



5 WAYS TO LEVERAGE YOUR VIC MEMBERSHIP

YOU HAVE SELECTED A VISITOR INFORMATION CENTRE (VIC) MARKETING PACKAGE AS PART OF YOUR MEMBERSHIP. HERE ARE 5 WAYS TO TAKE FULL ADVANTAGE OF THIS CONSUMER MARKETING RESOURCE.

1. INTRODUCE YOURSELF

Take the time to introduce yourself and your product to our friendly VIC staff. Contact the VIC Manager to arrange a time to visit the centre and present your product and its key selling points.

2. DELIVER BROCHURE STOCK TO THE VIC

The VIC Manager will call you to arrange delivery of brochures when you join. If you use a brochure distribution company, then they can deliver and replenish the stock for you.

3. SUPPLY A VIDEO TO DISPLAY IN STORE

Email a five-minute video to the VIC Manager. Please ensure your video meets the following specifications:

- File format: MOV or MP4
- Size: Full Screen 1080 HD

4. SUPPLY IMAGES TO DISPLAY IN STORE

Email two portrait high resolution images containing your logo and product to the VIC Manager. Please ensure your images meet the following specifications:

- **Specs:** 1080px (L) x 1920px (H)
- **File:** JPEG
- **Size:** No more than 9MB per image
- **Export:** RGB at 300dpi

5. MEMBER NEWSLETTER

Read the weekly e-Newsletter, to stay in touch with all industry information, marketing activities, member events and workshops. To feature in the newsletter, submit your business announcements via the link within the newsletter and gain exposure to our database of 1700+ local industry contacts.

WHERE TO FIND US

Cavill Avenue, Surfers Paradise
9:00am - 5:00pm Monday - Saturday
9:00am - 4:00pm Sunday

HOW TO GET IN TOUCH...

Email: VIC Manager - Anita Schulz

Phone: +61 7 5538 4419