

TRAVEL IOWA FY21 CO-OP PROGRAM TERMS & CONDITIONS

RESERVATIONS:

Reservations are accepted beginning July 28, at 10 a.m. Space is available on a first come basis. Registration will close on August 3, 2020. Within two weeks after registration closes, you'll receive a formal confirmation from the Iowa Tourism Office. When opportunities are full, partners will be placed on a wait list. There is no cost to be on the wait list and being on the wait list does not confirm your interest in buying that opportunity if it becomes available. If space should become available and you are at the top of the wait list, you will be offered the opportunity to confirm your space or pass. Travel Iowa reserves the right to cancel a co-op offering based on low partner participation.

CANCELLATION POLICY:

There is no penalty for cancellations before September 1, 2020. Cancellations between September 2, 2020, and March 1, 2021, require payment for 50 percent of the ad placement cost. On or after March 2, 2021, no refunds are available.

Partner ad materials and due dates will be shared in as soon as possible once confirmations are sent. Reminders to send in materials will be sent to partners prior to the due dates. If a partner doesn't submit their materials by the appropriate due date, Travel Iowa may move forward with the ad without the partner's materials. The partner is still required to pay for the ad placement.

INVOICING:

You will receive an invoice for your confirmed selections before June 30, 2021.

Agency consultations will be scheduled in order of deadlines.

OTHER GUIDELINES:

Digital advertising landing pages will be directed to the partner profile page on traveliowa.com or the desired landing page on the partner's direct website. It is the partner's responsibility to update the information on traveliowa.com so it is current and relevant to their campaigns. If the destination URL is on the partner's website, Travel Iowa will require the placement of provided tracking pixels for campaign measurement and reporting.

Travel Iowa may edit any material provided by the partner for grammar or to fit within Travel Iowa's brand standards. Travel Iowa reserves the right to reject partner photos or ads based on content or quality. All ads must be consistent with the Travel Iowa brand campaign messaging and the messaging pillars.

