



2427 Main St, Santa Monica, CA 90405
santamonica.com
310.319.6263

Welcome to Team Santa Monica!

PARTNER AGREEMENT & GUIDELINES

To ensure success for all, Santa Monica Travel & Tourism (SMTT) has developed guidelines and requirements for all partner participation.

It is important to remember that we all must work together as a team to promote Santa Monica as a destination and support one another in identifying buyers that promise future business to Santa Monica and ultimately to your individual businesses. Each and every one of us represents destination Santa Monica, and our professionalism as individuals and as a group is a reflection of the destination as a whole.

We appreciate your investment in the market by committing to this partnership. As part of this investment, it is highly likely that the clients you engage with will want to visit Santa Monica on a FAM tour.

By agreeing to the following guidelines, you and your company are acknowledging that you:

1. Are fully invested as a partner in this mission;
2. Are obliged to all rules and regulations; and
3. Will support FAMs by offering a deeply discounted or complimentary stay should we receive a client request. For non-hotel partners, you will provide a meal or activity (pending availability).

Thank you.



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PRE-MISSION

Partner Meetings – In order to maintain a solid Santa Monica destination team, all partner meetings are mandatory (unless discussed and approved with the SMTT manager in advance). Efforts are made by SMTT staff to find a day/time convenient for all partners. If **you**, the authorized partner, are unable to attend, you may have a company representative attend in your place for the purpose of information gathering. Please understand that decisions made at the meetings are final. The authorized partner agrees to attend a “make-up” meeting with a SMTT staff representative within 5 working days of the missed scheduled meeting. Your individual input and effort towards the show will help determine the individual and team goal objectives.

Fair Share Partner Fees –All airfare, accommodations, transportation and meals are the responsibility of the partner unless otherwise specified by SMTT. SMTT will provide room block opportunities and recommended flights as it is strongly encouraged that we all overnight in close proximity. Travel expenses are not included. The following are included in your fair share partner fees:

- Pre-marketing initiatives to clients and/or tradeshow attendees (where applicable) which may include direct mail piece, e-newsletter highlights, logo inclusion on all collateral and invitations and printed marketing pieces.
- Collateral creating and printing.
- Event expenses such as client dinners, lunches, etc.
- Delegation transportation to/from appointments and designated hotel.
- Post mission recap and client contact information.
- SMTT will provide room block opportunities and recommended flights.
- All airfare, accommodations and some meals are additional. Travel expenses are not included.

By signing this agreement, you agree to pay the fair share fee that is nonrefundable. Please note that all fair share fees must be paid by the due date stated on your invoice from SMTT in order to confirm and hold your participation. Any additional team agreed upon fees that have not been paid 10 working days prior to the mission date, will result in forfeiture of you and your companies’ participation with no refund.

Air Travel – SMTT will provide suggested arrival and departure dates and times. Each partner **must** advise SMTT of their final arrival and departure dates and times. It is important to try to maintain a similar schedule as the delegation for ease and efficiency.

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If this is an international mission, the partner is responsible for obtaining and payment of any necessary passport or visa fees. **It is understood that a passport is required to travel with SMTT internationally and by signing these guidelines, the partner is acknowledging that said passport is valid and will not be expiring within 6 months of the travel date.**

If this is a multi-city mission it is highly encouraged that partners book their suggested flights in order to save costs on transportation by traveling with the group. If you choose to take a different flight, it is your responsibility to be at the destination in time to make the first appointment at your own expense.

Accommodations – While we understand your hotel may require you to stay at an affiliate property, it is strongly recommended for team convenience and success that all SMTT partners reside at the same property, or as near to each other as possible. It is important that you secure your reservation immediately. All partners are responsible for reserving their room on their own as well as paying their own hotel room, tax and incidental charges. Credit cards to guarantee the rooms must belong to the partner traveling. If you choose to stay at a different hotel, it is your responsibility to meet at the appropriate time and place at your own expense.

Emergency Contact – in case of an emergency each partner is required to provide SMTT with emergency contact information.

PREPARATION FOR MISSION

Pre-Mission Marketing – SMTT agrees to design collective training collateral to be used at appropriate appointments. Partners are to submit required content to SMTT by agreed upon deadlines. Partner logos will be included on any pre-event marketing tools for example e-invitations.

Business Cards – SMTT suggests that you bring **200+** cards. You will need them for meetings with the contacts that you meet at appointments and client events.

Travel Schedule – A detailed itinerary will be provided by SMTT prior to departure.

DO YOUR HOMEWORK! Prepare yourself well, know your destination information, and be able to answer all questions with confidence. Conduct as much research as you can in advance on where your business is coming from in this market.

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MISSION

Dress Code – We want to “wear the brand”: Santa Monica “colors” are encouraged. As this is a professional audience, business casual is suggested for the day-time meetings and in the evenings. Suits are not required, however if you are more comfortable presenting yourself in a jacket, you are free to do so. If you are wearing a sleeveless shirt/dress, please be sure the strap covers the entire shoulder and bring a blazer/cardigan to maintain a more professional look. Should an event require more casual attire, remember you are working and all are expected to be professionally dressed – if you are unsure of an outfit, it probably is not appropriate!

Meetings – Partners are required to attend all scheduled client and non-client meetings and events. Partners are also required to arrive at least ten minutes early to team activities. In the event of free time, partners are free to schedule additional appointments. Cell phone use during appointments is **not permitted**.

Please be respectful of our shared appointment time and of your destination partners. All partners will be provided equal face time with clients. If anyone is monopolizing appointment time, they will be politely asked to move on to the next person. SMTT staff will act as a facilitator to keep things moving along for the sake of professionalism and decorum.

POST MISSION

Post Show Mailing – SMTT will conduct a post-show electronic mailing to all contacts made during the mission and include all contact info for hotel partners on this communication. SMTT will also send all partners a master contact list of clients and recap notes within one- week of return to SM.

Partner feedback – Following the mission SMTT will send you a link to complete the partner feedback survey. SMTT appreciates your opinion on the value, quality, and organization of the mission in order to improve each year.



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AGREEMENT

By agreeing to the following guidelines, you and your company are acknowledging that you are fully invested as a partner in this mission. Thank you.

****I have read and understand the partner guidelines, and agree to all of the requirements for participation with SMTT. I agree that any infractions of these guidelines may result in dismissal of myself and/or my company's participation in future missions. By signing this agreement, I agree to pay the fair share amount. No refunds will be issued.****

Name _____

Title _____ Company _____

Signature _____ Date _____

CC: General Manager
CC: Misti Kerns, CDME President/CEO, SMTT