



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

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

INTERNET INVOICE

Invoice Number : 151450
Date : 12/18/2017
Page : 1
Campaign: P70212 Visitor Services Visit Orlando

Line	Start Date	Bill Amount
Vendor: FaceBook . com		
Order: 085744 - 2017 VO IM APP		
0002	8/1/2017	-542.99
Creative Size: 1x1 -		
Total		-542.99
		Total (\$542.99)

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: 3/22/17

We hereby authorize and direct BVK to purchase:

Campaign Code: P70212, maybe P70207

Client: Visit Orlando
Project: 2017 Spring In-Market Media

Client: Visit Orlando

Vendors	Markets/Description/Targeting	Dates	# of weeks	Cost
Fox 35	TV broadcast during weather segment, three mentions/day in Fox 35 News Products; Digital in state promotion: weather pages and weather app	4/3/17-12/31/17	52	\$76,500
Amobee	Site Visitors & CRM retargeting & look alike modeling	4/3-4/30 & 6/26-8/27	13	\$30,000
Radura One	Site Visitors & CRM retargeting & look alike modeling	4/3-4/30 & 6/26-8/27	13	\$30,000
StoMobile	Mobile Geofence 2-mile radius, test additional visitor targeting layers	4/3-4/30 & 6/26-8/27	13	\$18,300
Trip Advisor	exact package TBD, people traveling to Orlando	4/3-4/30 & 6/26-7/30	9	\$20,000
Facebook/Instagram Tickets	1K Tickets Cart RT pool, 170K LAL pool, + CRM RT & LAL	4/3-4/30 & 6/26-8/27	13	\$18,000
Facebook/Instagram Visitor's Center	2-mile radius, people traveling to Orlando	4/3-4/30 & 6/26-8/27	13	\$15,000
Facebook/Instagram App Download	People traveling to Orlando	4/3-4/30 & 6/26-8/27	13	\$15,000
VO Social Uplift	THIS MAY NEED TO BE BILLING CODE P70207, please confirm	4/3-4/30 & 6/26-8/27	13	\$15,000
Ad serving		4/3-4/30 & 6/26-8/27	17	\$2,200
TOTALS:				\$240,000

"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.

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

Tricia 3/22/17
 AUTHORIZED BY _____ DATE 3/22/17
R. de la Holland
 AUTHORIZED BY _____ DATE 2/23/17
 AUTHORIZED BY _____ DATE _____
 AUTHORIZED BY _____ DATE _____



Facebook, Inc.
 1601 Willow Rd
 Menlo Park, CA 94025
 United States
 EIN/TIN: 20-1665019

INVOICE

Invoice #: 22867299
 Invoice Date: 05-SEP-2017
 Billing Period: AUG-17
 Account Id / Group: 10153160126163947
 Payment Terms: NET 30

BILL TO: Birdsell, Voss & Associates, Inc. dba BVK
 250 W. Coventry Court, Suite 300
 MILWAUKEE, WI 53217

Page: 3 of 3

ATTN: Accounts Payable

Advertiser: Orlando Convention and Visitors Bureau
 PO Number: 0

45	Instagram - Est. 2245 - 2017 Visit Orlando Member Co-op Spring MG Aug-Sep	1.20
46	Instagram - Est. 2519 - 2017 Visit Orlando Member Co-op Fall Social Campaign Aug-Nov	4.57

VEND faceb GROSS AMT 39,864.61
 CLIENT Vo NET AMT 33,884.92
 JOB _____ CONTRACT/FO _____
 G/L _____ ENTER DATE 9-8-17
 CAT _____ INITIALS JR

85174-6 2931.00
 85422-6 2960.64
 85741-4 4914.18
 85743-2 5463.83
 85744-2 2988.09
 85756-2 11,407.77
 86429-1 2313.81
 86546-1 271.06
 -8 133.55
 86843-1 501.00

INVOICE NUMBER MUST BE REFERENCED ON ALL PAYMENTS

Facebook, Inc. is a Delaware Corporation - TIN 20-1665019 Remit Check/Payment To: Facebook, Inc. Attention: Accounts Receivable 15161 Collections Center Drive Chicago, IL 60693 United States		Wire Transfer Instructions: Bank of America N.A. 315 Montgomery Street 13th Floor San Francisco, CA 94104 United States Acct Name: Facebook, Inc. Acct Num#: 1499725400 ABA# for Wire: 026009593 SWIFT Code: BOFAUS3N	ACH Instructions: Bank of America N.A. 315 Montgomery Street 13th Floor San Francisco, CA 94104 United States Acct Name: Facebook, Inc. Acct Num#: 1499725400 ABA# for ACH: 122000030	Subtotal: 33,884.92 Freight: 0.00 Tax @0%: 0.00 Invoice Total: 33,884.92 Invoice Currency: USD
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23	2272 - 2017 Visit Orlando In Market - OVC Aware	5,463.82
24	2273 - 2017 Visit Orlando In Market - App	2,714.55
25	[REDACTED]	4,817.67
26	2408 - 2017 Visit Orlando Jul-Dec OOS Tickets	11,102.32
27	2545 - 2017 Visit Orlando Magical Dining	2,313.81
28	2564 - 2017 Visit Orlando IM Lead Gen	493.11
29	Est. 2245 - 2017 Visit Orlando Member Co-op Spring MG Aug-Sep 2519	132.35
30	Est. 2519 - 2017 Visit Orlando Member Co-op Fall Social Campaign Aug-Nov	266.49
31	Instagram - 2242 IS Post - "Experience Central Florida"	10.44
32	Instagram - 2242 IS Post - "Shop till you drop"	201.91
33	Instagram - 2242 IS Post - "To the sky: slingshot ride"	169.00
34	Instagram - 2242- IS Post - "Shop 'till you drop"	122.39
35	Instagram - 2242- IS Post - "To the Sky: slingshot ride"	28.00
36	Instagram - 2243 OOS Post - "Experience Central Florida"	11.21
37	Instagram - 2243 OOS Post - "Shop till you drop"	246.01
38	Instagram - 2243 OOS Post - "To the sky: slingshot ride"	259.08
39	Instagram - 2243- OOS Post - "Shop 'till you drop"	128.08
40	Instagram - 2243- OOS Post - "To the Sky: slingshot ride"	26.06
41	Instagram - 2273 - 2017 Visit Orlando In Market - App	273.54
42	Instagram - 2404 - 2017 Visit Orlando MC - Retargeting TRFC	96.51
43	Instagram - 2408 - 2017 Visit Orlando Jul-Dec OOS Tickets	305.45
44	Instagram - 2564 - 2017 Visit Orlando IM Lead Gen	7.89

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1	2242 IS Post - "Adventure like a local: biking around Orlando"		929.06
2	2242 IS Post - "Experience Central Florida"		4.65
3	2242 IS Post - "From Mild to Wild"	VEND <u>face b</u> GROSS AMT <u>39,864.61</u>	15.38
4	2242 IS Post - "Post on Sightseeing buses"	CLIBNT <u>VO</u> NET AMT <u>33,884.92</u>	54.40
5	2242 IS Post - "Shop till you drop"	JOB _____ CONTRACT/PC _____	415.65
6	2242 IS Post - "To the sky: slingshot ride"	G/L _____ ENTER DATE _____	442.67
7	2242 IS Post - "Win a Trip"	CAT _____ INITIALS _____	146.26
8	2242- IS Post - "Adventure Like a Local: Biking around Orlando"		32.71
9	2242- IS Post - "Shop 'till you drop"		147.18
10	2242- IS Post - "Sightseeing Buses"		120.27
11	2242- IS Post - "To the Sky: slingshot ride"		928.51
12	2243 OOS Post - "Adventure like a local: biking around Orlando"		4.24
13	2243 OOS Post - "Experience Central Florida"		18.24
14	2243 OOS Post - "From Mild to Wild"		63.96
15	2243 OOS Post - "Post on Sightseeing buses"		376.25
16	2243 OOS Post - "Shop till you drop"		361.77
17	2243 OOS Post - "To the sky: slingshot ride"		92.39
18	2243 OOS Post - "Win a Trip"		148.39
19	2243- OOS Post - "Adventure Like a Local: Biking around Orlando"		25.25
20	2243- OOS Post - "Shop 'till you drop"		145.65
21	2243- OOS Post - "Sightseeing Buses"		125.55
22	2243- OOS Post - "To the Sky: slingshot ride"		

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