retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram news feed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 10/01/2024 | 10/31/2024 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: October 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 10/01/2024 | 10/31/2024 | 500 | 2 |
| Social Media | Instagram Content – Collab Post: October 2024 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 10/01/2024 | 10/31/2024 | 750 | 1 |
| Social Media | Facebook and Instagram Advertising – Meetings Single-Image Placement: October 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals. This placement will run on the partners' pages . This is a prospecting tactic. | This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Link to Website, Ad Headline and Ad Post Copy | Strive to Showcase High-Quality, Meetings-centric imagery | 100000 | 10/01/2024 | 10/31/2024 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: November 2024 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 11/01/2024 | 11/30/2024 | 250 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|---|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook and Instagram Advertising – Carousel Unit: November 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 11/01/2024 | 11/30/2024 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: November 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 11/01/2024 | 11/30/2024 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: November 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 11/01/2024 | 11/30/2024 | 500 | 2 |
| Social Media | Facebook – Content Calendar Inclusion: December 2024 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 12/01/2024 | 12/31/2024 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: December 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 12/01/2024 | 12/31/2024 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: December 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 12/01/2024 | 12/31/2024 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: December 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 12/01/2024 | 12/31/2024 | 500 | 2 |
| Social Media | Instagram Content – Collab Post: December 2024 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 12/01/2024 | 12/31/2024 | 750 | 1 |
| Social Media | Facebook Advertising – Event Placement: January–March 2025 | | Provides partners with the ability to increase the reach of a Facebook event page created by the partner, targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages. This is a conversion tactic. | Partners will provide the link to a Facebook event page that the partner creates. The ad will consist of the image used as the event page header and post copy provided by the partner. Ads will drive responses on the event page. This placement will reach a highly engaged audience through VCB audience retargeting and geo-location (regional, Florida) tactics. Ads are displayed within the Facebook news feed and are shared from the partner's social channels. VCB to match funds 1:1. Partners must submit the link to their Facebook event page. VCB is not responsible for the creation of the event page. | Event Page, Link to Website | | 100000 | 01/05/2025 | 03/31/2025 | 500 | 1 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|--|---|---|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook – Content Calendar Inclusion: January 2025 | | <p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p> | <p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p> | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 01/05/2025 | 01/31/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: January 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p> | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 01/05/2025 | 01/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: January 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p> | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 01/05/2025 | 01/31/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: January 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p> | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 01/05/2025 | 01/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Meetings Single-Image Placement: January 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals.</p> <p>This placement will run on the partners' pages.</p> <p>This is a prospecting tactic.</p> | <p>This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p> | High-Quality Image, Link to Website, Ad Headline and Ad Post Copy | Strive to Showcase High-Quality, Meetings-centric imagery | 100000 | 01/05/2025 | 01/31/2025 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: February 2025 | | <p>Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers.</p> <p>This placement will run on the VCB's pages, and the VCB will source imagery and finalize messaging.</p> <p>This is a prospecting tactic.</p> | <p>One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1.</p> <p>A partner can sign up for up to three content calendar placements total per year.</p> | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 02/01/2025 | 02/28/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: February 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p> | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 02/01/2025 | 02/28/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: February 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1.</p> | High-Quality Image, Link to Website, Ad Headline and Ad Post Copy | Strive to Showcase High-Quality, Organic Imagery | 100000 | 02/01/2025 | 02/28/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: February 2025 | | <p>Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads.</p> <p>This placement will run on the partners' pages.</p> <p>This is a conversion tactic.</p> | <p>Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1.</p> | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 02/01/2025 | 02/28/2025 | 500 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|---------|---|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Instagram Content – Collab Post: February 2025 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 02/01/2025 | 02/28/2025 | 750 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: March 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 03/01/2025 | 03/31/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: March 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 03/01/2025 | 03/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: March 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 03/01/2025 | 03/31/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: March 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 03/01/2025 | 03/31/2025 | 500 | 2 |
| Social Media | Facebook Advertising – Event Placement: April–June 2025 | | Provides partners with the ability to increase the reach of a Facebook event page created by the partner, targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages. This is a conversion tactic. | Partners will provide the link to a Facebook event page that the partner creates. The ad will consist of the image used as the event page header and post copy provided by the partner. Ads will drive responses on the event page. This placement will reach a highly engaged audience through VCB audience retargeting and geo-location (regional, Florida) tactics. Ads are displayed within the Facebook news feed and are shared from the partner's social channels. VCB to match funds 1:1. Partners must submit the link to their Facebook event page. VCB is not responsible for the creation of the event page. | Event Page, Link to Website | | 100000 | 04/01/2025 | 06/30/2025 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: April 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 04/01/2025 | 04/30/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: April 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 04/01/2025 | 04/30/2025 | 500 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|--|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: April 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 04/01/2025 | 04/30/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: April 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 04/01/2025 | 04/30/2025 | 500 | 2 |
| Social Media | Instagram Content – Collab Post: April 2025 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 04/01/2025 | 04/30/2025 | 750 | 1 |
| Social Media | Facebook and Instagram Advertising – Meetings Single-Image Placement: April 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals. This placement will run on the partners' pages . This is a prospecting tactic. | This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Link to Website, Ad Headline and Ad Post Copy | Strive to Showcase High-Quality, Meetings-centric imagery | 100000 | 04/01/2025 | 04/30/2025 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: May 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 05/01/2025 | 05/31/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: May 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 05/01/2025 | 05/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: May 2024 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's enewsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 05/01/2025 | 05/31/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: May 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 05/01/2025 | 05/31/2025 | 500 | 2 |
| Social Media | Facebook – Content Calendar Inclusion: June 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 06/01/2025 | 06/30/2025 | 250 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook and Instagram Advertising – Carousel Unit: June 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 06/01/2025 | 06/30/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: June 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 06/01/2025 | 06/30/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: June 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 06/01/2025 | 06/30/2025 | 500 | 2 |
| Social Media | Instagram Content – Collab Post: June 2025 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 06/01/2025 | 06/30/2025 | 750 | 1 |
| Social Media | Facebook Advertising – Event Placement: July–September 2025 | | Provides partners with the ability to increase the reach of a Facebook event page created by the partner, targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages. This is a conversion tactic. | Partners will provide the link to a Facebook event page that the partner creates. The ad will consist of the image used as the event page header and post copy provided by the partner. Ads will drive responses on the event page. This placement will reach a highly engaged audience who has already subscribed to the VCB's e-newsletter, as well as retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook news feed and are shared from the partner's social channels. VCB to match funds 1:1. Partners must submit the link to their Facebook event page. VCB is not responsible for the creation of the event page. | Event Page, Link to Website | | 100000 | 07/01/2025 | 09/30/2025 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: July 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 07/01/2025 | 07/31/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: July 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 07/01/2025 | 07/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: July 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 07/01/2025 | 07/31/2025 | 500 | 1 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|---------|---|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook and Instagram Advertising – Slideshow: July 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 07/01/2025 | 07/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Meetings Single-Image Placement: July 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting an interest-based audience using meta key phrases relating to meeting planning professionals. This placement will run on the partners' pages . This is a prospecting tactic. | This placement will be reaching meeting planners by strategically leveraging specific job titles, fields of study, and employment industries related to meeting/event planning and management. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Link to Website, Ad Headline and Ad Post Copy | Strive to Showcase High-Quality, Meetings-centric imagery | 100000 | 07/01/2025 | 07/31/2025 | 500 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: August 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 08/01/2025 | 08/31/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: August 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 08/01/2025 | 08/31/2025 | 500 | 2 |
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: August 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 08/01/2025 | 08/31/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: August 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 08/01/2025 | 08/31/2025 | 500 | 2 |
| Social Media | Instagram Content – Collab Post: August 2025 | | This new premium placement provides partners with the ability to showcase their business on the VCB's Instagram to an audience of over 95,000. Social interactions are applied to both accounts, giving enhanced engagement metrics to the partner's Instagram post. This placement will run on the partners' and VCB's Instagram accounts . This is a prospecting tactic. | One Instagram post will be created on the partner's behalf and shared on the VCB's profile. The VCB will send a collab request to the partner's Instagram account – once accepted, the post will also appear on the partner's profile. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 78,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for one collab post placement total per year. | 1–3 key messaging points to be utilized for post copy creation plus link to partner's Instagram (for collab tagging purposes). The VCB will write copy based on messaging points submitted by the partner to ensure alignment with brand standards. Partner must approve request for collab via the Instagram app. The VCB has the right to reconsider if available imagery doesn't align with their channel best practices. | Imagery Will Be Selected by the VCB | 125000 | 08/01/2025 | 08/31/2025 | 750 | 1 |
| Social Media | Facebook – Content Calendar Inclusion: September 2025 | | Gives partners dedicated space on the destination's Facebook page, showcasing timely messaging to an engaged audience of over 800,000 followers. This placement will run on the VCB's pages , and the VCB will source imagery and finalize messaging. This is a prospecting tactic. | One Facebook post will be created on the partner's behalf and shared on the VCB's consumer Facebook page. Once the post is created based on the messaging points provided, each partner will be sent the post and launch date for final approval. The post will be shared organically to an engaged audience of over 800,000 as well as promoted for a period of seven days to further extend post reach to a highly targeted audience. VCB to match funds 1:1. A partner can sign up for up to three content calendar placements total per year. | 1–3 key messaging points, link to website and link to partner's Facebook page. The VCB will write copy based on messaging points submitted by partner to ensure alignment with brand standards. | Imagery Will Be Selected by the VCB for Content Calendar Inclusion | 50000 | 09/01/2025 | 09/30/2025 | 250 | 2 |
| Social Media | Facebook and Instagram Advertising – Carousel Unit: September 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram through multiple images to tell a cohesive story. This placement will run on the partners' pages . This is a conversion tactic. | Provides partners with the ability to showcase their business on Facebook and Instagram to generate website referral leads. This placement utilizes a proprietary audience comprised of Facebook and Instagram users who have similar behaviors to Lee County's current database. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3 High-Quality Images, 3 Ad Headlines, Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 09/01/2025 | 09/30/2025 | 500 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|---------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Social Media | Facebook and Instagram Advertising – Single-Image Placement: September 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram by targeting a custom audience composed of the VCB's current e-newsletter subscribers. This placement will run on the partners' pages . This is a conversion tactic. | This placement will be reaching a highly engaged audience who has already subscribed to the VCB's e-newsletter and retargeting that audience with partner-specific messaging. Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels. VCB to match funds 1:1. | High-Quality Image, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 09/01/2025 | 09/30/2025 | 500 | 1 |
| Social Media | Facebook and Instagram Advertising – Slideshow: September 2025 | | Provides partners with the ability to showcase their business on Facebook and Instagram with images in a video format to generate website referral leads. This placement will run on the partners' pages . This is a conversion tactic. | Facebook and Instagram slideshow ads are video-like ads that use motion via multiple images and text to tell your story across Facebook and Instagram channels. This placement utilizes custom targeting of those who have previously engaged with Lee County's social media content. Ads are displayed within the Facebook and Instagram newsfeed. VCB to match funds 1:1. | 3–4 High-Quality Images, Ad Headline, Ad Post Copy and Link to Website | Strive to Showcase High-Quality, Organic Imagery | 100000 | 09/01/2025 | 09/30/2025 | 500 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|------------------------------|---|-----------------|---|---|---|---|-----------------------|----------------------|--------------------|------|------------------|
| Travel Trade Digital Display | Meeting Planner Programmatic Digital With 360° Video: Winter 2024 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD) | Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.) | 250000 | 11/01/2024 | 12/31/2024 | 850 | 2 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital: Winter 2024/25 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Meeting Planners | 100000 | 11/01/2024 | 12/31/2024 | 475 | 5 |
| Travel Trade Digital Display | Travel Advisor Programmatic Digital: Winter 2024/25 | Travel Advisors | Partners have the opportunity to increase overall reach and target travel advisors who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting our specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Travel Advisors | 100000 | 11/01/2024 | 12/31/2024 | 475 | 5 |
| Travel Trade Digital Display | Conference Geofencing (Meetings): Annual Program 2024-2025 | Meetings | Partners have the opportunity to reach meeting planners who attend relevant industry conferences. This is an annual program that aligns with the planned conference schedule for the fiscal year (4-5 events total). Partners have the opportunity to target attendees by geofencing the conference center and reaching the captured audience after the event takes place. Final conferences and schedule to be finalized at a later date. This is an intent tactic. | Partners have an opportunity to run display banners and be part of custom creative on mobile devices that will be targeted to users who attended specific conference events by utilizing geofencing technology. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Meeting Planners, Travel Trade Professionals | 100000 | 11/01/2024 | 09/30/2025 | 475 | 5 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital With 360° Video: Spring 2025 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD) | Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.) | 250000 | 01/17/2025 | 03/30/2025 | 850 | 2 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital: Spring 2025 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Meeting Planners | 100000 | 01/17/2025 | 03/31/2025 | 475 | 5 |

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| Travel Trade Digital Display | Travel Advisor Programmatic Digital: Spring 2025 | Travel Advisor | Partners have the opportunity to increase overall reach and target travel advisors who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Travel Advisors | 100000 | 01/17/2025 | 03/31/2025 | 475 | 5 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital With 360° Video: Summer 2025 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD) | Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.) | 250000 | 04/01/2025 | 06/30/2025 | 850 | 2 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital: Summer 2025 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Meeting Planners | 100000 | 04/01/2025 | 06/30/2025 | 475 | 5 |
| Travel Trade Digital Display | Travel Advisor Programmatic Digital: Summer 2025 | Travel Advisors | Partners have the opportunity to increase overall reach and target travel advisors who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. | Photo, Headline, Offer/Message and Direct Website Link | Speak to Travel Advisors | 100000 | 04/01/2025 | 06/30/2025 | 475 | 5 |
| Travel Trade Digital Display | Meeting Planner Programmatic Digital With 360° Video: Fall 2025 | Meetings | Partners have the opportunity to increase overall reach and target meeting planners who show online behaviors indicating they plan meetings in Florida using banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for meeting planners to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of meeting and event planners. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a planner searches for "meeting spaces in Fort Myers" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time. Creative will feature a 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Headline, Offer/Message and Direct Website Link (EXACT MATERIAL SPECS TBD) | Speak to Meeting Planners (Previous participation in 360°-video collection efforts required.) | 250000 | 07/05/2025 | 09/30/2025 | 850 | 2 |

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| Travel Trade Digital Display | Meeting Planner Programmatic Digital: Fall 2025 | Meetings | <p>Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings, through banner ad units.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "meeting venues on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Speak to Meeting Planners | 100000 | 07/05/2025 | 09/30/2025 | 475 | 5 |
| Travel Trade Digital Display | Travel Advisors Programmatic Digital: Fall 2025 | Travel Advisors | <p>Partners have the opportunity to increase overall reach and target travel advisors who have shown online behaviors indicating they plan Florida meetings, through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Speak to Travel Advisors | 100000 | 07/05/2025 | 09/30/2025 | 475 | 5 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|--------------------|--|-----------------|--|---|---|---|-----------------------|----------------------|--------------------|------|------------------|
| Travel Trade Print | Travel Weekly (Travel Advisors): November 2024 | Travel Advisors | Partners may participate in a full-page display ad targeting travel advisors. This is a prospecting tactic. | Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations that are relevant to travel professionals. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 60000 | 11/01/2024 | 11/30/2024 | 330 | 3 |
| Travel Trade Print | Florida Trend (Meetings): December 2024 | Meetings | Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic. | Florida Trend is a monthly magazine covering Florida business, industry, education and leisure. Florida Trend is read by business executives, government officials and civic leaders. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 270000 | 12/01/2024 | 12/31/2024 | 270 | 3 |
| Travel Trade Print | FSAE SOURCE (Meetings): January/February 2025 | Meetings | Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic. | Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number, and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 1000 | 01/05/2025 | 02/28/2025 | 215 | 3 |
| Travel Trade Print | Prevue Meetings + Incentives (Meetings): January/February 2025 | Meetings | Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic. | Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the January/February Visit Florida issue. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 134500 | 01/05/2025 | 02/28/2025 | 215 | 3 |
| Travel Trade Print | Recommend (Travel Advisors): March 2025 | Travel Advisors | Partners may participate in a full-page display ad targeting travel advisors. This is a prospecting tactic. | Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 50050 | 03/01/2025 | 03/31/2025 | 230 | 3 |
| Travel Trade Print | Travel Weekly (Travel Advisors): March 2025 | Travel Advisors | Partners may participate in a full-page display ad targeting travel advisors. This is a prospecting tactic. | Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations that are relevant to travel professionals. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 60000 | 03/01/2025 | 03/31/2025 | 330 | 3 |
| Travel Trade Print | Association Conventions & Facilities (Meetings): May 2025 | Meetings | Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic. | Association Conventions & Facilities targets association and convention planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 20500 | 05/01/2025 | 05/31/2025 | 230 | 3 |
| Travel Trade Print | Corporate & Incentive Travel (Meetings): June 2025 | Meetings | Partners may participate in a full-page display ad to reach meeting planners. This is a prospecting tactic. | Corporate & Incentive Travel reaches over 40,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 40000 | 06/01/2025 | 06/30/2025 | 230 | 3 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|--------------------|---|--|--|---|--|---|-----------------------|----------------------|--------------------|------|------------------|
| Travel Trade Print | FSAE SOURCE (Meetings): July/August 2025 | Meetings | Partners may participate in a full-page display ad targeting Florida association executives/meeting planners. This is a prospecting tactic. | Association SOURCE is sent directly to the executives and meeting planners who make the decisions in Florida's associations. These executives, their staffs and their association members represent millions of dollars in sales opportunities. SOURCE is a top resource of information on Florida association business management and resources. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 1000 | 07/01/2025 | 08/31/2025 | 215 | 3 |
| Travel Trade Print | Agent@Home (Travel Advisors): September 2025 | Travel Agents (Groups and Family Travel) | Partners may participate in a full-page display ad to reach travel advisors who work from home. This is a prospecting tactic. | Agent@Home magazine is still the only publication written for and distributed exclusively to home-based travel advisors, the fastest-growing segment of the travel advisor market and also the hardest to reach. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 40000 | 09/01/2025 | 09/30/2025 | 250 | 3 |
| Travel Trade Print | Recommend (Travel Advisors): September 2025 | Travel Advisors | Partners may participate in a full-page display ad targeting travel advisors. This is a prospecting tactic. | Recommend has been helping travel advisors sell travel by providing them with in-depth destination and product information. Its editors travel the globe previewing, reviewing and crafting experiential articles that make for some of the most informative and engrossing destination content available today. Partners will be featured in a Lee County destination ad. | Photo, Offer/Message, Phone Number and Direct Website Link | Website link should be short and easy to remember. No Bitly or UTM links. Consider a vanity URL if your link is too long. | 50050 | 09/01/2025 | 09/30/2025 | 230 | 3 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|--------------------------------|--|-----------------|--|---|--|------------------------------------|-----------------------|----------------------|--------------------|------|------------------|
| Travel Trade Third-Party Email | Association Conventions & Facilities Email (Meetings): November 2024 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners. This is an intent tactic. | Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. | Photo, Headline/Offer, Description and Direct Website Link | | 16000 | 11/01/2024 | 11/30/2024 | 300 | 6 |
| Travel Trade Third-Party Email | Corporate & Incentive Travel Email (Meetings): November 2024 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners. This is an intent tactic. | Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA. | Photo, Headline/Offer, Description and Direct Website Link | | 19000 | 11/01/2024 | 11/30/2024 | 300 | 6 |
| Travel Trade Third-Party Email | Insider Travel Report Email (Travel Advisors): November 2024 | Travel Advisors | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic. | Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors. | Photo, Headline/Offer, Description and Direct Website Link | | 37000 | 11/01/2024 | 11/30/2024 | 300 | 6 |
| Travel Trade Third-Party Email | Travel Weekly Email (Travel Advisors): November 2024 | Travel Advisors | Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic. | Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States. | Photo, Headline/Offer, Description and Direct Website Link | | 48000 | 11/01/2024 | 11/30/2024 | 250 | 6 |
| Travel Trade Third-Party Email | FSAE Dedicated Email (Meetings): November 2024 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic. | FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience. | Photo, Headline/Offer, Description and Direct Website Link | | 750 | 11/01/2024 | 11/30/2024 | 275 | 6 |
| Travel Trade Third-Party Email | Recommend Email (Travel Advisors): December 2024 | Travel Advisors | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. This is an intent tactic. | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. | Photo, Headline/Offer, Description and Direct Website Link | | 40000 | 12/01/2024 | 12/31/2024 | 300 | 3 |
| Travel Trade Third-Party Email | Travel Weekly Email (Travel Advisors): January 2025 | Travel Advisors | Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic. | Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States. | Photo, Headline/Offer, Description and Direct Website Link | | 48000 | 01/05/2025 | 01/31/2025 | 250 | 6 |
| Travel Trade Third-Party Email | EproDirect Email (Meetings): February 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida. This is an intent tactic. | EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached. | Photo, Headline/Offer, Description and Direct Website Link | | 22500 | 02/01/2025 | 02/28/2025 | 300 | 6 |
| Travel Trade Third-Party Email | Insider Travel Report Email (Travel Advisors): February 2024 | Travel Advisors | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is an intent tactic. | Insider Travel Report delivers daily curated content to advisors based on its in-depth profile, which reaches 75% of U.S. and Canadian travel advisors. | Photo, Headline/Offer, Description and Direct Website Link | | 37000 | 02/01/2024 | 02/28/2024 | 300 | 6 |
| Travel Trade Third-Party Email | Prevue Meetings + Incentives Email (Meetings): February 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Prevue's audience of association, corporate and incentive planners. This is an intent tactic. | Prevue Meetings + Incentives is a multiplatform brand that inspires planners by providing immersive experiential travel coverage, professional development and thought leadership. Partners have the opportunity to be featured in the dedicated email reaching this audience within the Visit Florida package. This package also comes with a reblast sent out to initial openers. | Photo, Headline/Offer, Description and Direct Website Link | | 5000 | 02/01/2025 | 02/28/2025 | 300 | 6 |
| Travel Trade Third-Party Email | FSAE Dedicated Email (Meetings): March 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting key business executives across Florida. This is an intent tactic. | FSAE is the Florida Society of Association Executives. FSAE reaches association executives, meeting planners, CEOs and association management companies. Partners have the opportunity to have a listing in the dedicated email reaching this audience. | Photo, Headline/Offer, Description and Direct Website Link | | 750 | 03/01/2025 | 03/31/2025 | 275 | 6 |
| Travel Trade Third-Party Email | Travel Weekly Email (Travel Advisors): March 2025 | Travel Advisors | Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic. | Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States. | Photo, Headline/Offer, Description and Direct Website Link | | 48000 | 03/01/2025 | 03/31/2025 | 250 | 6 |
| Travel Trade Third-Party Email | Recommend Email (Travel Advisors): March 2025 | Travel Advisors | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. This is an intent tactic. | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. | Photo, Headline/Offer, Description and Direct Website Link | | 40000 | 03/01/2025 | 03/31/2025 | 300 | 3 |
| Travel Trade Third-Party Email | Travel Market Report Email (Travel Advisors): April 2025 | Travel Advisors | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel advisors across Travel Market Report's audience. This is an intent tactic. | Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel advisors, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience. | Photo, Headline/Offer, Description and Direct Website Link | | 116000 | 04/01/2025 | 04/30/2025 | 350 | 6 |

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|--------------------------------|---|-----------------|--|---|--|--|--------|------------|------------|-----|---|
| Travel Trade Third-Party Email | Association Conventions & Facilities Email (Meetings): May 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Association Conventions & Facilities' audience of association planners. This is an intent tactic. | Association Conventions & Facilities targets association and conventions planners through national, state, professional and SMERF associations. Subscribers are members of ASAE, PCMA and MPI. | Photo, Headline/Offer, Description and Direct Website Link | | 16000 | 05/01/2025 | 05/31/2025 | 300 | 6 |
| Travel Trade Third-Party Email | Travel Weekly Email (Travel Advisors): May 2025 | Travel Advisors | Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic. | Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States. | Photo, Headline/Offer, Description and Direct Website Link | | 48000 | 05/01/2025 | 05/31/2025 | 250 | 6 |
| Travel Trade Third-Party Email | Recommend Email (Travel Advisors): May 2025 | Travel Advisors | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. This is an intent tactic. | Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events. | Photo, Headline/Offer, Description and Direct Website Link | | 40000 | 05/01/2025 | 05/31/2025 | 300 | 3 |
| Travel Trade Third-Party Email | Corporate & Incentive Travel Email (Meetings): June 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting meeting planners and decision-makers across Corporate & Incentive Travel's audience of corporate and incentive planners. This is an intent tactic. | Corporate & Incentive Travel reaches over 19,000 corporate and incentive travel planners who participate in MPI, SITE, GBTA and PCMA. | Photo, Headline/Offer, Description and Direct Website Link | | 19000 | 06/01/2025 | 06/30/2025 | 300 | 6 |
| Travel Trade Third-Party Email | Travel Market Report Email (Travel Advisors): June 2025 | Travel Advisors | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. This is targeting travel advisors across Travel Market Report's audience. This is an intent tactic. | Travel Market Report is an online business publication that serves as an independent forum and voice for retail travel sellers in North America. Travel Market Report provides in-depth coverage and analysis of news and trends affecting leisure and corporate travel advisors, along with practical business advice and insights into key growth markets. Partners have the opportunity to have a listing in the dedicated email reaching this audience. | Photo, Headline/Offer, Description and Direct Website Link | | 116000 | 06/01/2025 | 06/30/2025 | 350 | 6 |
| Travel Trade Third-Party Email | Travel Weekly Email (Travel Advisors): July 2025 | Travel Advisors | Partners may participate in an exclusive destination email to promote special leisure offers to travel professionals. This is an intent tactic. | Travel Weekly provides news and information regarding travel trends and destinations relevant to travel professionals. This custom email will be sent to travel professionals across the United States. | Photo, Headline/Offer, Description and Direct Website Link | | 48000 | 07/01/2025 | 07/31/2025 | 250 | 6 |
| Travel Trade Third-Party Email | EproDirect Email (Meetings): August 2025 | Meetings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. Email will target planners in states with the highest propensity to book meetings in Florida. This is an intent tactic. | EproDirect is a hospitality marketing company reaching meeting and event planning professionals. They specialize in email marketing and verify lists daily to ensure the most accurate and active prospects are being reached. | Photo, Headline/Offer, Description and Direct Website Link | | 22500 | 08/01/2025 | 08/31/2025 | 300 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---|---|---------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| Vacation Rentals Digital Display (Domestic and International) | Canada Vacation Rental Vrbo Digital: Winter 2024/25 | | Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 35000 | 11/01/2024 | 01/31/2025 | 450 | 4 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Travel Intenders Digital: Spring 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 11/01/2024 | 12/31/2024 | 500 | 6 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Vrbo Digital: Summer 2025 | | Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 40000 | 01/17/2025 | 03/31/2025 | 500 | 4 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Travel Intenders Digital: Summer 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 01/17/2025 | 03/31/2025 | 500 | 6 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Vrbo Digital: Fall 2025 | | Partners have the opportunity to target specific Lee County destinations within Vrbo through banner ad units as well as retarget consumers who have shown interest. This is a conversion tactic. | Vrbo is a vacation rental OTA website that allows consumers to book vacation rental homes either directly or indirectly. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 40000 | 04/01/2025 | 06/30/2025 | 500 | 4 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Travel Intenders Digital: Fall 2025 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 04/01/2025 | 06/30/2025 | 500 | 6 |
| Vacation Rentals Digital Display (Domestic and International) | Domestic Vacation Rental Travel Intenders Digital: Winter 2025/26 | | Partners have the opportunity to increase overall reach and target consumers who have exhibited online behaviors indicating they are planning a beach/Florida vacation and want to stay in a vacation rental property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting specific consumers who show the behaviors of travel intent for beach and Florida vacations and who want to stay in a vacation rental property. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation rentals on Captiva Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Will refer to the partner website. | Photo, Headline, Offer/Message and Direct Website Link | Offer Strongly Recommended (Offer must be valid through end date.) | 150000 | 07/05/2025 | 09/30/2025 | 500 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|-----------------------|---|--|---|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Email | eNewsletter: October 2024 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 10/01/2024 | 10/31/2024 | 750 | 6 |
| VCB Email | Partner Dedicated Email: October–December 2024 | Partner/VCB | This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic. | This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB. | VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100000 | 10/01/2024 | 12/31/2024 | 750 | 3 |
| VCB Email | Welcome Email – Leisure: October–December 2024 | Welcome | The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 15000 | 10/01/2024 | 12/31/2024 | 520 | 6 |
| VCB Email | Welcome Email – Partner Focused: October–December 2024 | Welcome Partner Deals | The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 350 | 10/01/2024 | 12/31/2024 | 125 | 6 |
| VCB Email | Welcome Email – Weddings: October–December 2024 | Welcome Weddings | The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic. | Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100 | 10/01/2024 | 12/31/2024 | 75 | 6 |
| VCB Email | eNewsletter: November 2024 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 11/01/2024 | 11/30/2024 | 750 | 6 |
| VCB Email | eNewsletter: December 2024 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 12/01/2024 | 12/31/2024 | 750 | 6 |
| VCB Email | eNewsletter: January 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 01/01/2025 | 01/31/2025 | 750 | 6 |
| VCB Email | Partner Dedicated Email: January–March 2025 | Partner/VCB | This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic. | This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB. | VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100000 | 01/05/2025 | 03/31/2025 | 750 | 3 |
| VCB Email | Welcome Email – Leisure: January–March 2025 | Welcome | The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 15000 | 01/05/2025 | 03/31/2025 | 520 | 6 |
| VCB Email | Welcome Email – Partner Focused: January–March 2025 | Welcome Partner Deals | The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 350 | 01/05/2025 | 03/31/2025 | 125 | 6 |
| VCB Email | Welcome Email – Weddings: January–March 2025 | Welcome Weddings | The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic. | Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100 | 01/05/2025 | 03/31/2025 | 75 | 6 |
| VCB Email | eNewsletter: February 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 02/01/2025 | 02/28/2025 | 750 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|-----------------------|---|--|---|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Email | eNewsletter: March 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 03/01/2025 | 03/31/2025 | 750 | 6 |
| VCB Email | eNewsletter: April 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 04/01/2025 | 04/30/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: April 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 04/01/2025 | 04/30/2025 | 500 | 6 |
| VCB Email | Partner Dedicated Email: April-June 2025 | Partner/VCB | This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic. | This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB. | VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100000 | 04/01/2025 | 06/30/2025 | 750 | 3 |
| VCB Email | Welcome Email – Leisure: April-June 2025 | Welcome | The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 15000 | 04/01/2025 | 06/30/2025 | 520 | 6 |
| VCB Email | Welcome Email – Partner Focused: April-June 2025 | Welcome Partner Deals | The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 350 | 04/01/2025 | 06/30/2025 | 125 | 6 |
| VCB Email | Welcome Email – Weddings: April-June 2025 | Welcome Weddings | The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic. | Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100 | 04/01/2025 | 06/30/2025 | 75 | 6 |
| VCB Email | eNewsletter: May 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 05/01/2025 | 05/31/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: May 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 05/01/2025 | 05/31/2025 | 500 | 6 |
| VCB Email | eNewsletter: June 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 06/01/2025 | 06/30/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: June 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 06/01/2025 | 06/30/2025 | 500 | 6 |
| VCB Email | eNewsletter: July 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 07/01/2025 | 07/31/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: July 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 07/01/2025 | 07/31/2025 | 500 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|-----------------------|--|--|---|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Email | Partner Dedicated Email: July–September 2025 | Partner/VCB | This quarterly email showcases an individual partner and is sent to a portion of the VCB's active database. This is an intent tactic. | This quarterly email showcases an individual partner. Those who chose to participate must provide a promotional offer or noteworthy content to be featured. All content will be developed on behalf of the featured partner. No other partners or CTAs will be promoted outside of the featured partner and VCB. | VCB-Approved Photo, Promotional Offer/Noteworthy Messaging Points, Logo and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 100000 | 07/01/2025 | 09/30/2025 | 750 | 3 |
| VCB Email | Welcome Email – Leisure: July–September 2025 | Welcome | The Welcome Email is sent to all new leads that have opted in to receive information about the destination. Partners will be included in all three Welcome emails of the series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 15000 | 07/01/2025 | 09/30/2025 | 520 | 6 |
| VCB Email | Welcome Email – Partner Focused: July–September 2025 | Welcome Partner Deals | The Welcome Email is sent to all new leads that have opted in to receive information about the destination and engaged with one of the first three emails of the welcome series. This is an intent tactic. | Welcomes new email subscribers to the VCB's enewsletter list with a dedicated email sent to those who clicked on the first Welcome email sent. Provides partners with the ability to showcase their business in the welcome email. Ads are displayed within the body of the email. | Photo, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 350 | 07/01/2025 | 09/30/2025 | 125 | 6 |
| VCB Email | Welcome Email – Weddings: July–September 2025 | Welcome Weddings | The Weddings Welcome Email is sent to all leads that have opted in to receive more information about weddings in-destination. This is an intent tactic. | Contains information about the destination's wedding products and services. Provides partners with the ability to showcase their business in the Weddings Welcome Email. Ads are displayed within the body of the email. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. No change in price is recommended. | 100 | 07/01/2025 | 09/30/2025 | 75 | 6 |
| VCB Email | eNewsletter: August 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 08/01/2025 | 08/31/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: August 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 08/01/2025 | 08/31/2025 | 500 | 6 |
| VCB Email | eNewsletter: September 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This is sent to a growing database of individuals who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 175000 | 09/01/2025 | 09/30/2025 | 750 | 6 |
| VCB Email | Florida Residents eNewsletter: September 2025 | Seasonal Content | Provides partners with the ability to showcase their business in the monthly enewsletter. Ads are displayed within the body of the email. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. This email targets Florida residents who have opted in to receive information about Lee County. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 20000 | 09/01/2025 | 09/30/2025 | 500 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Bonita Springs and Estero | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Bonita Springs or Estero. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Alva, Buckingham and Lehigh Acres | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Alva, Buckingham or Lehigh Acres. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Boca Grande and Outer Islands | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Boca Grande, North Captiva, Cabbage Key, or Useppa. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|------------------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Email | Neighborhoods Email Series (Annual Program): Matlacha and Pine Island | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Matlacha or Pine Island. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Cape Coral | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Cape Coral. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Fort Myers | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in Fort Myers. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Fort Myers Beach | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located on Fort Myers Beach. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Sanibel Island | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located on Sanibel Island. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): Captiva Island | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located on Captiva Island. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |
| VCB Email | Neighborhoods Email Series (Annual Program): North Fort Myers | Seasonal Content | Partners have the opportunity to be included within an email specific to their community as part of a new email series. The series will run throughout the year with roughly one email being deployed a month. Order in which the emails will be deployed is TBD. This is an intent tactic. | Leverage the extensive reach of the VCB's monthly enewsletter. Provide subscribers with more specific content for each neighborhood and allow partners to participate to provide a sense of location to those not familiar with the area. Business must be located in North Fort Myers. | Photo, Headline/Offer, Description and Direct Website Link | Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available. | 150000 | 11/01/2024 | 09/30/2025 | 350 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--|---------|---|--|---|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Website | Featured Event: July–September 2025 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 6000 | 07/01/2025 | 09/30/2025 | 125 | 2 |
| VCB Website | Featured Event: October–December 2024 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all event listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 6000 | 10/01/2024 | 12/31/2024 | 125 | 2 |
| VCB Website | Featured Restaurant: April–June 2025 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 2000 | 04/01/2025 | 06/30/2025 | 100 | 25 |
| VCB Website | Featured Restaurant: January–March 2025 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 2000 | 01/05/2025 | 03/31/2025 | 100 | 25 |
| VCB Website | Featured Restaurant: July–September 2025 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 2000 | 07/01/2025 | 09/30/2025 | 100 | 25 |
| VCB Website | Featured Restaurant: October–December 2024 | | Partners have the opportunity to feature a listing on VisitFortMyers.com . | Leverages the extensive reach of VisitFortMyers.com by showcasing the partner's accommodation/attraction/deals/restaurant/event as a featured listing. This enhancement provides the partner's business listing with premium exposure in the search results. | Featured listings will be displayed at the top of all restaurant listings. Participating partners are rotated throughout run time to ensure equal exposure. | MUST submit listing via VCB Industry Portal. | 2000 | 10/01/2024 | 12/31/2024 | 100 | 25 |
| VCB Website | Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): April–June 2025 | | Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com. | Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 15000 | 04/01/2025 | 06/30/2025 | 300 | 5 |
| VCB Website | Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): January–March 2025 | | Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com. | Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 15000 | 01/05/2025 | 03/31/2025 | 300 | 5 |
| VCB Website | Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): July–September 2025 | | Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com. | Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 15000 | 07/01/2025 | 09/30/2025 | 300 | 5 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|---------|---|--|--|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Website | Premium Featured Accommodation Deal (Desktop Fly-Ins and Mobile Banners): October–December 2024 | | Accommodation partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the accommodations section of VisitFortMyers.com. | Unlike featured accommodations, which are embedded into the page, premium featured accommodations receive a desktop fly-in and mobile banner within the accommodations section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 15000 | 10/01/2024 | 12/31/2024 | 300 | 5 |
| VCB Website | Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): October–December 2024 | | Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and applicable islands and beaches overview pages. | Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 5000 | 10/01/2024 | 12/31/2024 | 200 | 5 |
| VCB Website | Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): April–June 2025 | | Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. | Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 5000 | 04/01/2025 | 06/30/2025 | 200 | 5 |
| VCB Website | Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): January–March 2025 | | Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. | Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 5000 | 01/05/2025 | 03/31/2025 | 200 | 5 |
| VCB Website | Premium Featured Attraction Deal (Desktop Fly-Ins and Mobile Banners): July–September 2025 | | Attraction partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the attractions section of VisitFortMyers.com. | Unlike featured attractions, which are embedded into the page, premium featured attractions receive a desktop fly-in and mobile banner within the attractions section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 5000 | 07/01/2025 | 09/30/2025 | 200 | 5 |
| VCB Website | Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): October–December 2024 | | Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. Partner content is also displayed on neighborhood overview pages that they are a part of and applicable islands and beaches overview pages. | Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 4000 | 10/01/2024 | 12/31/2024 | 200 | 5 |
| VCB Website | Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): April–June 2025 | | Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. | Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 4000 | 04/01/2025 | 06/30/2025 | 200 | 5 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---|----------|---|---|---|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Website | Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): January–March 2025 | | Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. | Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 4000 | 01/05/2025 | 03/31/2025 | 200 | 5 |
| VCB Website | Premium Featured Restaurant Deal (Desktop Fly-Ins and Mobile Banners): July–September 2025 | | Restaurant partners have the opportunity to be highlighted as a featured deal on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the restaurant section of VisitFortMyers.com. | Unlike featured restaurants, which are embedded into the page, premium featured restaurants receive a desktop fly-in and mobile banner within the restaurants section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must upload their deal through the VCB's Industry Portal in order to be featured. | MUST submit a deal to VCB Industry Portal. | 4000 | 07/01/2025 | 09/30/2025 | 200 | 5 |
| VCB Website | Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): October–December 2024 | Weddings | Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com. | Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured. | MUST submit a listing in VCB Industry Portal. | 1000 | 10/01/2024 | 12/31/2024 | 200 | 4 |
| VCB Website | Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): January–March 2025 | Weddings | Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com. | Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured. | MUST submit a listing in VCB Industry Portal. | 1000 | 01/05/2025 | 03/31/2025 | 200 | 4 |
| VCB Website | Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): April–June 2025 | Weddings | Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com. | Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured. | MUST submit a listing in VCB Industry Portal. | 1000 | 04/01/2025 | 06/30/2025 | 200 | 4 |
| VCB Website | Premium Featured Weddings Listing (Desktop Fly-Ins and Mobile Banners): July–September 2025 | Weddings | Partners have the opportunity to be highlighted as a featured listing on dedicated weddings' pages on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner. The fly-in and banner will display within the weddings section of VisitFortMyers.com. | Unlike featured listings, which are embedded into the page, premium listings receive a desktop fly-in and mobile banner within the weddings section of the website. This is a dedicated ad unit. Only one partner is shown per impression of the ad unit. Ad unit impressions are rotated among five partners to ensure equal exposure. | Partners must a weddings' specific business listing in VCB's Industry Portal in order to be featured. | MUST submit a listing in VCB Industry Portal. | 1000 | 07/01/2025 | 09/30/2025 | 200 | 4 |
| VCB Website | Webcam Video Pre-Roll: November 2024 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 11/01/2024 | 11/30/2024 | 500 | 1 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|--------------------------------------|---------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Website | Webcam Video Pre-Roll: December 2024 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 12/01/2024 | 12/01/2024 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: January 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 01/05/2025 | 01/05/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: February 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 02/01/2025 | 02/01/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: March 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 03/01/2025 | 03/01/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: April 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 04/01/2025 | 04/01/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: May 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 05/01/2025 | 05/01/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: June 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 06/01/2025 | 06/01/2025 | 500 | 1 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|---------------------------------------|---------|--|---|--|--|-----------------------|----------------------|--------------------|------|------------------|
| VCB Website | Webcam Video Pre-Roll: July 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 07/01/2025 | 07/31/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: August 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 08/01/2025 | 08/31/2025 | 500 | 1 |
| VCB Website | Webcam Video Pre-Roll: September 2025 | | Partners have an opportunity to leverage the VCB's library of destination webcams by placing a branded pre-roll video ad before camera feed displays. Partners will be provided with exclusive ad placement for (1) month during the placement period. | A pre-roll ad is a promotional video advertisement that plays before the desired content. Partners are to submit (1) existing pre-roll video file for use that is between 10-30 seconds. Users will have the option to skip the video ad after 7 seconds. Users are limited to 1 video ad views per 24 hours. VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement. The webcam library is viewable at https://visitfortmyers.com/webcams | Video pre-roll ad across networks of webcam library. | Partners must submit an existing pre-roll video advertisement or coordinate with MMGY on the creation of static advertisement. | 35000 | 09/01/2025 | 09/30/2025 | 500 | 1 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Material Deadline | Rate | Max Participants |
|-----------------|---|----------|--|--|--|------------------------------------|-----------------------|----------------------|-------------------|------|------------------|
| Meetings Native | Meeting Planner Programmatic Native: Winter 2024/25 | Meetings | <p>Partners have the opportunity to increase overall reach and target meeting planners, who have shown online behaviors indicating they plan Florida meetings, through native ad units. Native units include an image and headline, mimicking the look of editorial content and giving partners 100% SOV.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic targeting utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Meetings | 150000 | 11/01/2024 | 09/15/2024 | 475 | 3 |
| Meetings Native | Meeting Planner Programmatic Native: Spring 2025 | Meetings | <p>Partners have the opportunity to increase overall reach and target meeting planners, who have shown online behaviors indicating they plan Florida meetings, through native ad units. Native units include an image and headline, mimicking the look of editorial content and giving partners 100% SOV.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic targeting utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Meetings | 150000 | 01/17/2025 | 11/01/2024 | 475 | 3 |
| Meetings Native | Meeting Planner Programmatic Native: Summer 2025 | Meetings | <p>Partners have the opportunity to increase overall reach and target meeting planners, who have shown online behaviors indicating they plan Florida meetings, through native ad units. Native units include an image and headline, mimicking the look of editorial content and giving partners 100% SOV.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic targeting utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Meetings | 150000 | 04/01/2025 | 02/01/2025 | 475 | 3 |
| Meetings Native | Meeting Planner Programmatic Native: Fall 2025 | Meetings | <p>Partners have the opportunity to increase overall reach and target meeting planners, who have shown online behaviors indicating they plan Florida meetings, through native ad units. Native units include an image and headline, mimicking the look of editorial content and giving partners 100% SOV.</p> <p>Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website.</p> <p>This is an intent tactic.</p> | <p>Programmatic targeting provides reach at an efficient cost as well as targeting specific users who show the behaviors of travel planning intent for beach and Florida vacations. Programmatic targeting utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "vacation packages on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the co-op partner's message at the most relevant time.</p> | Photo, Headline, Offer/Message and Direct Website Link | Meetings | 150000 | 07/05/2025 | 05/01/2025 | 475 | 3 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|---------------|------------------------------|---------|---|--|---|------------------------------------|-----------------------|----------------------|--------------------|------|------------------|
| Leisure Audio | Spotify Digital: Summer 2025 | | <p>A mobile strategy utilizing Mobile Audio and Mobile Display will reach listeners on-the-go at scale. Both the Mobile Audio spots and the Mobile Display units can be tailored to each partner. Mobile Audio spots will allow partners to engage with users in between the songs they love. The display units will run across the platform's interface, driving user action and building brand awareness for the partner. The audio and display ads will lead with VCB messaging.</p> <p>This is an awareness tactic.</p> | <p>Spotify is a music streaming service that provides access to endless listening opportunities from music to news to podcasts. Audio spots will run to Spotify ad supported users in the streaming audio space, and the companion banner will drive to the partner website.</p> | <p>Display: Photo, Offer/Message and Direct Website Link. Audio: Partner Deal and URL Incorporated into VCB Audio Spot.</p> | | 625000 | 04/01/2025 | 06/30/2025 | 750 | 2 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|--------------------------|--|----------|--|---|---|---|-----------------------|----------------------|--------------------|------|------------------|
| Weddings Digital Display | The Knot Digital: Winter 2024/25 | Weddings | Partners have the opportunity to be included in Lee County's overarching campaign with The Knot by running targeted display banners across TheKnot.com. This is an intent tactic. | The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9 out of 10 brides using the The Knot during their wedding journey. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 50000 | 11/01/2024 | 12/31/2024 | 350 | 3 |
| Weddings Digital Display | Weddings Programmatic Digital: Winter 2024/25 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 150000 | 11/01/2024 | 12/31/2024 | 375 | 6 |
| Weddings Digital Display | The Knot Digital: Spring 2025 | Weddings | Partners have the opportunity to be included in Lee County's overarching campaign with The Knot by running targeted display banners across TheKnot.com. This is an intent tactic. | The Knot Worldwide family of brands inspire, inform and celebrate life's biggest milestones. The Knot enables every couple to plan and celebrate their wedding their way, with 9 out of 10 brides using the The Knot during their wedding journey. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 50000 | 01/17/2025 | 03/31/2025 | 350 | 3 |
| Weddings Digital Display | Weddings Programmatic Digital: Spring 2025 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 150000 | 01/17/2025 | 03/31/2025 | 375 | 6 |
| Weddings Digital Display | Weddings Programmatic Digital With 360° Video: Summer 2025 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "weddings on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Creative will feature 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Logo, Headline, Offer/Message and Direct Website Link. | Copy Should Focus on Weddings (Previous participation in 360°-video collection efforts required.) | 250000 | 04/01/2025 | 06/30/2025 | 850 | 2 |
| Weddings Digital Display | Weddings Programmatic Digital: Summer 2025 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach our audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic vendor will be able to reach our target audience across all devices including desktop, tablet and mobile in a real-time environment. For example, if a consumer searches for "beach wedding venues on Fort Myers Beach" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 150000 | 04/01/2025 | 06/30/2025 | 375 | 6 |
| Weddings Digital Display | Weddings Programmatic Digital With 360° Video: Fall 2025 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units featuring partner-specific 360° video. The 360° video provides an immersive experience for engaged couples to "tour" the property. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB website. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost, as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "weddings on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. Creative will feature 360° video gathered through Lee County's partnership with Threshold 360. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings (Previous participation in 360°-video collection efforts required.) | 250000 | 07/05/2025 | 09/30/2025 | 850 | 2 |
| Weddings Digital Display | Weddings Programmatic Digital: Fall 2025 | Weddings | Partners have the opportunity to increase overall reach and target consumers who have shown online behaviors indicating they are planning a beach/Florida wedding through banner ad units. Types of targeting include behavioral, contextual, demographic, geographic, and site and search retargeting. This also includes site retargeting from the VCB site. By utilizing the VCB's website, partners have the opportunity to target consumers who have shown direct interest in the destination by visiting the VCB's website. This is an intent tactic. | Programmatic targeting provides reach at an efficient cost as well as targeting our specific consumers who show the behaviors of intent for destination beach and Florida weddings. Programmatic utilizes RTB (real-time bidding) across exchanges to reach the audience through data aggregation on a DMP (data management platform). In essence, this means that the programmatic partner will be able to reach the target audience across all devices, including desktop, tablet and mobile, in a real-time environment. For example, if a consumer searches for "hotels on Sanibel Island" in a search engine, the network will bid in real time for the next available ad unit in order to show the consumer a co-op partner's message at the most relevant time. | Photo, Logo, Headline, Offer/Message and Direct Website Link | Copy Should Focus on Weddings | 150000 | 07/05/2025 | 09/30/2025 | 375 | 6 |

| Program Group | Program Name | Content | Opportunity | Detailed Program Overview | Partners Receive | Material Recommendations and Notes | Estimated Impressions | Estimated Start Date | Estimated End Date | Rate | Max Participants |
|----------------------------|---|----------|--|---|--|------------------------------------|-----------------------|----------------------|--------------------|------|------------------|
| Weddings Third-Party Email | eTarget Weddings (Email Publisher): January 2025 | Weddings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 524000 | 01/05/2025 | 01/31/2025 | 425 | 6 |
| Weddings Third-Party Email | eTarget Weddings (Email Publisher): February 2025 | Weddings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 524000 | 02/01/2025 | 02/28/2025 | 425 | 6 |
| Weddings Third-Party Email | eTarget Weddings (Email Publisher): March 2025 | Weddings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 524000 | 03/01/2025 | 03/31/2025 | 425 | 6 |
| Weddings Third-Party Email | eTarget Weddings (Email Publisher): April 2025 | Weddings | Partners have the opportunity to be included as a featured property in an email dedicated to Lee County. The email will be distributed by eTarget to all double opt-in users who are interested in wedding-related sites. This is an intent tactic. | eTarget Media has the ability to microtarget our desired audience through targeted email lists. Their email database is enriched with multiple sources, allowing them to verify each record's authenticity and append a vast amount of demographic and lifestyle data to each record. Their email list database is one of the largest on the market today, containing information on more than 150 million consumers and 15 million businesses. | Photo, Headline/Offer, Description and Direct Website Link | | 524000 | 04/01/2025 | 04/30/2025 | 425 | 6 |