

YOUR **LIVE** BOSTON CLASSROOM

#LiveBostonClassroom

Thank you for joining the GBCVB Live Boston Classroom (LBC) Initiative! The GBCVB will be promoting this to consumer audiences. All you need to do is share your offer with us and we will add it to our Landing Page.

Please note the following program requirements:

- LBC offerings must include elements of learning and added value.
- Pre-existing hotel and/or attraction educational packages can be promoted as part of LBC provided that these deals are referred to as a LBC offering on the booking page.
- New packages between participating LBC hotels and attractions are encouraged and will be added to the Landing Page.
- If hotels and attractions do not want to be part of a formal package they can still be a part of LBC with a rate and/or experience that is a branded LBC offering. For hotels this must be their best available rate.
- Consumers can select as many offerings as they want. They will make their purchase on the member booking site, not the GBCVB site. The member booking site must include a link back to the GBCVB LBC Landing Page so that the consumer can continue shopping.

BOSTONUSA.COM/LIVEBOSTONCLASSROOM

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