

# 2024-25 OFFICIAL FLORIDA WELCOME CENTER TRANSPARENCY LEASE SPACE PROGRAM



Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved by a VISIT FLORIDA administrative staff member and payment has been received. Please keep in mind – you are responsible for shipping brochures direct to the Welcome Centers.

**Questions?**  
**Contact VISIT FLORIDA at (850) 488-5607 or [welcomecenter@VISITFLORIDA.org](mailto:welcomecenter@VISITFLORIDA.org).**

VISIT FLORIDA® and the Official Florida Welcome Centers are pleased to offer several advertising opportunities in which companies can market their organizations directly to the 2.7 million visitors visiting the Welcome Centers each year.

The Transparency Lease Space and Brochure Rack Space Programs provide tourism industry members the opportunity to display their organization's material, providing visitors with an increased awareness of the many things to do and see in Florida, and helping them extend their stay and visit additional Florida destinations.

As a VISIT FLORIDA Partner, you receive an automatic discount off the regular promotional program price. Also, VISIT FLORIDA Partners have the right to use the VISIT FLORIDA Partner registered logo and mark on printed or electronic media that promotes tourism to Florida, subject to limitations. (please download the logo from the [visitflorida.org/Partner](http://visitflorida.org/Partner) web site).

The Promotional Lobby Space Program is open to VISIT FLORIDA Partners only, and allows companies to use a designated booth in the lobby of the highway Welcome Centers.

For companies that are not Partners of VISIT FLORIDA and would like more information, please contact our Industry Relations account at [Partners@VISITFLORIDA.org](mailto:Partners@VISITFLORIDA.org)

## **PARTICIPATE IN THE OFFICIAL FLORIDA WELCOME CENTER TRANSPARENCY PROGRAM:**

- > Please contact VISIT FLORIDA at (850) 488-5607 or [welcomecenter@VISITFLORIDA.org](mailto:welcomecenter@VISITFLORIDA.org) to discuss current availability.
- > Review the attached VISIT FLORIDA Transparency Lease Space Program Policies & Guidelines.
- > Spaces may then be reserved by completing and returning the enrollment form along with your payment, in the form of check, money order, or credit card and a pdf/jpeg copy of the transparency you wish to display in the centers. **Blue line or draft copy approval is a great way to be sure your transparency meets all requirements before it is printed.**

- > After the enrollment form, transparency copy, and payment is received, an approval letter will be sent to you along with information on how to ship your transparency.

VISIT FLORIDA, on behalf of the Florida Commission on Tourism, operates the Official Florida Welcome Centers and provides opportunities for tourism-related businesses to advertise by placing materials for display and distribution in the Centers.

Commission policy limits what information may legally be displayed or distributed in the Welcome Centers. This policy is detailed below, indicating what materials may be placed and what procedures must be followed.

### GENERAL TRANSPARENCY LEASE SPACE PROGRAM GUIDELINES:

- > Seasonal/Event Enrollments – Transparencies will be displayed on a continuous basis for the full rental period. For additional information regarding special or seasonal events where continuous display is not desired, please contact VISIT FLORIDA at (850) 488-5607 or [welcomecenter@VISITFLORIDA.org](mailto:welcomecenter@VISITFLORIDA.org).
- > Transparency sizes are different at each Welcome Center location. Transparency sizes and rental fees can be found on the **2024-25 Official Florida Welcome Center Transparency Lease Space Program Enrollment Form**. Visitor Services will advise applicants concerning the most effective format and the appropriate sizes for the transparencies.
- > All transparencies displayed in the Welcome Centers must comply with **the 2024-25 Official Florida Welcome Center Brochure Rack Space Program Guidelines**.
- > Participants will be permitted to rent one transparency display space per tourism entity at each of the four highway Welcome Centers.
- > A transparency will not be displayed in any Official Florida Welcome Center until it has been reviewed and approved by VISIT FLORIDA administrative staff.
- > Transparency content is the sole responsibility of the participating business.
- > Content violations found *after* a transparency has been approved by VISIT FLORIDA administrative staff are still subject to the 2024-25 Official Florida Welcome Center Transparency Lease Space Program Guidelines.
  - This included both approved printed transparencies and approved blue-line drafts.
  - The business contact will be notified of violations and instructed on how to update the transparency so that it fits within the Welcome Center lobby display guidelines.
  - Content violations must be corrected by and at the cost to the participating business.
  - Revised transparencies – free of all violations – must be approved and shipped to the Welcome Centers by a deadline set by VISIT FLORIDA.
  - The original transparencies will be discarded on the deadline date at the discretion of the Welcome Center Managers.

- > Transparencies are for the sole purpose of displaying photos, slogans and logos that promote Florida as a premier vacation destination.
- > No resell or subleasing of rental display space is allowed
- > The Welcome Center staff is responsible for placing the transparencies in the appropriate section.
- > **Transparencies featuring both Partner and non-partner properties will be charged the non-partner rate for display**

## **PRIORITY**

Priority will be given to publications provided by and containing information concerning Partners of VISIT FLORIDA and to publication provided by chambers of commerce, municipalities, attractions, special tourism events, tourist development councils, tourism associations, hotel and motels, restaurants, RV accommodations, governmental entities, flea markets with at least 10 units, malls and discounts with at least 10 shops, playhouses providing live performances, art galleries, entertainment centers, tourism - related specialty shops, and antique malls with at least 10 shops

- > All transparencies must promote Florida tourism and provide information about destinations, attractions, activities, and events which admit the general public. The material must clearly pertain to the above tourism related items.
- > Any lodging advertised must offer overnight accommodations and must comply with section 509.201, Florida Statutes.
- > **All materials must be family-oriented.**

## **GENERAL WELCOME CENTER CONTENT GUIDELINES:**

### **LIMITATIONS ON TRANSPARENCIES:**

- > Transparencies may not advertise the sale of land or homes, real estate or time shares, manufactured housing, or membership in recreation areas. Information promoting relocation or retirement is prohibited.
- > No more than 5% of any publication may inform or advertise non-Florida items.
- > Transparencies may not state or imply endorsement by the Official Florida Welcome Center, VISIT FLORIDA, or the State of Florida, or indicate that advertisements have been sold based on distribution in the Welcome Centers.

## **DISPOSAL OF OUTDATED OR INAPPROPRIATE MATERIALS**

- > Each company is responsible for maintenance of the transparency. In the event the transparency quality is not maintained, VISIT FLORIDA retains the right to remove the existing transparency. The lessee will receive 30 days notice to repair or replace the transparency before removal.
- > Any transparency which violates the above policies will be removed from display by the WelcomeCenter staff.
- > If the provider of the transparency does not arrange for the removal of the transparency from the Welcome Center within 10 working days of being notified, Welcome Center staff will dispose of it as they deem fit.

## **OTHER**

- > Approved transparencies must be shipped in a tube via UPS or Fed-Ex to the Welcome Center physical addresses. Transparencies cannot be shipped USPS.

## **TRANSPARENCY REVISIONS:**

- > Transparency Revisions - any change in content is categorized as “revised” by VISIT FLORIDA & must be submitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers. (Ex. advertisement changes, calendar changes, event changes, contact changes etc.)
- > All revised transparencies must adhere to the Official Florida Welcome Center Transparency LeaseSpace Program Guidelines.
- > Revised transparencies that violate the Official Florida Welcome Center Transparency Lease Space Program Guidelines will be denied.
- > Please review the attached Official Florida Welcome Center Transparency Lease Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your transparency to VISIT FLORIDA at [welcomecenter@VISITFLORIDA.org](mailto:welcomecenter@VISITFLORIDA.org) or the mailing address found in the following pages.

## TRANSPARENCY RE-SUBMISSIONS:

- > Transparency Re-submission – any transparency previously denied due to one or more violation/s of the Official Florida Welcome Center Transparency Lease Space Program Guidelines. These transparencies must be resubmitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers.
- > All Transparency Re-submissions must adhere to the Official Florida Welcome Center Transparency Lease Space Program Guidelines.
- > Transparency Re-submissions that violate the Official Florida Welcome Center Transparency Space Program Guidelines will be denied.
- > Transparency re-submissions must be returned with a completed enrollment form, full contact information (including email address) and payment.
- > Please review the attached Official Florida Welcome Center Transparency Lease Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your brochure to VISIT FLORIDA at [welcomecenter@VISITFLORIDA.org](mailto:welcomecenter@VISITFLORIDA.org) or the mailing address found in the following pages.

### Questions?

Please contact VISIT FLORIDA at (850) 488-5607 or  
**welcomecenter@VISITFLORIDA.org**.  
**VISIT FLORIDA**  
**101 North Monroe Street, Suite 900**  
**Tallahassee, Florida 32301**