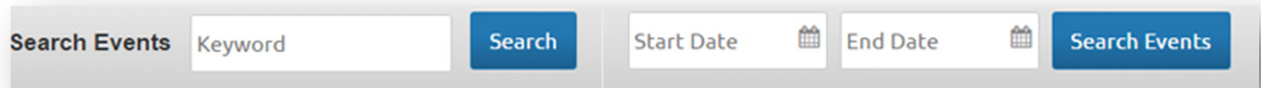


Guidelines for Submitting an Event to VisitMaryland.org

INSTRUCTIONS:

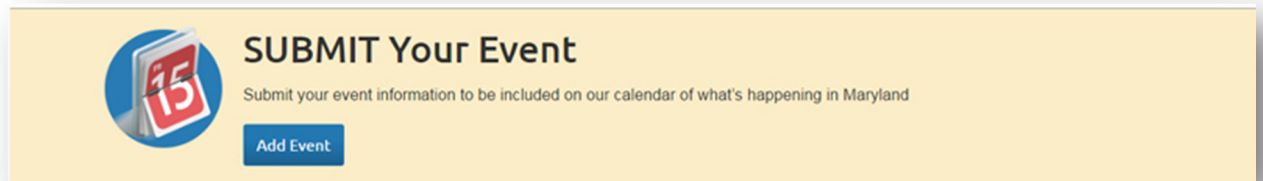
Follow these five easy steps to post your event to the VisitMaryland.org calendar.

1. Visit <http://visitmaryland.org/events-calendar> Take a minute to note how the calendar works. Be sure to check that your event is not already posted. Search by date/s or keyword.



The screenshot shows a search bar with the text "Search Events" on the left. Inside the bar, there is a text input field containing the word "Keyword" and a blue "Search" button. To the right of this bar are two date selection fields, each with a calendar icon, labeled "Start Date" and "End Date". To the far right is another blue "Search Events" button.

2. Scroll down and click on "Add Event" under "SUBMIT Your Event"



The screenshot shows a yellow banner with a circular icon on the left containing a calendar page with the number "15". To the right of the icon, the text reads "SUBMIT Your Event" in a large, bold font. Below this, in a smaller font, it says "Submit your event information to be included on our calendar of what's happening in Maryland". At the bottom center of the banner is a blue button with the text "Add Event".

3. If not registered, create an account. Returning users can login to manage or post new events



The screenshot shows a white sign-in form with a blue border. At the top, it says "VisitMaryland.org" and "Sign-In". Below this are two input fields: "User Name:" and "Password:". Below the "Password:" field is a "Forgot Password?" link. To the right of the form is a "New here?" section with a "Register" button. At the bottom left of the form is a "Sign In" button.

4. Enter ALL required information, including event URL, and click “Save”

Manage Your Events

New Event Cancel Editing

• **Event Title:** Required.

• **Event Description:** Required. 35 words or less.

Select Event Location: ▼ Type a few letters to search and select a venue already in the system.

Enter Event Location: If your venue does not exist in the system, check this and enter the address of the venue.

Event URL: Please provide the URL that will direct the consumer to the most up-to-date information.

Buy Ticket URL:

Wheelchair Accessible: Yes No

Free Event: If pricing information is not included, the event must be free.

5. The Maryland Office of Tourism will review and publish your event to the calendar, usually within three business days.

EVENT CRITERIA:

All events posted to the VisitMaryland.org calendar must meet the following criteria. The Maryland Office of Tourism reserves the right to approve, remove, edit and reject any submissions.

- All events must be tourism related and appeal to a variety of Maryland visitors.
- Prior to submission, each event must already appear on the organization’s website (or minimally on an easily accessible facebook page).

<p>http://autumnglory.com/</p>	<p>https://www.facebook.com/autumngloryfestival</p>

By posting an event on the event owner’s website before submitting, the required URL will be generated for each event. This URL allows for additional sharing when appropriate through

website, newsletter and elsewhere for even greater exposure.

- Events must be non-discriminatory, open to the public and within the borders of Maryland.
- Events that are cultural, heritage and sporting events should attract non-local audiences and be closely related to the region's most vital tourism attractions/products.
- Events must have a specific date or date range.
- All submitted events must include a contact person. The Maryland Office of Tourism will refer inquiries to the contact person if questions arise.
- If an event is listed by multiple facilities with no coordinator specified, The Maryland Office of Tourism reserves the right to designate an event coordinator or organization as the contact for the event.
- Events that are not updated at least once a year may be removed from the VisitMaryland.org calendar database.
- A facility may not list daily operations as an event. For example, a museum may list special shows and activities, but not its hours of operation as an event.

TIPS FOR POSTING SUCCESSFUL EVENT LISTINGS:

Whether entering a NEW event, OR updating a RECURRING event, please:

- Use a short event title without special characters.
- Write your description to size. Descriptions cannot exceed 35 words.
- Supply a physical address, with street number and street name.

For tours, use the most logical starting point of the tour.

- Each event submission must include a URL with specific event information. This URL should not be a general home page, unless event details are on the home page. If an event does not have webpage, a Facebook event profile will suffice.
- You may include an image with your submission. The Maryland Office of Tourism reserves the right to crop and resize your supplied image; note: the largest dimension of your image should not exceed 500 pixels. Images may appear elsewhere on VisitMaryland.org. Events submitted without an image will appear with a generic icon.

Update RECURRING events quickly from your events dashboard:

- For recurring events, use the same title each year without referencing the number of years the event has taken place, for example do not refer to an event as a "5th Annual" event, simply state the name of the event. Any reference to event age will be removed from the title.
- When updating an existing event, or posting additional events affiliated with the same organization, use the same account login. For example, if an event takes place every year,

update the original event posting with current information, rather than create a new event submission.

QUESTIONS?

For any questions or concerns regarding your event submission, email calendar@visitmaryland.org, or contact Kathi Ash at (410) 767-6341, or via email at kathleen.ash@maryland.gov.

Updated 10-24-2017