

## Guidelines for FLTA Partner Opportunities

As the visibility and brand recognition of both the Finger Lakes region and Finger Lakes Tourism Alliance continue to grow, it has become more important than ever to our quality control measures. Therefore, to ensure that our customers continue to receive high-quality tourism services from FLTA and our various marketing initiatives they have come to expect, we have decided to put together a list of guidelines for the submission of partner information to our website and social media networks as well as guidelines for partnering with FLTA at consumer shows.

### FingerLakes.org

As one partner benefit, every FLTA partner receives a free, basic listing and a dedicated profile page on [www.FingerLakes.org](http://www.FingerLakes.org) with their annual partnership. Each partner also has the ability to submit certain news and event items for free, as long as they meet FLTA's guidelines. Beside these free opportunities, there are a wide variety of marketing opportunities available on this website for an additional fee. Here are the basic guidelines for each of these web opportunities.

- **Basic Listing**
  - Partners must submit the appropriate name of their organization, billing address, physical address, public contact information, and business contact information with their new partnership or renewal contract.
  - Partners must choose ONE primary business-type under which to list their organization on the website from the following choices:
    - Places to Stay - Bed & Breakfast/Inn, Campgrounds, Hotels & Motels, Real Estate, Timeshares, or Vacation Rentals
    - Things to Do - Agriculture, Arts & Entertainment, Dining, Events, History/Museums, Nature/Parks, Outdoor Recreation, Shopping, Spa, or Wineries & More (which includes breweries, cider mills, and distilleries)
    - Services - List your type of service.
  - Additional web listings can be purchased separately by calling 800-530-7488.
  
- **Blog**
  - Partners in good standing may contribute posts and comments for free to the FingerLakes.org blog by logging in to the website.
  - All post must be related to tourism or travel in the Finger Lakes region and should be of general interest to visitors that live outside the region.
  - Posts should not be advertisements or sound too much like a sales pitch. No direct offers can be made in a blog post.
  - Advertorials about the submitter's own organization are permitted as long as they tell a story or read like a normal travel article.
  - Partners in good standing are allowed to submit one blog post every six weeks featuring their own tourism organization. However, FLTA encourages partners to submit blog posts up to every other week about their travels within the region not directly pertaining to their own organization.
  - All posts must be digitally signed by the person that wrote them.
  - Appropriate photos pertaining to the submitted news article may be included for free.
  - External links are permitted within the article, but must be in working order and directly pertain to the main topic of the article.
  - Mentions of regions other than the Finger Lakes or tourism entities other than FLTA will not be permitted unless that organization is your own and you are a partner in good standing.
  - Only comments/blogs approved by FLTA are posted on FingerLakes.org.
  
- **Events**
  - Non-Events partners in good standing are allowed to submit basic listings of events for free directly to FingerLakes.org through the partner log-in section.

- Events partners in good standing receive a more comprehensive listing including photos, descriptions, and a partner profile page with their partnership.
  - All submitted events must be directly related to the organization submitting them. Submitting events on behalf of non-partners is prohibited.
  - All submitted events must be tourism-related and must be of at least a regional interest. Events targeted just to locals or that would not generally appeal to potential visitors are prohibited.
  - Only events approved by FLTA are posted on FingerLakes.org.
- **Itineraries**
    - Partners in good standing may submit itineraries to be posted on FingerLakes.org for free.
    - Itineraries must feature at least four (separate) FLTA partners in at least two Finger Lakes counties. A complete list of FLTA partners can always be found on [www.fingerlakes.org/about-us/business-resource-center](http://www.fingerlakes.org/about-us/business-resource-center).
    - Permission should be obtained from all partners listed on an itinerary for their information to be posted to FingerLakes.org prior to submitting the itinerary. Individual partners wishing to be removed from an itinerary can do so at any time; which may result in the removal of the entire itinerary from the website. Likewise, if an organization mentioned in a submitted itinerary fails to maintain their partnership status, the entire itinerary may be removed.
    - Itineraries should be targeted to potential tourists living outside the region.
    - Photos pertaining to the proposed itinerary stops are encouraged.
    - If the submitted itineraries are only good for a certain period, that information must be provided at the time of submission. Itineraries that are no longer valid will be removed from the website.
    - Only itineraries approved by FLTA are posted on FingerLakes.org.
- **News/Information**
    - Partners in good standing may submit items for the news/information page of FingerLakes.org for free through the log-in section.
    - Submitted news must pertain to Finger Lakes tourism and be of a general interest to potential tourists living outside the Finger Lakes region.
    - Submitted news must pertain directly to the partner submitting the information. Submitting news on behalf on non-partners is prohibited.
    - Appropriate photos pertaining to the submitted news article may be included for free.
    - External links are permitted within the article, but must be in working order and directly pertain to the main topic of the article.
    - Only news and information approved by FLTA will be posted on FingerLakes.org.
- **Packages**
    - Partners in good standing may submit packages for free directly to FingerLakes.org through the partner log-in section.
    - Package must feature at least two (separate) FLTA partners (the one submitting the package and one other). A complete list of FLTA partners can always be found on [www.fingerlakes.org/about-us/business-resource-center](http://www.fingerlakes.org/about-us/business-resource-center).
    - Permission from all organizations mentioned in a package should be obtained prior to submitting that package to FingerLakes.org.
    - Packages should be targeted to potential out-of-region tourists.
    - Submitted packages must include at least one related photo, but can have up to four for free.
    - Submitted packages must include a primary external link directly to a web page where more information about that specific package can be found or the package can be booked. Links to homepages or other generic pages can not be used as the primary link, but can be mentioned in the description of the package.

- Package dates must be included. Packages that are no longer valid will be removed from the website.
- Only packages approved by FLTA will be posted on FingerLakes.org.
  
- **Partner Profile Page**
  - Partners in good standing may edit their own partner pages directly by logging in to [www.FingerLakes.org](http://www.FingerLakes.org).
  - Partners in good standing are allowed one photo on this page for free. Additional photos are available for a separate fee. Call 315-536-7488 for more info.
  - In order for your mapping feature to work, the address (including exact wording) must be recognizable by Google Maps.
  - All content on the partner profile pages must be approved by FLTA before being posted. An alert is sent to the appropriate staff member to review the changes automatically.
  - Content on partner profile pages should maintain their focus on useful tourism information pertaining to the specific organization listed.
  - Mentions of regions other than the Finger Lakes or tourism entities other than FLTA will not be permitted unless that organization is your own and you are a partner in good standing.
  - Only content for partner profile pages approved by FLTA will be posted on [FingerLakes.org](http://FingerLakes.org).
  
- **Photo Gallery**
  - Partners in good standing may submit up to five photos featuring their own organization for free directly to [FingerLakes.org](http://FingerLakes.org)'s photo gallery through the partner log-in section of the website.
  - Partners in good standing may also submit up to ten additional photos of general nature.
  - All submitted photos must pertain to traveling in the Finger Lakes region and be of a general interest to potential tourists living outside the area.
  - Photos should be uploaded to logical galleries pertaining to a single and easily identifiable theme. FLTA reserves the right to rearrange photos into galleries other than what might have been original submitted.
  - Permission should be obtained by any other partner organizations prior to submitting photos to [FingerLakes.org](http://FingerLakes.org). Individual partners wishing to have images of their organization removed from a photo gallery may do so at any time by contacting 800-530-7488.
  - Photos of regions other than the Finger Lakes or tourism entities other than FLTA will not be permitted unless that organization is your own and you are a partner in good standing.
  - Only photos approved by FLTA will be posted on [FingerLakes.org](http://FingerLakes.org).
  
- **Videos**
  - Partners in good standing may have one video featuring their own organization on the [FingerLakes.org](http://FingerLakes.org) video galleries for free.
  - Partners in good standing may also submit up to three additional videos of general Finger Lakes travel theme.
  - All videos must be uploaded to YouTube before they can be included in the [FingerLakes.org](http://FingerLakes.org) video galleries. A request for each individual video being submitted then needs to be sent by the originating partner in good standing to [jessicar@fingerlakes.org](mailto:jessicar@fingerlakes.org) along with the appropriate YouTube web address.
  - All submitted videos must pertain to traveling in the Finger Lakes region and be of a general interest to potential tourists living outside the area.
  - FLTA reserves the right to arrange videos into any particular gallery on [FingerLakes.org](http://FingerLakes.org).
  - Permission should be obtained by any other partner organizations prior to submitting videos of them to [FingerLakes.org](http://FingerLakes.org). Individual partners wishing to have images of their organization removed from a video gallery may do so at any time by contacting 800-530-7488.

- Videos of regions other than the Finger Lakes or tourism entities other than FLTA will not be permitted unless that organization is your own and you are a partner in good standing.
- Only videos approved by FLTA will be posted to FingerLakes.org.

- **General Guidelines**

- No profanity or harassing statements of any kind will be permitted on FingerLakes.org at any time.
- All photos, videos, links, and language must be “family-friendly”. If you need a definition of this term, please call 800-530-7488.
- All photos, videos, links, and language must be an honest and accurate to the best of the submitter’s ability. False or misleading content will not be permitted.
- Any content deemed inappropriate by FLTA can be rejected or removed from the site at any time without partner notification.

### **Public Relations and Social Media**

FLTA Partners in good standing are encouraged to submit news and information to be used in FLTA’s ongoing public relations and social media efforts at no extra charge. While there are no guarantees as to which pieces of news will get picked up and redistributed by FLTA or outside media outlets, it is important to adhere to the following guidelines in order to give your organization the best chance of this additional exposure.

- **Press Releases and Pitches**

- FLTA maintains a thorough PR calendar used to schedule regional tourism press releases and pitches being sent to local, national, and niche media outlets by FLTA throughout the year.
- Partners in good standing may request a copy of the current PR calendar for free by contacting FLTA’s Marketing Department at 800-530-7488. The PR calendar is subject to change throughout the year without partner notification.
- Partners in good standing may submit news items to be redistributed as part of regional press releases and pitches in conjunction with FLTA PR calendar for free by submitting them to [jessicar@fingerlakes.org](mailto:jessicar@fingerlakes.org).
- News items intended for redistribution according to the PR calendar must pertain to a particular topic listed on the calendar and must be submitted by the appropriate deadline listed on the PR calendar in order to be considered.
- Submitted news items must pertain directly to the partner submitting the information. Submitting news on behalf on non-partners is prohibited.
- Submitted news items must be the original work of the organization sending them, and should be as accurate and as free of misleading statements as possible.
- Including appropriate photos pertaining to the submitted news items is encouraged.
- Only news items approved by FLTA will be redistributed in conjunction with FLTA’s PR calendar.  
FLTA may choose to use any piece of a submitted news item as deemed appropriate by the FLTA Marketing Department. Submitted news items do not have to be used in their entirety.
- FLTA reserves the right to use any piece of a submitted news item for other purposes other than the original press release or pitch for which it was intended including, but not limited to, posting it on FingerLakes.org, mentioning it in a media interview, or redistributing it within a press release or pitch of a different subject.

- **Social Media**

- FLTA maintains a network of various social media programs used to reach out to potential tourists, travel agents, receptive operators, group tour operators, and media members.

- Partners in good standing may request a list of the social media channels currently being maintained by FLTA for free by contacting the Marketing Assistant at [jessicar@fingerlakes.org](mailto:jessicar@fingerlakes.org).
- Partners in good standing may submit information and links to be redistributed through FLTA's social media channels for free by submitting them to the Director of Marketing at [jessicar@fingerlakes.org](mailto:jessicar@fingerlakes.org) or directly through any individual social media channel FLTA is maintaining.
- Submitted information must pertain to tourism and be of a general interest to potential tourists living outside the Finger Lakes region.
- Submitted information must pertain directly to the partner submitting it. Submitting information on behalf on non-partners is prohibited.
- Submitted information must be as accurate and as free of misleading statements as possible.
- Including links to appropriate photos and website pertaining to the submitted information is encouraged.
- Only information approved by FLTA will be redistributed through any FLTA social media channels.

### **Consumer (Travel) Shows**

Each fall, FLTA puts out a list of consumer shows we plan on attending for the following year in our Partner Marketing Opportunities catalog. One to two partners in good standing may attend each of these shows with an FLTA staff member for a predetermined fee on a first-come first-served basis. All personnel attending these shows (including FTLA staff, partners, volunteers, etc.) are a reflection of both FLTA and the Finger Lakes region and, therefore, should work to uphold our brand image by following these guidelines:

#### **▪ Dress Code**

- General Notes
  - In general, FLTA's dress code for consumer shows would be defined as business casual. More specific examples of what does and does not constitute FLTA's definition are offered below as a general guideline.
  - If the clothing of someone working a consumer show with FLTA fails to meet these guidelines, one chance will be given to change into more appropriate attire. If the problem persists, it may result in the loss of the offender's ability to attend future shows with FLTA. However, it is FLTA's desire to try to avoid any dress code infractions before they occur. Therefore, it is FLTA's policy to be available to answer partner questions about this dress code and offer solutions to possible issues before they arise whenever possible.
  - All questions about this dress code should be directed to FLTA's Marketing Department at 800-530-7488.
- Slacks, Pants, and Suit Pants
  - Permitted - slacks that are similar to Dockers and other makers of cotton or synthetic material pants, wool pants, dressy capris, and nice looking dress synthetic pants
  - Prohibited - jeans (except when prior permission is obtained from FLTA's Director of Marketing or President), sweatpants, exercise pants, Bermuda shorts, short shorts, shorts, bib overalls, leggings, and any spandex or other form-fitting pants such as people wear for biking.
- Skirts, Dresses, and Skirted Suits
  - Permitted - casual dresses and skirts, and skirts that are split at or below the knee (Dress and skirt length should be at a length at which you can sit comfortably in public.)
  - Prohibited - short, tight skirts that ride halfway up the thigh, mini-skirts, skorts, sun dresses, beach dresses, and spaghetti-strap dresses

- Shirts, Tops, Blouses, and Jackets
  - Permitted - casual shirts, dress shirts, dress blouses, and polo/golf-type shirts
  - All shirts should have a standard collar.
  - Most sweaters, suit jackets, and sports jackets are also permitted if worn over an appropriate collared shirt or basic turtleneck.
  - Prohibited - tank tops; midriff tops; shirts with potentially offensive words, terms, logos, pictures, cartoons, or slogans; halter-tops; tops with bare shoulders; sweatshirts; and t-shirts unless worn under another blouse, shirt, jacket, or dress
- Shoes and Footwear
  - Permitted - loafers, dress boots, flats, dress heels, and deck/boat shoes
  - Plain (non-flashy) athletic shoes are also permitted due to prolonged periods of standing at these shows. However, they should be simple in design and kept clean at all times.
  - Prohibited - flashy athletic shoes, thongs, flip-flops, slippers, and most non-dress boots
- Hats and Head Covering
  - Hats and head covers are not permitted unless required for religious purposes or to honor cultural tradition.
- Jewelry, Makeup, Perfume, Tattoos, and Cologne
  - Jewelry, makeup, perfume, tattoos, and cologne should be in good taste, but will generally be left up to the individual wearing them. However, complaints from consumers about any of these items will be addressed on a case by case basis as necessary in which FLTA will try to work with the partnering organization to implement a reasonable solution.
- **Personal Hygiene**
  - A daily regimen of good grooming and hygiene is expected of everyone. While in attendance at a consumer show, you are required to be clean, dressed appropriately, and well groomed. This includes (but is not limited to) the management of your hair, body odor, teeth, and breath.
- **Performance**
  - Attitude and Basic Duties
    - Everyone working a consumer show in the FLTA booth is expected to maintain a positive, courteous, and helpful attitude during show hours.
    - Everyone working a consumer show in the FLTA booth is expected to help keep the booth stocked with appropriate collateral materials and promotional items and looking neat and tidy.
    - Every effort should be made to provide attendees with accurate and appropriate information and answers to their questions.
    - Unless physically unable, everyone working a consumer show in the FLTA booth is expected to stand when talking (or otherwise helping) booth visitors.
    - Although paying partners are permitted to feature the benefits of their own organizations, disparaging remarks about any other Finger Lakes tourism entities (whether they be partners, competitors, government programs, etc.) are strictly prohibited.
    - Partners are not expected to be able to answer all questions about the region or FLTA's other tourism partners. However, appropriate steps should always be taken to find answers to any questions through or to provide the person asking the question with the contact information of someone else who might be able to help.
    - Everyone working a consumer show in the FLTA booth is expected to help hand out all available collateral materials and promotional items (even those of potential competitors).
    - Everyone working a consumer show in the FLTA booth is expected to help FLTA collect attendee leads whenever possible. Leads will be shared with partnering

organizations following each show in accordance with FLTA's lead sharing policy. However, partners are prohibited from taking, borrowing, copying, or otherwise using collected leads prior to that time unless given express permission from FLTA.

- Everyone working a consumer show in the FLTA booth is expected to help maintain an accurate count of show attendees that stop at the FLTA booth (even if they don't ask any questions or take any collateral items) throughout the entire show.
- If FLTA is collecting lead information, those working the booth are to effectively recruit participation.
- Leaving FLTA or partner collateral items (other than your own) behind at the end of a consumer show is prohibited. All collateral items must be returned to FLTA in order for accurate counts to be maintained.
- Failure to adhere to any of the aforementioned attitude and basic duty guidelines may result in the loss of the offender's ability to attend any future shows with FLTA.
- Everyone working a show should adhere to the rules of that particular show/venue. (For example, some shows will not allow you to load/unload materials yourself.)
- Breaks and Shifts
  - Taking breaks and/or working in shifts are permitted. However, there should always be an appropriate number of people in the booth at all times to handle crowd levels of a reasonable expectation. All breaks and/or shifts should be agreed upon by everyone working in the FLTA booth for that particular show prior to taking them. The booth should never be empty during show hours.
- Distractions
  - The main purpose of attending a consumer show is to provide information to potential tourists in the hope of having them visit the Finger Lakes region in the near future. Any distractions from this mission should be kept to a minimum. This does not include obvious exceptions such as talking to travel agents, tour operators, or media members about tourism in the Finger Lakes.
  - Cell phones, laptops, mp3 players and other personal electronics are prohibited while attending a consumer show unless you are on a break and are not in or near the booth or the device is being used for a tourism-related demonstration for potential visitors.
  - Food is prohibited inside the FLTA booth. Please use your break times to eat as necessary.
  - Although beverages are not prohibited in the FLTA booth, clear liquids are generally preferred and care should be taken at all times to avoid potential spills. If a show itself prohibits liquids on the show floor, however, then they are automatically prohibited from the FLTA booth as well.
- Punctuality
  - Everyone working a show must be on time for the start of the show or their particular shift each day, and return from any scheduled breaks as predetermined by the entire group working the show.
  - Everyone working a show should be available to help with the setup and teardown of the booth and other display items at the beginning and end of the show unless other arrangements have been made prior to that time with which all those in attendance are in agreement. This includes the loading and unloading from vehicles or storage.
  - Repeated failure to be punctual may result in the loss of the offender's ability to attend any future shows with FLTA.