



# SAVE THE DATE

## 2008-09 Co-operative Advertising Program Launch

Wednesday, November 5<sup>TH</sup>, 4 pm Belleview Biltmore Resort

Just prior to the VSPC 2008 Annual Meeting

Working cooperatively has never been more important given the challenges facing marketers in today's economic environment. That is why Visit St. Petersburg/Clearwater (VSPC) is excited to unveil our new and improved 2008-09 Co-operative Advertising Program. As you formalize your 2008-09 plans, you will want to make sure you have a contingency reserve to take advantage of some of the Bureau's great co-op advertising opportunities.

### **November 5<sup>th</sup> at 4pm – CO-OP Kickoff Workshop**

**Starlight Room - Belleview Biltmore Resort**

*Join us prior to VSPC's 2008 Annual Meeting for a workshop to explain the 2008-09 Co-operative Advertising program. The approach and entire process for the 2008-09 VSPC co-operative advertising program will be new, therefore partner attendance at this workshop is HIGHLY encouraged. Please join us to learn the details of each opportunity, how these programs can benefit you and how you can participate.*

### **OTHER KEY UPCOMING DATES RELATED TO THE 2008-09 CO-OP PROGRAM**

**November 17<sup>th</sup> – 9:00 AM – CO-OP Request Submission Date (ONE DAY ONLY!!!)**

*Submit your requests starting at 9am – Make plans to submit early as participation will be granted on a first-come, first-served basis. This is the ONLY day you will be able to request to participate. This will be done via a web-based system so you can do it from anywhere and can have your selections saved in advance.*

**December 1<sup>st</sup> – Participation Notification**

*You will receive electronic notification of what programs you secured and contracts and material specifications and deadlines for each.*

**December 8<sup>th</sup> – 5:00 pm–Partner Contract and Material Deadline**

*Deadline to upload all co-op creative materials and to return signed contracts*

**December 31<sup>st</sup> – Co-op Partners Invoiced**

*Invoices for ALL co-operative programs mailed to all participants*

**February 2, 2009 – Co-op Payment Due From Partners**

*Co-operative advertising payments due for ALL 2008-09 programs at this time.*