



The EXPLORE FLORIDA Visitor Discount Card® This exclusive program is offered to you at no cost by La Mar Excursions, Inc. Get your business listed in the Cruise Guest Discount Member Directory today.

NO COST MARKETING OPPORTUNITY! Now's your chance to get noticed!

Dear Business owner/Manager,

If you are currently offering, or have considered using, a discount or coupon program for driving customers into your outlet, then you need to be listed in our exclusive cruise-guest discount directory!

The EXPLORE FLORIDA Visitor Discount Card® acts just like a coupon but there is no need for guests to clip and search the newspapers or rack card shelves to find your outlet. We simplify the process.

Here is how it works:

1. You sign up with us guaranteeing to honor the card when presented for the published discount that you are currently offering. (just like you would if the guest presented your printed coupon.)
2. We add your outlet to our growing directory of member companies; we publish your outlet in our directory and on our website with a link to your outlet or website for guest use.

AGREEMENT: It is simple to be included in this exciting opportunity.

- a. Contact us and sign up using the attached form. Provide your *discount value, limitations, restrictions and honor agreement. (***value must at least match any published discounts.**) In your complete control!
- b. Drop it in the mail or fax it to us.
- c. Your outlet will be added to our directory and website.

PROCESS: Business outlets will be composed into a member directory. All participating business must identify a discount value and honor the card when presented. Each card will serve a family of four.

- ✓ Cards will be good for the entire 09/10 cruise season.
- ✓ No cumbersome tracking systems necessary – simply offer and honor a card-holder discount
- ✓ Categorized member directory makes it simple for card holders to locate you
- ✓ Gives visitors a reason to explore and spend in the south Florida region at member businesses
- ✓ Targets the cruise guests visiting our area

Sign up today and be sure to tell other business owners about this exciting opportunity to get noticed by the expansive cruise guest audience. Contact us at Sales@lamarexcursions.com for more information.

***La Mar Excursions, Inc. is the contracted shore excursion operator in Port Everglades for several cruise lines.**

The Explore Florida Visitor Discount Card® simplifies your advertising and coupon marketing efforts into an easy-to-use format. Fill out the form today! Program roll-out is scheduled for October 2009.

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Sales@lamarexcursions.com – www.lamarexcursions.com



BUSINESS NAME: _____

BUSINESS TYPE: _____

BUSINESS ADDRESS: _____

CROSS STREET or LANDMARK _____

BUSINESS PHONE# _____ FAX# _____

WEBSITE: _____

CONTACT: _____ TITLE _____

EMAIL: _____ CELL: _____

DISCOUNT OFFERED*: Admissions, food & beverage, etc.) _____

DISCOUNT VALUE PER Person*, (four per card):\$ _____ TOTAL _____

***NOTE: You may enter a simple percentage discount of 10 – 20% rather than listing a specific dollar amount.**

Explain if necessary: _____

LIMITATIONS: (Days of week, holidays, etc.) _____

Please send us a digital image that we may use for advertising purposes. sales@lamarexcursions.com

_____, agrees to be included in the EXPLORE FLORIDA discount program and authorizes La Mar Excursions to print our business name, contact information and address in the member directory and on the company's website. Furthermore, we agree to honor the herein described discount for each card holder when they visit our establishment. It is agreed that La Mar Excursions, Inc. and the EXPLORE FLORIDA program is not responsible for any aspect of our business dealings with card-holders visiting our facility. Furthermore, We may opt out of this program for any reason and will notify La Mar Excursions, Inc. immediately upon our decision so that our membership may be excluded from further marketing efforts. It is understood that there is no fee for this program.

Authorized Signature: _____ Date _____

Name: _____ Position: _____