

International Drive Business Improvement District

Governing Board Chairperson

The Honorable Jerry L. Demings
Orange County Mayor

October 22, 2019

Commissioner Samuel B. Ings
City of Orlando District 6

Toni Caracciolo
Visit Orlando
6277 Sea Harbor Drive
Suite 400
Orlando, FL 32821-8028

Commissioner Victoria P. Siplin
Orange County District 6

Advisory Board Chairperson

Sibille Pritchard
Orlando Plaza Partners

Dear Toni:

Thank you for choosing to advertise with the International Drive Resort Area **Official Visitors Guide**. Your signature on the agreement below, will indicate acceptance of the following terms:

Harris Rosen
Rosen Hotels & Resorts, Inc.

Joshua Wallack
Mango's Tropical Café

Russ Dagon
Universal Orlando Creative

Marco Manzie
Paramount Hospitality Group

Advertiser: **Visit Orlando**
6277 Sea Harbor Drive
Suite 400
Orlando, FL 32821-8028
(407) 354-5525

Contract: * **One Full Panel, Inside Back Cover**, four-color brochure directory ad in the **International Drive Resort Area Official Visitors Guide**.
* **Bold Listing** in business directory section.
* **Free Coupon** in valuable coupon section.
* This brochure will be printed twice per year in quantities of 250,000 each.

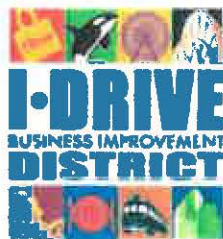


Contract Term: **Twelve (12) Months**
Contract Date: **October 01, 2019 - September 30, 2020**
Contract Due: **July 30, 2019**
Contract Rate: **\$13,140.00 net**
Payment Due: **\$1,095 net monthly October 2019 - September 2020**

Billing Address: Toni Caracciolo
Visit Orlando
6277 Sea Harbor Drive
Suite 400
Orlando, FL 32821-8028

Approval: All artwork must be submitted to the District office for approval of content prior to brochure production. No alteration shall be made without the consent of the District.

Production: * Production specifications are included with this agreement and all artwork must be submitted on Disk, in format requested.
* The contract rate **DOES NOT INCLUDE PRODUCTION** of your ad. Artwork production is the sole responsibility of the Advertiser.
* **Materials Due no later than August 02, 2019**.



7081 Grand National Drive • Suite 105 • Orlando, FL 32819
407-248-9590 • Fax: 407-248-9594

idrivedistrict.com • Internationaldriveorlando.com • Iridetrolley.com



International Drive Business Improvement District

Signature Page for I-Ride Trolley - Official Visitor's Guide
Visit Orlando Official Visitors Center
October 01, 2019 - September 30, 2020
Full Panel Ad (Inside Back Cover) \$1,095 net Monthly

Notes:

- * The District is restricted from advertising certain products, services and businesses.
- * The District reserves the right to cancel this contract at any time on default by Advertiser in the payment of bills; on such cancellation all charges for advertising completed under the terms of this Agreement shall become immediately due and payable.
- * Advertiser will indemnify the District against all liability for infringement of trademarks, trade names, copyrights, invasion of rights of privacy, defamation, illegal competition or unfair trade practices.
- * Advertiser shall pay reasonable attorney fees and other reasonable costs incurred in the collection of any past-due balance on this contract.
- * This agreement contains all of the representations and agreements by the parties. No representation or promise not set forth in this agreement shall affect the obligation of the parties under the terms of this contract.

NOTES section from Visit Orlando:

- District shall not unreasonably withhold, delay, or deny its approval of Advertiser content.
- Advertiser grants District a limited, royalty-free, non-exclusive, non-transferable, and non-sublicensable license to reproduce, publish, and distribute content provided by Advertiser, including Advertiser's intellectual property contained therein, in the Official Visitors Guide in accordance with this agreement. Other than this express license, Advertiser grants no right or license to District by implication, estoppel, or otherwise to any Advertiser content or Advertiser intellectual property.
- Advertiser reserves the right, in its sole discretion, to release the terms of this agreement (i) when prudent to do so in response to a request for public records even though Florida's Public Record Act does not apply to Advertiser; (ii) in Orange County, Florida which may elect to disclose the terms of this agreement in its discretion, or (iii) otherwise as it deems appropriate.

Signed: Toni Caracciolo
Toni Caracciolo
Visit Orlando

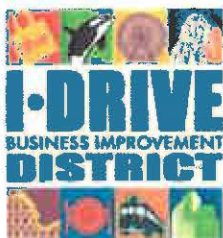
Date: 10/28/19

Signed: _____
Norah White, Director of Sales & Marketing
International Drive Business Improvement District

Date: _____

Signed: _____
Luann Brooks, Executive Director
International Drive Business Improvement District

Date: _____



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www.idrivedistrict.com • www.internationaldriveorlando.com • www.iridetrolley.com

