

GREATER FORT LAUDERDALE
hello sunny



GFLCVB 2017/2018 Co-op Advertising Opportunities

August 8, 2017

Benefits

- New 2018 programs
 - International co-op
 - Domestic co-op
- Maximize dollars by spending less for more exposure
- Diverse programs reaching all segments
- Rates vary from \$650 to \$6,700
- All rates represent from 27% - 81% discounts
- Flexible by design in timing structure, costs and markets
- Real time optimization
- Individual Partner reports where applicable
- GFLCVB.STARMARK.COM





Meetings 2018 Co-Op Program





GREATER FORT LAUDERDALE
meet sunny

meet inspired

It's easy to make your event shine when blue sky thinking comes with the territory.

Brainstorming in the Venice of America with Coastal Yacht Tours



Fort Lauderdale Marriott Harbor Beach Resort & Spa

Newly redesigned oceanfront resort on south Florida's largest private beach features 100,000 sq. ft. of indoor and outdoor meeting space, including a breathtaking 10,000 sq. ft. oceanfront ballroom. Dynamic meeting facilities complemented by world-class dining, full-service spa and a location just minutes from the airport.

Fort Lauderdale
954-525-4000
MeetAtHarborBeach.com



The Diplomat Beach Resort

Spirited by a \$100 million transformation, The Diplomat is an icon reborn with luxe amenities, coastal contemporary rooms and 10 all-new culinary experiences boldly led by celebrity chefs Geoffrey Zakarian and Michael Schulson. Beachside and brilliant with over 200,000 sq. ft. of event space, The Diplomat ushers in a new era of oceanfront success.

Hollywood
954-602-8607
MeetAtTheDip.com



Hyatt Regency Pier Sixty-Six

Set amidst 22 acres of tropical landscaping, unique meeting venues overlook a world-class marina. Our landmark hotel provides the ideal meeting destination and a resort atmosphere. 30,000 sq. feet of unique meeting space with panoramic water views and award winning culinary will inspire your event.

Fort Lauderdale
954-728-3535
Pier66.Hyatt.com



Seminole Hard Rock Hotel & Casino

South Florida's premier destination for entertainment and fun offers a 140,000 sq. ft. casino, 40,000 sq. ft. of meeting space, including 16,000 sq. ft. grand ballroom divisible into eight sections and several smaller rooms for breakouts or board meetings. A 7,000 sq. ft. poolside function area is also available.

Hollywood
954-797-5499 • 800-937-0156
SeminoleHardRockHollywood.com



The Westin Fort Lauderdale Beach Resort

The Westin Fort Lauderdale Beach Resort is where miles of soft sand beaches meet the sparkling blue waters of the Atlantic Ocean. Enjoy the allure of fully transformed oceanfront dining at Siren's Table. As the premier Starwood convention hotel on the beach in South Florida, the resort offers 32,000 sq. ft. of meeting space for your Fort Lauderdale event.

Fort Lauderdale
954-467-1111
WestinFtLauderdaleBeach.com



2017 Events

Planners love having meetings in Greater Fort Lauderdale, where a SUNsational service team is on hand to make sure their events shine. Join the list of prestigious meetings lined up for 2017:

June 5-9
Society of Government Meeting Planners

June 14-16
IBTM America

June 26-28
National Energy & Utility Affordability Conference

@VisitLauderdale | #meetsunny | Get inspired 24/7 - hello sunny TV

Start planning at sunny.org/meetings or call **800-356-1662**

**GREATER FORT LAUDERDALE CVB
2017-2018 PRELIMINARY GROUP MEETING CO-OP**

The 2018-2018 Greater Fort Lauderdale Meetings co-op program is designed to extend the Greater Fort Lauderdale Brand by providing the hospitality partners the opportunity to leverage their advertising budgets. The 2018 plan includes the same focus on business /financial publications and sites based on previous success. New opportunities this year include pre-roll video, content and continue to focus on medical. This comprehensive plan includes 9 publications 16 print insertions at the same price with an increase in value of 20%.

PRINT						
PUBLICATION	Material Due Date	CIRCULATION	DATES	EDITORIAL	SIZE	COST
Association Now (ASAE)		19,000	May/June 2018	Florida Destinations	2 Page Spread FC	\$8,918
		19,000	August 2018	ASAE Annual Meetings Program	2 Page Spread FC	\$13,782
Prevue		36,000	January/February 2018	VF: Meetings & Incentive Planner	2 Page Spread FC	\$8,320
		36,000	May/June, 2018	Luxury.	2 Page Spread FC	\$10,000
Convene (PCMA)		39,000	December, 2017	2018 PCMA Convening Leaders Preview +Digital Ed.	2 Page Spread FC	\$11,000
		39,000	March, 2018	Florida Supplement + Digital Edition	2 Page Spread FC	\$11,000
Incentive Magazine		40,000	May/June 2018	VF Coop	2 Page Spread FC	\$8,500
Meetings and Conventions		42,000	February, 2018	Visit Florida	2 Page Spread FC	\$10,000
		42,000	June, 2018	Florida Supplement	FPFC + Back Cover	\$8,500
Meetings Today		25,000	April 2018	Meetings Florida Supplement	2 Page Spread FC	\$7,500
MPI The Meeting Professional		45,000	March 2018	Florida Supplement	2 Page Spread FC	\$7,500
		45,000	June 2018	CBV Supplement, WEC 2018 Issue	2 Page Spread FC	\$7,500
Successful Meetings		42,000	January 2018	New and Renovated	2 Page Spread FC	\$8,000
		42,000	March 2018	Annual Florida Section	2 Page Spread FC	\$9,500
Smart Meetings		50,000	December, 2017	Florida Supplement & Platinum Choice	2 Page Spread FC	\$9,000
		50,000	August, 2018	Medical Pharma	2 Page Spread FC	\$9,000
		611,000				\$148,020.00

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DIGITAL

SITE	IMP	DATES	MARKETS	SIZE	COST
TSNN	45,000	November 15, 2017	National	Custom Emails	\$2,500
TSNN	45,000	June 21, 2018	National	Custom Emails	\$2,500
TSNN	45,000	September 18, 2018	National	Custom Emails	\$2,500
PCMA.org	15,000	Date TBD: 1 Per Partner	National	E-Newsletter	\$2,000
MeetingsToday.com	90,000	January 17, 2018	National	Daily e-newsletter	\$3,000
	90,000	March 14, 2018	National	Daily e-newsletter	\$3,000
	90,000	June 13, 2018	National	Daily e-newsletter	\$3,000
Prevue	30,000	January - June 2018	Each partner received a dedicated eblast or 300x250 banner	300x250	\$0
MPI Programmatic Campaign	300,000	November, January, February 2018	Target a specific demographic meeting planner on their browser as they surf the web. Reach a highly engaged audience of MPI member or PYM planners (or both).	Banner	\$7,500
AN Daily News	30,000	April 2018 (12 Weeks)	National	Lower Rectangle Banner	\$5,644
Successful Meetings.com	48,000	February 1, 2018	National	Targeted Email Acquisition Marketing	\$8,000
MeetinsNews & Incentive	48,000	April 1, 2018	National	Targeted Email Acquisition Marketing	\$8,000
Incentive Traveler	20,000	May 1, 2018	National	E-Newsletter	\$2,500
Smart Meetings	100,000	June 1, 2018	National	E-Newsletter Takeover	\$4,000

\$54,144.00

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TOTAL DIGITAL IMPRESSIONS 996,000

TOTAL PRINT CIRCULATION 611,000

Partners will be featured on Emails/E-postcards with copy, image and logo. Banners will click to a dedicated landing page featuring partner's images and copy.

Partner cost for bundled package: \$14,000
Value: \$202,164

7%

Space deadline: 28-Aug-17
Material deadline: 9-Sep-17
1st payment (50%) due: 16-Sep-17
2nd payment (50%) due: 18-Jan-18

Material specifications:
files. All logos in EPS Vector

Please send check to Accounts Payable at Starmark

Starmark International
210 S. Andrews Avenue
Fort Lauderdale, FL 33301
T 954. 874.9000

Please send materials to Kristen Martinez

Starmark International
210 S. Andrews Avenue
Fort Lauderdale, FL 33301
T 954. 874.9000
email: Kmartinez@starmark.com



2017 International
Top Performer



BUSA Multi-Channel Program: Germany

- **Dates:** Apr 2018 - May 2018 (Spring 2017)
- **Print:** Bunte, Focus, InStyle
- **Digital:** Facebook, Expedia, Google, Visit USA Landing Page
- **Circ/Imp:** 6 Week Content Traffic Generation Campaign, Facebook Carousel units, Expedia hotel feature (1st come basis). Circ/Imp: 950,000, 7,500 Clicks. 415,000 co-branded display ads. Partner participation in print and % of impressions based on tier package.
- **/Max Partners:** 3 share 1 formatted page
- **Net Rate:** \$3,000
- **Value:** \$6,000
- **Savings:** 50%
- **Space and Material Deadline:** Nov 20, 2017
- **Payment Deadline:** Nov 20, 2017
- GFLCVB.STARMARK.COM
- **Material specifications:** Please send: property picture, logo, address, phone numbers, URL and 25 words of copy. All Advertisers to provide images in 300 DPI, CMYK, TIF, EPS, or JPG files. All logos in EPS Vector file. Copy should be submitted in a Word document.

Germany - Florida Partners (3):

Display Ad	Impressions	Clicks	Total CTR
		(incl. 20,499 BONUS clicks)	
	1,684,380	27,999	1.66%

Expedia	Total Room Nights Booked	Total Booking Revenue	Total Cost of Campaign
	3,412	\$529,842	\$52,660



2017 Domestic Leisure Top Performers



ABC Watch - On Demand Television

- **Partner Impressions:** 330,500 (10-15% per Partner)
Partner :15 video will be added into the rotation
- **Markets:** New York, Chicago, Boston, Dallas, Houston, Austin, Los Angeles and Philadelphia
- **Demo:** AD25-54
- **Flight Dates:** November 2017, January-March 2018 (2 weeks per Month)
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,000
- **Value:** \$8,500
- **2017 Results:** Average 2017 Completion Rate: 98%
- **Space & material deadline:** September 8, 2017
- **Payment due:** September 8, 2017
- GFLCVB.STARMARK.COM



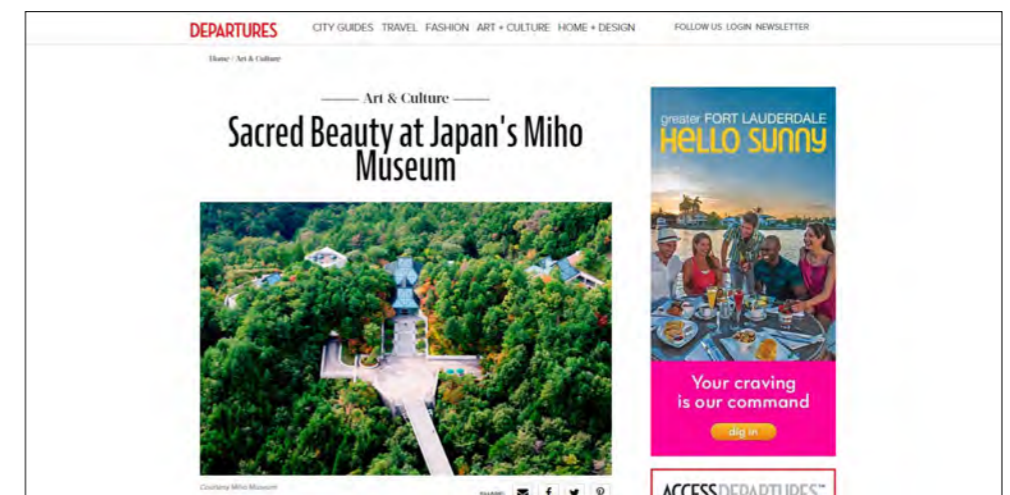
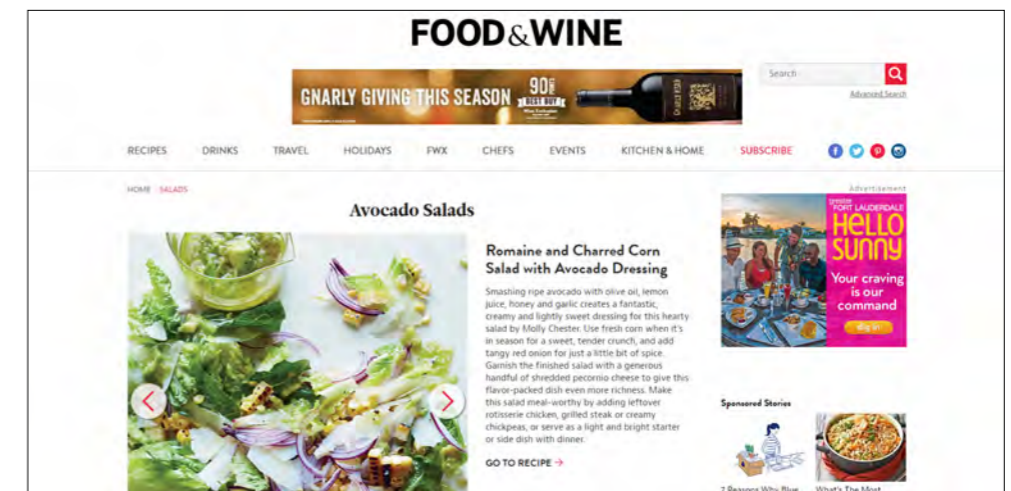
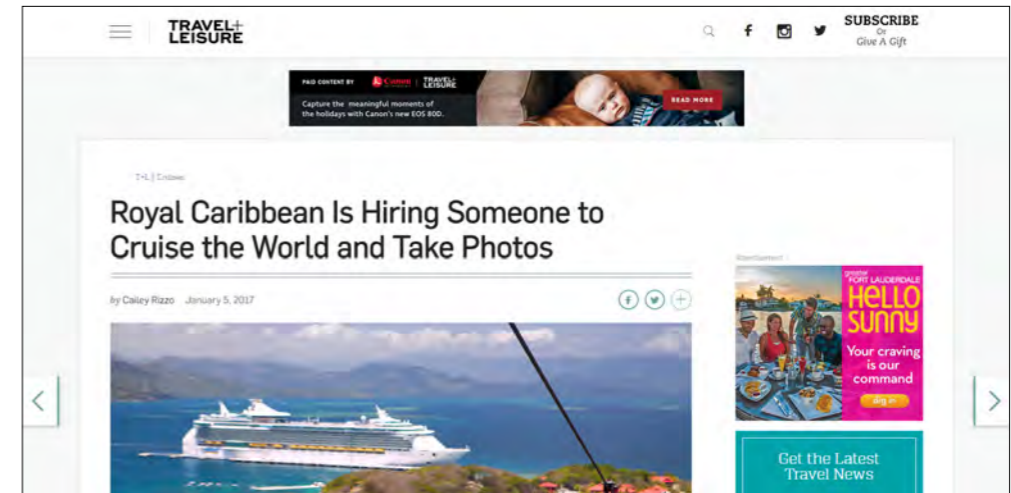
Partner :15 video will be added into the rotation

- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.

Travel & Leisure Food & Wine Departures Digital Campaign

Departures, Food and Wine and Travel & Leisure presents a custom, integrated program that will raise the destination awareness and drive visitors to Fort Lauderdale. The AMG (Affluent Media Group) design studio will showcase a series of digital custom units across Departures, Food & Wine and Travel & Leisure offering inspiration and actionable content directed towards audiences of affluent active travelers that make navigating the globe their quest in life.

- **Impressions:** 350,000 per partners (10-15% SOV)
- **Targeted:** Displayed across T&L, F&W and Departures across all platforms.
- **Market:** NY DMA, Dallas, Houston, Austin, Chicago, Boston and Philadelphia
- **Flight Date:** November 2017 – March 2018
- **Max # of partners:** 3
- **Net Cost:** \$3,000
- **Value:** \$7,500
- **Results:** CVB: Imp 4,656,249, 3,729 Clicks and 0.08% CTR
- **Riverwalk CTR:** 0.11%/ 384,865 delivered impressions, 435 clicks
- **Space, payment & materials Deadline:** October 3, 2017 to Starmark International
- GFLCVB.STARMARK.COM



Material specifications:

Please send: Banners 40K gif/jpg, max 3 loops, :15 seconds and URL

NYTimes.com - Great Getaways Emails - Package of 5

NYTimes.com is the number #1 newspaper site reaching an audience of 22 million.

- Delivered 3.7 million affluent users visited Florida in the past year
- Reaches 1.8 million affluent users who plan in the upcoming year to take a domestic trip or vacation
- Reaches 6.3 million affluent users who went to the beach while on a trip in the past year, 80 million unique users across platforms
- **Distribution:** 430,000 opt-in subscribers National
- **Blast Dates:**
 1. November 2, 2017
 2. January 17, 2018
 3. February 9, 2018
 4. June 6, 2017
 5. July 28, 2018
- **Min #s of partners:** 3
- **Max #s of partners:** 6
- **Net Cost:** \$6,000 (package cost)
- **Value:** \$15,800 (package value)
- **2017 Results:** 0.21% CTR with a 9% open rate
- **Space & Materials Deadlines:**
 1. October 6, 2017
 2. December 18, 2017
 3. January 5, 2018
 4. May 1, 2018
 5. June 19, 2018
- **Payment Due:** October 4, 2017 to Starmark International
- GFLCVB.STARMARK.COM

NYTimes.com | GREAT GETAWAYS

GREATER FORT LAUDERDALE
hello sunny

Offshore, Fort Lauderdale

Sharing moments on top of the water puts you on top of the world. Your beach escape awaits. **ENTER2WIN**

PLAN YOUR ESCAPE

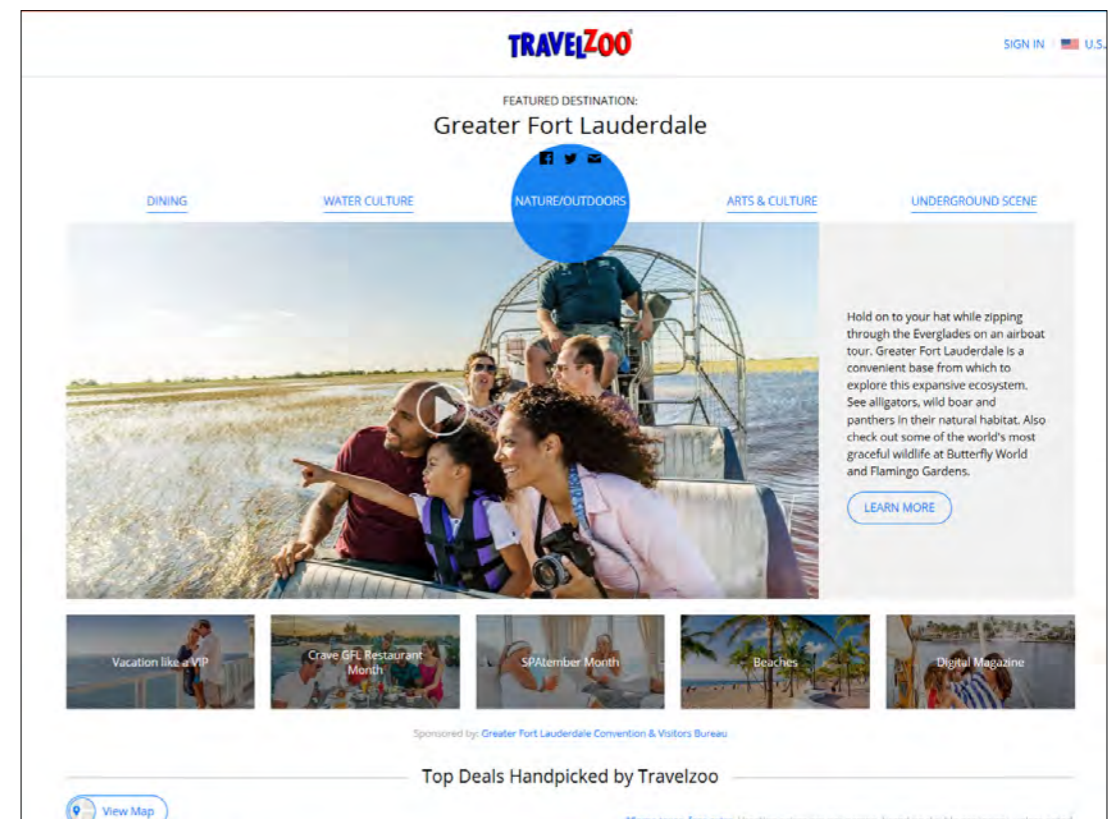
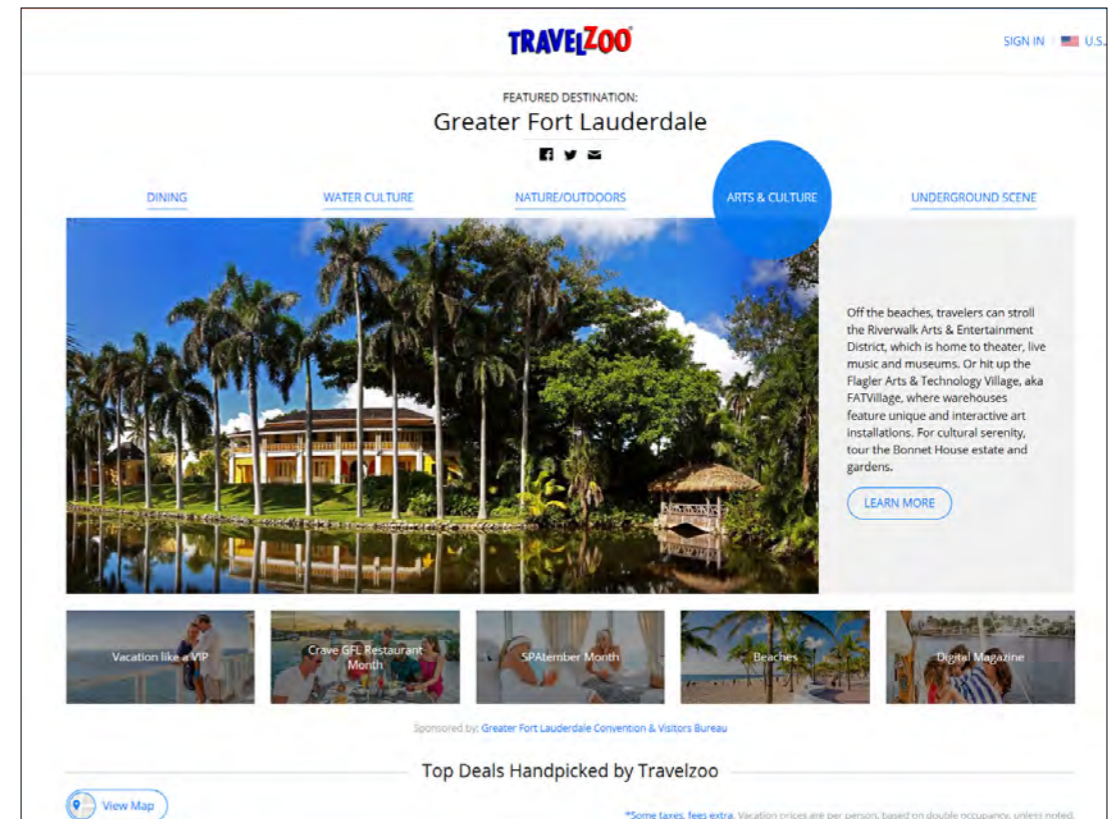
The Restaurant People Collection
Exhilarating Nightlife. Culinary Bliss. One Great City.
Vibe Las Olas offers an eclectic mix of the hottest music and entertainment on the South Florida nightlife circuit. **DIG IN**

Underground Lauderdale Fashion Weekend
Calling all fashionistas! Don't miss the Underground Lauderdale Fashion Weekend - 3 days of fashion and fun by the beach. Jan 26 - 29. **BUY TICKETS**

Specs: There are 5 unique emails. 5 sets of assets need to be provided by the above dates. Up to 25 words of copy, offer ("from \$XX Rate" is recommended), click thru URL, tracking code, 1 horizontal image (high res), logo.

Travelzoo Winter Digital Program

- **Distribution:** Featured Destination Platform
- Thumbnail links for sales inquiry or promotional opportunities
- 5 Focus points, vibrant images, videos
- Up to 10 travel deals
- 14 MM opt-in members—
- Traffic drivers across Travelzoo site linking member to the Fort Lauderdale page with partner offers
- Social Media post reinforcing message and driving to offers
- 27.5 Million Estimated Reach and 55,000 Clicks
- **Mid year results from May 4 - June 22 (Current campaign in progress):**
 Page Views: **32,815**
 Clicks to partner deals: **21,581**
 Clicks to DMO site: **3,170**
 Clicks to video: **1,411**
 Click-out rate from Featured Destination page: **75% Dates**
- **Flight Dates:** November 2017-March 2018
- **Net Cost:** No cost to the partners. Need a CTA
- **Value:** \$10,000
- **Space: & material:** 2 week prior to launch
- **Annemarie Kropf:** akropf@travelzoo.com; 212-484-4941
- GFLCVB.STARMARK.COM



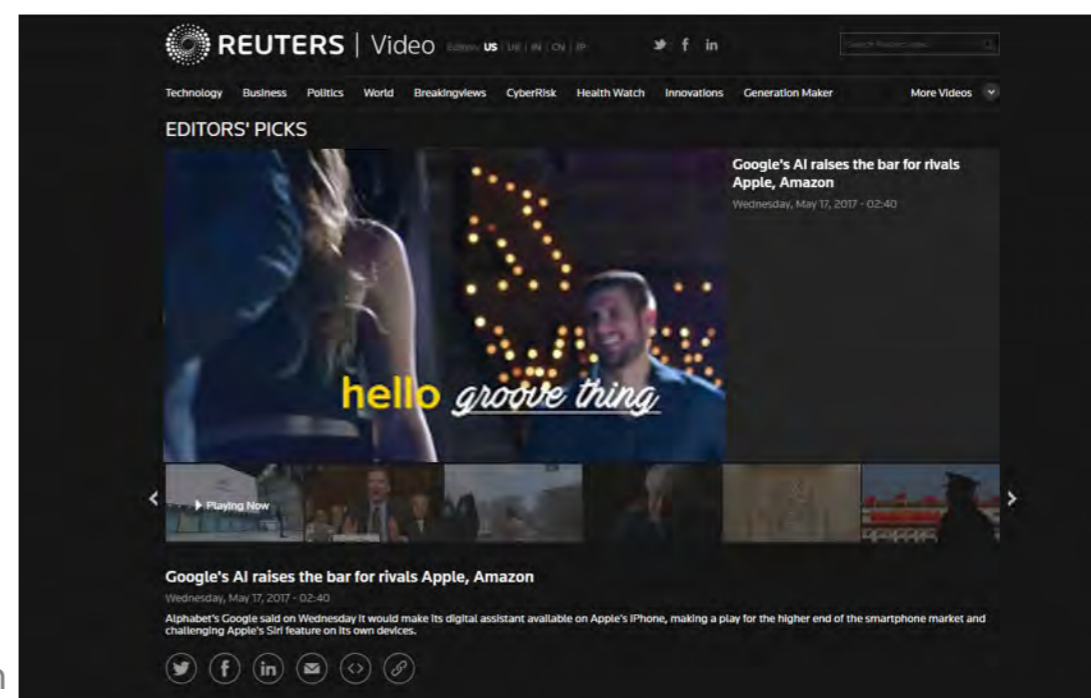
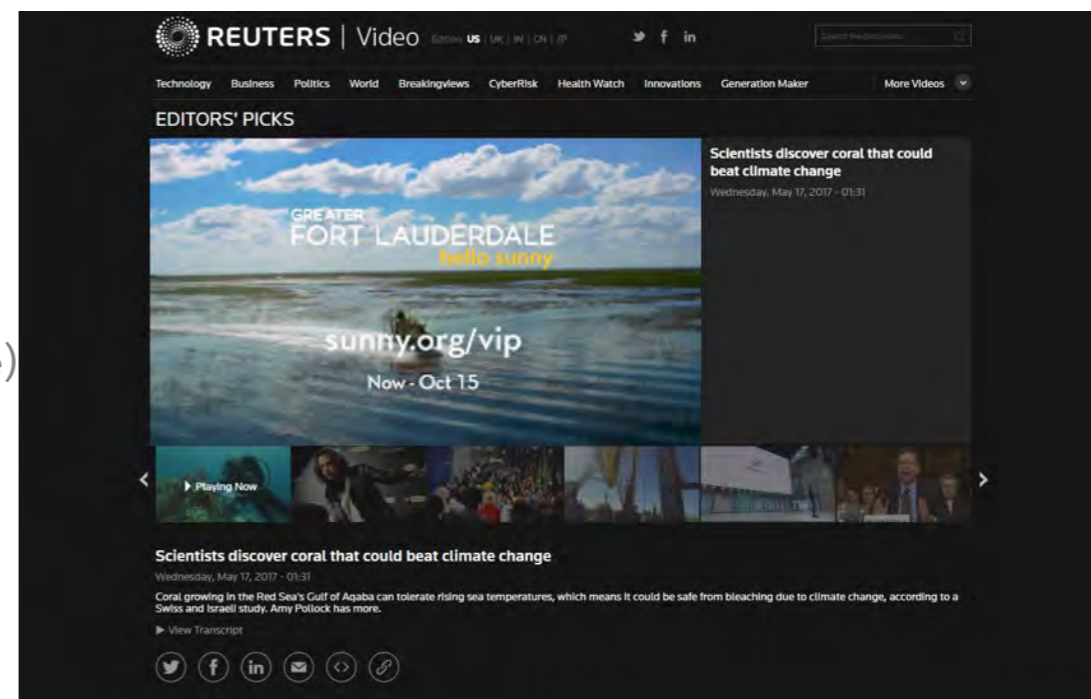


2018 New Programs



AdDaptive (Programmatic)

- **AdDaptive:** IP Targeting technology that offers a wider more accurate mobile accessibility.
- **Partner Impressions:** 357,150 (10-15% per Partner) Partner :15 video will be added into the rotation. Spanish and English. Desktop and Mobile
- **Markets:** New York DMA, New Jersey, Chicago, Dallas, Houston, Austin, Florida (Orlando, Tampa, Ft. Myers, WPB, Miami-Ft. Lauderdale)
- **Flight Dates:** June - September 2018
- **Min #s of partners:** 2
- **Max #s of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **2017 Results:** Average 2017 Completion Rate: 100% with 0.10% CTR
- **Space & material deadline:** May 1, 2018
- **Payment Due:** May 1, 2018
- GFLCVB.STARMARK.COM
- **Specs:** :15 video, click thru URL, tracking code, 1 horizontal image (high res), logo.



Partner :15 video will be added into the rotation

Travel Spike

NEW

- **Travel Spike:** Helps destination influence travel decisions prior to booking a trip. Travel platform reach from the moment they decide to book to when they book. Contextual Content ads delivered to 100% travel environment, premium travel sites, model based on CPC. Video Card engage users experience, travel intenders.
- **Launch Date:** November 2017 - March 2018
- **Impressions:** 15% Share of Voice
- **Travel Intenders:** US National
- **Video Card:** Geo Targeted (New York DMA, Boston, Chicago, Houston Philadelphia, Austin and Dallas)
- **Max # of partners:** 4
- **Net Cost:** \$3,500
- **Value:** \$7,500
- **Mid Month CVB 2017 results:** Native emails 8.93% Open rate and 0.41% CTR
- **Space & Materials Deadlines:** October 10, 2017
- **Payment Due:** October 10, 2017
- GFLCVB.STARMARK.COM

Frommer's The most trusted name in travel since 1957

Deals from our Partners

- Navigator Cruise Line**
Up to 5 Free Offers
Choose from Unlimited Open Sea and more w/ \$200 Deposits
- Visit Myrtle Beach**
Reverts Up to 49% Off
Explore Myrtle Beach summer packages, getaways, deals & more
- Cherokee Cruises**
7-Day Alaska Cruise
Includes air, unlimited alcohol & more from \$4,043
- Booked.com**
Best Value - Big Rewards
111% back guarantee. Book your European hotel today!
- Challenges**
Win a 2-night getaway!
Join the online community to win special prizes.
- Frommer's Cruise Line**
Mexican Riviera from \$549
7-Day Cruise. Choose from 6 Offers w/ \$50 Deposits
- News Editor**
Less Filter More Flash
Ready to be well-travelled? Visit Paris, London.
- Destination UK**
Eat the Culinary Capital
Up to 10 American's favorite food spots in UK.
- Condor Vacations**
Florida Getaways
Vacation like a VIP! Room upgrade, \$100 resort credit & more
- Condor Vacations**
Snorkel & Diving Getaway
6-Day island getaway. \$2,599 + Great! (Great Reef snorkel)

yapta Flights | Airline Refunds | My Trips

Give in to the feeling of being carefree in Greater Fort Lauderdale. **Featured Travel Partner**

Vacation Like a VIP
Free hotel room upgrade, resort credit and 2-for-1 savings.

Plan Your Escape

It's finally summer. Time to put on my OOO message, change my voicemail and shut off the computer. With so much to do and see, my Greater Fort Lauderdale schedule is stacked.

Day One: Smooth landing at Fort Lauderdale-Hollywood International Airport. I check my watch. There's plenty of time to drop my bags off at the hotel and head to the beach in Lauderdale-by-the-Sea, the only place in the United States where I can snorkel on a living coral reef-straight off the beach! The experience is unbelievable. For the evening, I cook and dine. I can't believe you can sail a boat right up to some of the best restaurants in Fort Lauderdale. Time to eat!

Day Two: I become one with nature. First thing in the morning I visit Everglades Holiday Park. The park is home to the Gator Boys Alligator Rescue where I take my first airboat tour. The Banyan trees are all around, as are the mangroves and the variety of wildlife to be observed is breathtaking.

With early afternoon approaching, I'm debating on what I should see next. After narrowing it down to Tridewinds Park, Butterfly World and Flamingo Gardens, I decided on the Gardens because there's a thrilling exhibit featuring 27 life-size dinosaurs. It's an absolute must see! While I'm there, I check out the botanical gardens; home to over 3,000 tropical and sub-tropical plants and trees.

Day Three: I'm up bright and early to enjoy the magnificent sunrise. I stay for a while to soak up the sun. Next, it's time to experience downtown Fort Lauderdale. First stop is Las Olas Blvd. With over 10 blocks to explore, it's known as "the shoppers' paradise," overflowing with a wide variety of shops and cuisine for any sized wallet. As the sun sets, I take my pick of over 30 all fresco dining options, and spend the rest of the evening enjoying a variety of nightlife in unique downtown clubs.

Day Four: I scheduled my flight late so as to have one last shot at the beach. This time, I head over to Hollywood beach. After enjoying the sand and sunshine, I cruise the Hollywood Beach Boardwalk, then rent a jet ski. This one last adventure is bittersweet as it's time to go, however, it's no time to be sad. With such a great trip in the books, and so much more to do here, I know I'll be back.

FEATURED TRAVEL OFFERS

- Australian Outback \$1,199**
7-Day Rainforest, Tablelands & Outback from \$1199
- Guaranteed Best Rates**
Guaranteed best hotel rates with up to 30% back in rewards

travel DEALS

- Save on Ireland Airfare**
\$129 Round Trip, Round Trip, 2018-2019
- 7-Day Caribbean Cruise**
Includes 20% off Transocean Cruise, 10% off Hotel
- Discover Ohio**
Experience the heart of America in Ohio
- Get \$100 from \$1,499**
Book your vacation in a great way!
- Party Fun in Romania**
Party in a beautiful area of Romania. Book your vacation now!
- Myrtle Beach Summer Deals**
Book Myrtle Beach vacation packages and more!
- Alaska Cruise from \$999**
Cruise to Alaska, 2018-2019
- UK Cruise w/ Air \$4,299**
Cruise to Europe, 2018-2019
- Florida Resort Getaways**
Vacation like a VIP! Room upgrade, \$100 resort credit & more
- 5-Day 1,499 \$4,299**
Experience the heart of America in Ohio

- Sun Media Out of Home
- **Market:** Ft. Lauderdale
- Location: East side of US #1 (Federal Highway). Trivision board
- **Flight Date:** 4 Weeks. Program runs from October 2017 - September 2018
- **Estimated Impressions:** 1,020,000 per 4 week period
- **Net Cost:** \$1,000
(Not including production)
- **Value:** \$8,500
- **Contact:** kmartinez@starmark.com



\$37
SEPT 1 - 30

Crave GFL
Greater Fort Lauderdale Restaurant Month
sunny.org/CraveGFL