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Updated: May 3, 2023 October November December January February March May June September October FY23 Media Plan 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 25 2 9 16 23 October '22-September '23 Cable Only: Hyper-zip targeted + Direct Response Technology 15.1M estimated impressions Developmental Markets Broadcast Media: 100 GRP's / Week Minneapolis DMA 100 GRP's / Cable Only: Hyper-zip targeted + Direct Response Technology 24.1M estimated impressions 100 GRP's / Week 100 GRP's / W Cable Only: Hyper-zip targeted + Direct Response Technology 23.8M estimated impressions Broadcast Media: Radio • (30) second spots + promotional partnerships/influencers Demo: Adults 25-64 Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, Hisp Chicago DMA 100 GRP's / Weel • 65.6M estimated impressions 100 GRP's / Week 100 GRP's / Week Atlanta DMA 41.4M estimated impressions 100 GRP's / Week 100 GRP's / Week= ndianapolis DMA 12.2M estimated impressions Minneapolis DMA 100 GRP's / Week-100 GRP's / Week 23.2M estimated impressions 100 GRP's / W Detroit DMA 100 GRP's / Week 27.4MM estimated impressions Out-of-Home Media: Chicago DMA Digital Billboard Network: 30 locations hyper targeted to align with cable HH's 157.7M estimated impressions Includes 3.0M Exposed Mobile Retargeting Banners • Gas Station TV: 176 stations / 1762 screens hyper targeted to align with cable HH's 11.2M estimated impressions Includes 3.0M Exposed Mobile Retargeting Banners (3) 4-week Periods (4) 4-week Periods Digital EV Charging Station: 33 screens / :08 second duration - (179 index Tesla ownership) ncludes 3.0M Exposed Mobile Retargeting Banners 9.8M estimated impressions Movie Theater: Prime position 30 sec spot / 23 venues / 242 screens hyper targeted to align with cable HH's 930K estimated impressions - (121 index movie goers) 3.0M estimated impressions Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagen 8.2M estimated impressions Digital Billboard Network: 21 locations hyper targeted to align with cable HH's 170.8MM estimated impressions Includes 3.0M Exposed Mobile Retargeting Banner Gas Station TV: 114 stations / 902 screens hyper targeted to align with cable HH's 3.8M estimated impressions Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 7.9M estimated impressions ncludes 3.0M Exposed Mobile Retargeting Banners Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagement 7.4M estimated impressions Out-of-Home Media: • Digital Billboard Network: 5 locations hyper targeted to align with cable HH's 23.1MM estimated impressions

Updated: May 3, 2023 FY23 Media Plan October November December January February March May June July August September October 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 30 6 13 20 27 6 13 20 27 3 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 25 2 9 16 23 October '22-September '23 Gas Station TV: 13 stations / 113 screens hyper targeted to align with cable HH's 789K estimated impressions (3) 4-week Periods Digital EV Charging Station: 45 screens / :08 second duration - (179 index Tesla ownership) 1.5K estimated impressions cludes 1.5M Exposed Mobile Retargeting Banner (1) 4-week perio $Movie\ Theater:\ LPS\ \&\ Prime\ position\ 30\ sec\ spot\ /\ 3\ venues\ /\ 30\ screens\ hyper\ targeted\ to\ align\ with\ cable\ HH's$ 56K estimated impressions - (121 index movie goers) Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engager 7.2M estimated impressions Minneapolis DMA Digital Billboard Network: 9 locations hyper targeted to align with cable HH's 7.2MM estimated impressions Gas Station TV: 153 stations / 1730 screens hyper targeted to align with cable HH's 8.9M estimated impressions Movie Theater: Prime position 30 sec spot / 20 venues / 248 screens hyper targeted to align with cable HH's 538K estimated impressions - (121 index movie goers) Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engagen 7.2M estimated impressions Digital Billboard Network: 11 locations hyper targeted to align with cable HH's 67.1MM estimated impressions Gas Station TV: 57 stations / 521 screens hyper targeted to align with cable HH's 3.1M estimated impressions Digital EV Charging Station: 22 screens / :08 second duration - (179 index Tesla ownership) 3.1M estimated impressions ludes 3 0M Exposed Mohile Retaraetina Bann (1) 4-week period Movie Theater: Prime position 30 sec spot / 4 venues / 48 screens hyper targeted to align with cable HH's 238K estimated impressions - (121 index movie goers) Carvertise VSPC Vehicle Fleet (20 cars): Partial Vehicle Wrap + Collateral Distribution and Driver Brand Engage 7.2M estimated impressions Print Media: June '23 July '23 August '23 October '23 MplsSt Paul Magazine "Best of Su "Top Doo "Eat + Drink' "Fall Travel" "Fall Arts Pre Full Page, 4-color Premium Position: Opposite Table of Contents (Bonus: June-October) Total Circulation: 67,155 Bonus: Top Banner Position Mpls Daily E-newsletter (28,000 opt-ins) Hour Detroit Magazine
Full Page, 4-color June '23 "LGBTQ Is Total Circulation: 48,265 Indianapolis Monthly Magazine
Full Page, 4-color June '23 "City Guide' Total Circulation: 37,573 August '23 May '23 June/July '23 September '23 October '23 Chicago Magazine "Fall & Winter Geta Full Page, 4-color Total Circulation: 105.000 D: 8/23 Placed FY22 D: 10/1 D: 12/1 (VF Co-op) D: 1/2 D: 3/29 D: 4/26 2-Page Spread (Ronus Ad) Atlanta Magazine October '22 4-Page Gate-fold (Custom), 4-color Total Circulation: 65,091 May '23 June '23 July '23 August '23 September '23 Visit Florida Co-o "Summer Fun Guide" | "Food & Drin Full Page, 4-color Total Circulation: 65.091 2-Page Spread, 4-color (Value Add - Bonus Page Upgrade) Total Circulation: 65,091

Updated: May 3, 2023 October November December January February March May August September October FY23 Media Plan October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 17 14 21 28 5 12 19 26 2 9 16 23 28 5 12 19 26 2 9 16 23 20 6 13 20 27 6 13 20 27 8 18 20 Broadcast Media: Broadcast Media: Television Orlando DMA 10/24/22-3/26/23 WESH News Sponsorship Program 10-second spot (2,288 total mentions) 135.2MM estimated impressions Broadcast Media: Radio • (30) second spots + promotional partnerships/influencers Demo: Adults 25-64 Daypart Mix: AM 25% / MD 25% / PM 25% / EV 15% / SS 10% High indexing formats: AC, Country, Rock, Soft AC, Classic Rock, News Talk, NPR, African-American, His Orlando MSA 100 GRP's / V 15.8M estimated impressions 100 GRP's / Week 100 GRP's / Week Jacksonville MSA 10.2M estimated impressions Tampa-St Pete MSA Steve Hayes Interviews - WFLA-AM (Tampa-St Pete) • (1x) 3-5 minute interview with Steve Hayes and any other guests per month (10x):15 second commercial announcements to promote the interview both before and after it airs • \$2,000 net each month, with this cost also covering talent and production fees Nashville DMA 12.2M estimated impressions Cincinnati DMA 100 GRP's / V 100 GRP's / Week 13.4M estimated impressions Out-of-Home Media: Orlando DMA Digital Billboard Network: 12 locations hyper targeted to high indexing HH's 41.3MM estimated impressions Gas Station TV: 57 stations / 491 screens hyper targeted to align with VSPC Persona 2.8M estimated impressions GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 6 gym: 1.2M estimated impressions - (142 index gym memberships) MCO Airport: Passenger Tunnel Domination 11/28/22-12/25/22 (1) Period - FY22 • (28) Displays in all (4) Passenger Tunnels - Exclusive domination Program 40.5MM estimated impressions 12/26/22-12/24/23 (13) 4-week periods - FY23 Digital Billboard Network: 10 locations hyper targeted to high indexing HH's ncludes 1.5M Exposed Mobile Retargeting Banne 26.8MM estimated impressions Gas Station TV: 41 stations / 402 screens hyper targeted to align with VSPC Persona 2.4M estimated impressions cludes 1.5M Exposed Mobile Retargeting Banne Tampa St Pete DMA TPA Airport: Passenger Shuttle Domination Program - Exclusive VSPC Domination 11/14/22-1/8/23 (2) 4-week periods - FY22 • (16) Shuttles / (16) Lobby Doors/ (32) Baggage Claim LCD / (7) Baggage Claim Video Walls 65.5MM estimated impressions 1/9/23-11/12/23 (11) 4-week periods - FY23 PIE Airport Program (OCC Road House & Museum Display) ontract Period: 8/1/22-8/31/23 Bike build video on display, web and social + VSPC bike display in baggage claim 9.2MM estimated impressions Nashville DMA Digital Billboard Network: 6 locations hyper targeted to high indexing HH's 40.7MM estimated impressions

Updated: May 3, 2023 2022 FY23 Media Plan October November December January February March April May June July August September October October '22-September '23 26 3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16 23 20 27 8 12 19 26 2 9 16 23 30 6 13 20 27 6 13 20 27 8 10 17 24 1 8 15 22 29 5 12 19 26 3 10 17 24 31 7 14 21 28 4 11 18 25 2 9 16 23 Gas Station TV: 12 stations / 105 screens hyper targeted to align with VSPC Persona 583K estimated impressions Out-of-Home Media: Cincinnati DMA (2) 4-week Periods (4) 4-week Periods Digital Billboard Network: 15 locations hyper targeted to high indexing HH's Includes 1.5M Exposed Mobile Retargeting Banners 35.9MM estimated impressions Gas Station TV: 75 stations / 661 screens hyper targeted to align with VSPC Persona 4.1M estimated impressions Includes 1 5M Exposed Mobile Retaraeting Ranners GymTV: Non-sound video or static spots play overhead screens within a skinned frame (15-second) - 7 gym 1.5M estimated impressions - (142 index gym memberships) Gainesville/Ocala DMA (3) Billboards located on I-75 (#2287, #7131SO, #4604) - Annual Perm Program 12.5MM estimated impressions Print Media: Nashville Lifestyles Magazine September '22 and October '22 Issues Full Page, 4C 21,954 Total Circulation May 23 July '23 September '23 Fall Arts & Cultu Orlando Family Magazine (NEW!) Full Page, 4C 100,000 Total Circulation (Mailed to Subs + Orlando Families with Minimum \$150K HHI) Explore Florida Magazine (NEW!) May '23 Full Page, 4C Glossy FSI in the Orlando Sentinel + Fort Lauderdale Sun Sentinel 40,000 Total Circulation (Mailed to Subs in affluent HH's - \$150K+ HHI) + Emailed to 657,000 opt-in subscribers Arts / Culture Print Media: Playbill Magazine Full Page, 4C Market: Chicago D: 11/4 Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Paramount Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater Encore Magazine (NEW for FY23) Shows Full Page, 4C Hairspray 5/30-6/4 Water For Elephants 6/4-7/9 Market: Atlanta Wicked 7/5-7/30 ATL Symphony 6/3-6/30 Total Circulation: 230,000 Fox Theater Art in America Magazine March '23 May '23 Full Page, 4C National Distribution Placed FY22 D: 1/20 D: 3/31 ■ Total Circulation: 43,000 May 23 ugust '23 September '23 Fall Getaways Orlando Magazine Full Page, 4-color Total Circulation: 29.516 Placed FY22 D· 10/10 D: 12/16 D· 1/13 D: 3/17 D: 8/18 City & Shore Magazine: Miami Lifestyle 10/2 Issu 6/11 Issue 10/1 Issue Full Page, 4-color Total Circulation: 46,220 Placed FY22 D: 11/2 - Holiday Issue D: 5/24 - Sur D: 8/23 - Food & Wine D: 9/13 - The Arts Issue Flamingo Magazine (NEW!) • (2) Pages: Full Page, 4-color ad + Adjacent Page Advertorial (600 words) - Written / Designed by Flam Fall/Winter '23 Issue Front of book - Premium Placement + Magazine is available online indefinitely archived Total Circulation: 20.000 D: 8/15 National Public Radio (NPR) Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonvi 15 / 30 second creative dedicated to arts messaging Arts and Culture Co-op Advertising Program with Creative Pinellas 2023 Marketing Partnerships

LGBTQ Audience

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	2022	Octo	her		Nov	vember Deco			ecember 20			Janua	nv.		Feh	ruary	ruary !		March			pril		May			June	July					August						October				
FY23 Media Plan October '22-September '23	26 3			24						19 2				23 3			20 27			20 27			7 24	1		22		19 2	26 3			24 31				· .			9 16	23	'n		
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Digital Media Dedicated VSPC Branded Email Campaign • 1,000 Opt-in Subscribers • HTML Dedicated Custom Email																																									1		
Destination Update - Email Blast • 1,000 Opt-in Subscribers • Highlighting VSPC Destination • (3) Listings, Photo, Copy and link to VSPC site • Update will also be featured on FSAE site: 235 x 175 image, 75 words in email and 150 words on websit	e														bruary '	23																									ľ		
Email Blast • 1,000 Opt-in Subscribers •Top Banner Ad - can link to video content																																Augu	ust '23								ı		
Convention South Print Media																																									ı		
Convention South Magazine • Full Page, 4C •Circulation: 18,000 meeting planners								ecember	'22: Av	wards &	Recogr	nitions	Issue				D: 1	1/16	The CVI															22/24							Ī		
• 1/2 Page, 4C •Circulation: 18,000 meeting planners															12/15	23: Fami	ily Frien	dly Desi	tinations	Issue												D: 6/	ust '23: 20 /16)23/24	Director	y of Mee	tings Sites	5			ì		
Digital Media Dedicated VSPC Branded Email Campaign 17,000 Opt-in Subscribers HTML Dedicated Custom Email																																									Ī		
Inclusion in Email Newsletter - Banner Ad • 17,000 Opt-in Subscribers • HTML Dedicated Custom Email																																									i.		
Online Leaderboard or Big Box - ConventionSouth.com • 7,500 monthly unique visitors • HTML Dedicated Custom Email																																									ī.		
Meetings Today																																									1		
Print Media Meetings Today Magazine Full Page, 4C Circulation: 69,375 meeting planners					ov/Dec '		·						ve-to-Ma											May '23	3																1		
Digital Media Dedicated VSPC Branded Email Campaign •7,500 Opt-in meeting planners • HTML Dedicated Custom Email																																									Ī		
Retargeting Blitz (8-month program) • 300 x 600 display ad - retargeting • Starts with ads on meetingstoday.com and extends through network of partners - Meetings Today plane • 200,000 impressions	ners with	h hash	ed ema	ils are se	erved ad:	s																																			Ī		
Chicagoland Forum - Association																																									ì		
Print Media Forum Magazine • Full Page, 4C •Circulation: 10,000 association members								ecember																											Decem D: 9/1	9/23	Annual				Ī		
Digital Media Bi-Weekly Forum Focus E-Newsletter (2x per month) • Custom unit for 12-months with in the "Must Read Monday Update" • 650 x 100 pixel with bannered hyperlink • 4,000 Opt-in Subscribers																																									ı		
Quarterly Audience Retargeting • Re-engage with Association Forum site visitors around the web for three months • Re-market association members while they are looking to book meetings, events, vacations • 300 x 250; 728 x 90; 160 x 600; 320 x 50																																									I		

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New Airline Development (Contingency)

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	2022										2	2023																												L	Upo	dated:		May 3	, 2023		
FY23 Media Plan		Octo	ber		-	Novem	ber		Dec	ember			Jan	uary			Februa	ary		March	1		April				May			June	9			July			Αι	ugust		Se	eptemb	er		-	Octobe	er	•
October '22-September '23	26	3 10	17	24	31	7	14 2	1 28	8 5	12	19	26	2	9 16	23	30	6 1	13 2	20 27	6 1	3 20	27 3	10	17	24	1 8	15	22	29	5	12 1	.9 26	3	10	17 2	24 3	1 7	14	21	28	4 11	.1 18	3 25	2	9	16	
Full Page, 4C 15,000 Circulation (digital magazine + Hyper-link from ad)																			D: 2/1	/23 Di	gital Ver	sion																		D: 8/1/2	23 Prii	int and	l Digital	Versio	n		İ
ports Travel Dedicated Targeted Email Program Dedicated HTLM Email to Sports/Events Planners - Custom List 12,000 per deployment (\$2,520 net)																																			Week o	f: 7/17	/23					D: 9	eek of: 9	/18/23			
Sports Travel E-Newsletter Sponsorship Horizontal Banner 600x100 (Leaderboard) Package: (2x per month) - Every other week (Wednesday) 40,000 opt-in subscribers per deployment = 80K per month Sports Travel E-Newsletter #Showcase Takeover Prime 'Exclusive' Showcase position on Sports Travel weekly e-newsletter - Photos, Captions and link Package: (2x per month) - Every other week (Wednesday) - Each deployment can be an unique show 40,000 opt-in subscribers per deployment = 80K per month Sports Travel Digital Lead Generation Program Desk Reference: A content product designed for both education and lead generation - Custom check Sponsorship includes: Custom written and designed "checklist" Client logo on each page of report Creation of promotions including: (3) emails; (5) Sports Travel eNL mentions; Social Posts; Sports Pomotional placements across the NorthStar Meetings Group network of sites Qualified Leads: 150-300 estimated	ist for easy	/ planne	er desk		nce on	n topics	vital t	o sport	tts indu:	stry							2/8/23 D: 1/30		722/23											6/7/23 nth Pro		21/23	August	t 2023)		8/9/ D: 7/		8/23/2 D: 8/1								-
Sports Planning Guide (SPG)	October	r '22-Se	ptemb	er '23	(Alread	dy Com	mitted	by VS	PC)																																						
Annual Sports Planning Guide • Full Page, 4C + Two Pages of Advertorial Space (Print and Online)						,		,	,				Ħ																							#	#						Oct '	23-Sept	t '24	_	•
Florida Sports Guide Section - Reprints																													June '	23-Sep	l tembe	r '24					Ш.										•
• Publishes in October																													Advei	rtorial v	vill star	rt runni	ng on v	web in	June '23	;	\top										
Feature Destination - SportsPlanningGuide.com Home Page Feature - Promoted with enewsletter and social media channels (LinkedIn) 75 WOC; Contact Information; Large Horizontal Image; Direct Link to VSPC Site Guaranteed (1) Month - Typically stays live for 3-4 months Weekly Email Newsletter to Sports Planners 728 x 90 TOP Position Banner (Premium) 5,000+ Weekly Opt-in Subscribers																	ary '23 ary '23-J		23																												
26-week Program //ideo Promotion - SportsPlanningGuide.com Video is housed on the video TAB of the Home Page Annual Program															ı	Februa	ary '23-J	Januar	ry '24																	_	<u> </u>										ļ
Promoted on the enewsletter and social media Channels (LinkedIn)																																															