

How to Participate

BEGINNING THURSDAY, OCT. 28:

Go to VisitSPC.com/CoOp to download the new 2022 Cooperative Advertising Program media kit, and for more information for Submission Day.

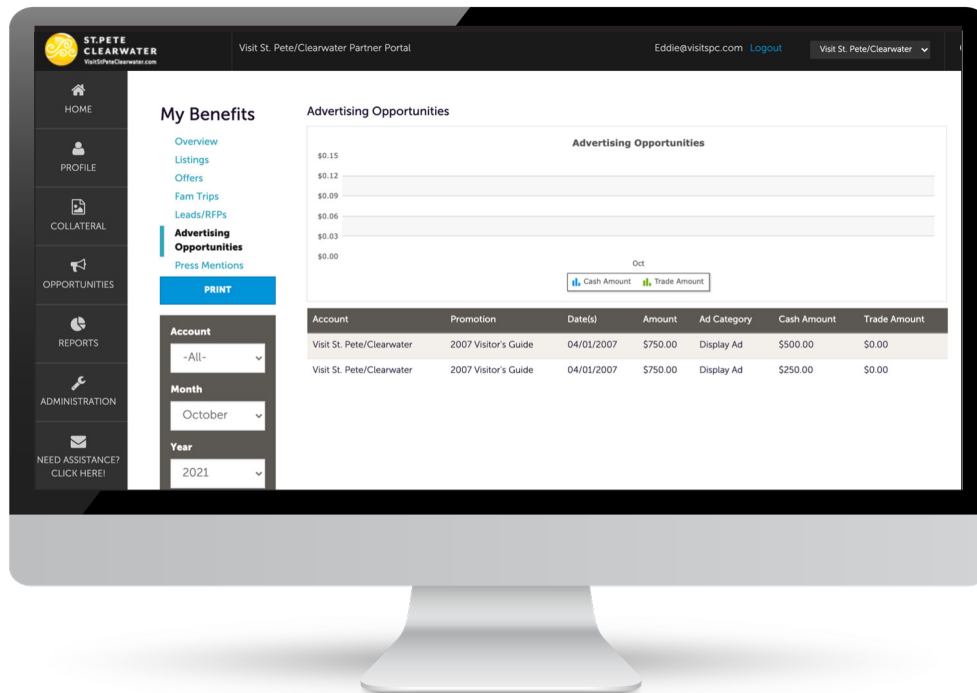
WEDNESDAY, NOV. 10:

Return to VisitSPC.com/CoOp and fill out the submission form between 9 a.m. and midnight. Enter your contact information and mark your selections. Click on the **SUBMIT** button at the bottom of the page. You will be directed to a submission confirmation page to ensure your submission was successfully sent.

Note

Once your form has been submitted, you will not be able to modify or change your selections. If you wish to make a change, you must fill the form out again. Staff will use your latest time-stamped submission, but be aware:

You will not be able to submit prior to Wednesday, November 10, 2021 at 9am or after 11:59pm EST. Please only submit for those programs in which you are interested. Once a partner is accepted to a program and has signed a contract, cancellations will not be permitted.



WEDNESDAY, NOV. 17: Staff will notify partner which Co-Op programs they secured. You will receive a contract for returned signature and payment, and you will be able to log-in to your Simpleview account to see what programs you secured.

- Log-in to Simpleview and enter your username and password.
- On the left-hand menu, click on Profile.
- Click on the "My Benefits" tab, then "Advertising Opportunities" to view what programs you secured.

FRIDAY, DEC. 10: Return signed contracts by Friday, December 10, 2021.

MONDAY, JAN. 31: Payment for Co-Op programs is due by Monday, January 31, 2022. If payment is not received by this date, the contract will be declared null and void and your space(s) will be filled by other partner requests.

Program Guidelines

1. 2022 Co-Op programs are available on a first-come, first-served basis.
2. Priority will be determined by the date/time in which VSPC receives submissions on Wednesday, November 10, 2021. Due to limited inventory, Visit St. Pete/Clearwater staff will do it's best to share opportunities with all partners who sign up.
3. The Co-Op programs are primarily designed for collectors of the bed tax. Should any space remain in a particular program, other industry members can participate, so we encourage all interested partners to submit Co-Op requests on November 10, 2021.
4. Each partner may request participation in MULTIPLE programs but can only reserve ONE ad unit per program.
5. Programs are limited to a select number of participants.
6. All partner costs listed are net costs.
7. Implementation of some programs may be contingent upon Co-Op participation.
8. Some program parameters may change. If a program in which you are participating changes, you will be notified to ensure the program still meets your needs.
9. After November 17, 2021, Partners will receive a copy of their contract and will be able to view their secured programs in Simpleview.
 - Log-in to Simpleview and enter your username and password.
 - On the left-hand menu, click on Profile.
 - Click on the "My Benefits" tab, then "Advertising Opportunities" to view what programs you secured.
10. VSPC staff will contact partners with further instructions or information.
11. For any image supplied for Co-Op use, you grant VSPC a non-exclusive, perpetual worldwide license to use, reproduce, modify and publish the supplied image. You warrant and represent that you are the copyright holder to the image and that you have obtained all releases necessary to grant VSPC the rights described herein.

Note Ad production is provided from partner-supplied materials.

VSPC will edit partner materials to meet the program specs as deemed necessary.

VSPC has the right to review and approve for use all partner images and copy supplied for program use