

International Drive Business Improvement District

Governing Board

Chairperson
The Honorable Teresa Jacobs
Orange County Mayor

Commissioner Samuel B. Ings
City of Orlando District 6

Commissioner Victoria Siplin
Orange County District 6

Advisory Board

Chairperson
Stibille Pritchard
Orlando Plaza Partners

Harris Rosen
Rosen Hotels & Resorts, Inc.

Charles Gundacker
Universal Orlando

Joshua Wallack
Mango's Tropical Café

Jim Dean
SeaWorld Orlando



Thursday, July 05, 2018

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

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:

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

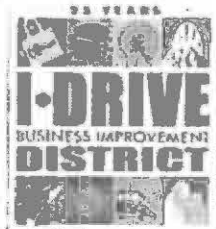
Contract: * **One Full Panel**, four-color brochure directory ad in the International Drive Resort Area Official Visitors Guide.
* Bold Listing in business directory section.
* Free Coupon in valuable coupon section.
* This brochure will be printed twice per year in quantities of 250,000 each.

Contract Term: Twelve (12) Months
Contract Date: October 01, 2018 - September 30, 2019
Contract Due: July 20, 2018
Contract Rate: \$13,140.00 net
Payment Due: \$1,095 net monthly October 2018 - September 2019

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 July 20, 2018.



7061 Grand National Drive • Suite 105 • Orlando, FL 32819
(407) 248-8580 • Fax: (407) 248-8584

www.ldrivedistrict.com • www.internationaldriveorlando.com • www.lridetrolley.com



International Drive Business Improvement District

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Signature Page for I-Ride Trolley
Official Visitor's Guide
Visit Orlando Official Visitors Center
October 01, 2018 - September 30, 2019
Full Panel Ad
\$1,000 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.

Signed: Tori Caracciolo
Tori Caracciolo
Visit Orlando

Date: 7/18/18

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

Date: 7/18/18

Signed: Luanne Brack
Luanne Brack, Executive Director
International Drive Business Improvement District

Date: 7/18/18



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