



Birdsall, Voss & Associates, Inc. dba bvks
 250 W. Coventry Ct. Ste. 300 / Milwaukee, WI 53217
 414-228-1990 / bvks.com

Visit Orlando
 6277 Sea Harbor Drive, Suite 400
 Orlando, FL 32812
 Attn: Carmen Godsey

INTERNET INVOICE

Invoice Number : 151447
 Date : 12/18/2017
 Page : 1
 Campaign: P70018 NCW Brand Campaign Visit
 Orlando

Line	Start Date	Bill Amount
Vendor: Flashtalking Inc		
Order: 084918 - 2017 VO Annual MC NCW Digital		
0008 Creative Size: Ad Serving -	8/1/2017	-31.07
Total		-31.07
		Total (\$31.07)

All amounts reflected in US Dollars. Agency will render a late payment penalty of 1 1/2% per month or 18% annually after 30 days from invoice date.

Remit payments to Birdsall, Voss & Associates, Inc.



PURCHASE AUTHORIZATION

Date: 3/9/17

Campaign Code: P70018

Client: Visit Orlando

We hereby authorize and direct BVK to purchase:

Client: Visit Orlando

Project: 2017 M&C Non-Citywide & Supplemental Brand- Digital

Digital:

Vendors	Markets/Description/Targeting	Cost
ASAECenter.org	Contextual Banner	\$13,345
MPIWeb.org	Programmatic Digital Retargeting	\$10,000
MCMag.com	Retargeting and Expandable Leaderboard	\$29,000
SuccessfulMeetings.com	Retargeting, Expandable Leaderboard, Homepage PushDown	\$23,000
Meetings Today	Expandable Leaderboard (728x90) and Custom HTML Email	\$9,600
Tribal Fusion	Meeting Planner Behavioral Targeting	\$36,000
Digilant	Meeting Planner Programmatic Targeting & Remarketing	\$50,000
LinkedIn	Meeting & Event Planners by Occupation (Sponsored Updates)	\$15,000
Facebook	Retargeting- Meeting Planners (Sponsored Post)	\$10,000
Meeting Mailer	Custom HTML Email	\$7,500
Northstar Full Database (M&C + SM)	Custom HTML Email	\$24,000
Black Meetings & Tourism	Web Video	\$450
USAE	Custom HTML Email	\$3,953
Flashtalking	Ad Serving	\$3,635
Total		\$235,483

*This is not a firm quote "Estimated Cost" is based upon the estimates provided by our suppliers and internal time estimates, the total may vary. Client revisions may increase the cost of the project and require additional cost estimates.

AUTHORIZED BY

DATE

AUTHORIZED BY

DATE

AUTHORIZED BY

DATE

AUTHORIZED BY

DATE

To avoid project delay, sign and return one copy to BVK on/before: **ASAP**

flashtalking[™]

Invoice

Flashtalking, Inc.

142 West 36th Street
10th Floor
New York, NY 10018

Date	
8/31/2017	
Invoice #	
INC015394	
PO #	Terms
	Net 30

Bill To
BVK
250 W Coventry Court
Suite 300
Milwaukee WI 53217
United States

Advertiser	Campaign Name	Month of Service		
Visit Orlando	Visit Orlando 2017 MC Non-Citywide	August 2017		
Item	Quantity	Units	Rate	Amount
Dynamic Standard	391,785	CPM	<0.30	117.54
Standard - Self Serve	4,068,376	CPM	0.05	203.42
VAST	13	CPM	0.95	0.01
Mobile Standard	1,386,944	CPM	0.05	69.35
Impression Tracking	12,649	CPM	0.05	0.63
VAST	8	CPM	0.80	0.01
Click Tracking	454	CPC	0.005	2.27
Sequencing	126,152	CPM	0.10	12.62

5,985,927

Total Amount Due	405.85 \$405.85
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VEND flasht GROSS AMT 477.47
 CLIENT VO NET AMT 405.85
 JOB _____ CONTRACT/PO 84918-8
 G/L _____ ENTER DATE 10-6-17
 CAT _____ INITIALS JK

Remittance Info:

Check Payable to:
Flashtalking, Inc.
142 West 36th Street
10th Floor
New York, NY 10018
917-261-3735
AR@flashtalking.com

Wire Transfer:
Silicon Valley Bank
3003 Tasman Drive
Santa Clara, CA 95054
Swift Code: SVBKUS6S
Routing #: 121140399
Account #: 3302078379