

Benefits

| | Basic Free | Standard \$150 | Non-Profit Promotional \$250 | Promotional \$500 |
|---|---------------|-------------------|------------------------------------|----------------------|
| A basic listing on Albany.org and the Discover Albany App | X | | | |
| Ability to add visitor friendly events to Albany.org and Discover Albany App | X | X | X | X |
| Will receive Discover Albany Partner and Consumer Newsletters | X | X | X | X |
| Help with industry advocacy efforts and updates on the federal, state and local levels | X | X | X | X |
| A full listing on Albany.org and the Discover Albany App | | X | X | X |
| Invitation to Discover Albany Annual Celebration of Hospitality Excellence | | X | X | X |
| Inclusion in Discover Albany Partner and Consumer Newsletters (where appropriate) | | X | X | X |
| Access to the Partner Portal to manage your listing and photos, post visitor-friendly events and add special offers to Albany.org and the Discover Albany App | | X | X | X |
| Preferential inclusion in Discover Albany blog (where appropriate) | | X | X | X |
| Preferential inclusion in Discover Albany social media (where appropriate) | | X | X | X |
| Three featured events on Discover Albany's Calendar of Events | | | X | X |
| Invitation to one Director of Sales Meeting | | | X | X |
| Invitations to partner networking, and education events | | | X | X |
| Ability to participate in the Discover Albany Convention Special Offers program | | | X | X |
| Access to Discover Albany Convention Calendar Report and other exclusive destination research | | | X | X |
| Ability to submit press releases to the Discover Albany PR team to be shared on Discover Albany social media channels | | | X | X |
| Priority inclusion in the Discover Albany blog (where appropriate) | | | X | X |
| Priority inclusion in the Discover Albany social media promotions (where appropriate) | | | X | X |
| Inclusion in community programming (where appropriate) | | | X | X |
| Priority access to promotional opportunities such as gifts bags or local product requests | | | X | X |
| Preferential business and visitor referrals, including vendor referrals for Film Albany | | | X | X |
| Access to incoming travel/media writers to participate in Discover Albany FAM Tours | | | X | X |
| Brochure distribution at Discover Albany Visitors Center and Albany International Airport Information Center | | | X | X |
| Listed on our Downtown and Wolf Road maps (where appropriate) | | | X | X |
| Complimentary staff enrollments in destination education opportunities | | | X | X |
| Opportunity for trade/travel show participation | | | X | X |

Promotional Partner Add-On Benefits*

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| Ability to send messages to convention attendees through the Discover Albany App |
| Ability to send a geofenced message to Discover Albany App users |
| Convention sponsorship opportunities |
| Partner Spotlight (Includes: Instagram story, on-site visit for photos, Q&A to be featured on a blog post) |
| Albany.org digital advertising through Destination Travel Network (DTN) |
| Visitor Guide advertising |

*Available for an additional cost