



Florida Huddle Media Marketplace for Industry PR Representatives

Florida Huddle, the Official Travel Trade Show for Florida, is the premier appointment-based trade show showcasing all the Sunshine State has to offer for domestic and international tour operators and wholesalers.

Suppliers attending Florida Huddle 2019 are invited to submit a Public Relations Representative for approval to the Media Marketplace. At the Media Marketplace, domestic and international media who attend Florida Huddle will have the opportunity to learn about the Florida tourism product and meet with PR Representatives for interviews and story ideas. It is recommended that exhibiting suppliers who also wish to attend the Media Marketplace, send two attendees – one that will attend the Media Marketplace, and one that will take appointments on the trade show floor.

In the event that a supplier can only send one attendee to take appointments on the trade show floor and in the Media Marketplace, please note that appointments cannot overlap. Trade show appointments will be blocked out so buyer appointments cannot be made during the time Media Marketplace is occurring.

Marketplace Details

The Media Marketplace is located within the convention center in an event space separate from the trade show floor. PR Representatives will be provided a table in the Media Marketplace space. PR Representatives are responsible for additional signage and displays for their Media Marketplace table.

Registration Instructions

Once a supplier's booth registration has been submitted and payment is received, the primary contact of the supplier company will receive a confirmation email with login instructions. Log in and navigate to the *Supplier Delegates* page in the *Your Company* drop-down menu. Copy and share the unique link with the PR Representative who will attend the Media Marketplace. Using this unique link, the PR Representative will be able to complete their own registration. If you are registering on behalf of the PR Representative or are registering yourself as the PR Representative, simply click the *Media Marketplace PR Rep* button to complete the registration application. **PR Representatives are not considered fully registered until the Florida Huddle PR team reviews and approves the registration.** PR Representatives will be notified with an approval or denial email.

Fees

The cost to attend the Media Marketplace as a PR Representative is \$500. An additional invoice will be sent to the PR Representative upon approval. PR representatives are responsible for all travel accommodations to and from the show, hotel accommodations, meals not covered in the Florida Huddle media itinerary and any personal incidentals. PR Representatives should not purchase hotel or airline tickets until approved.