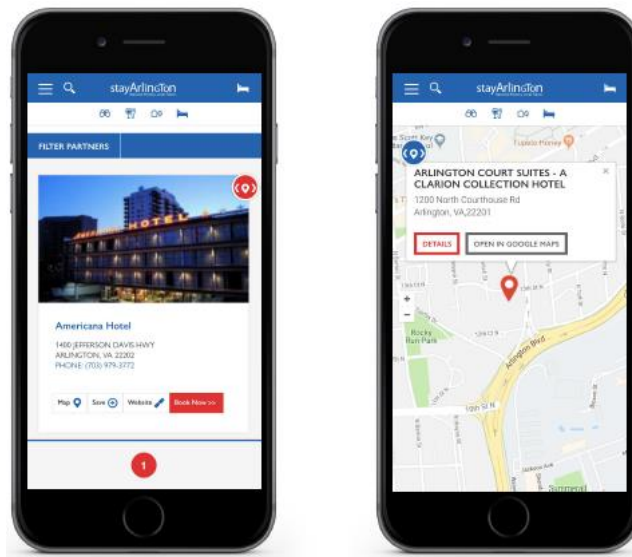




## How to Leverage StayArlington Resources for Your Organization Arlington Convention and Visitors Service



### Marketing

- **Create/Update Your StayArlington Partner Listing:** To create or update your listing on the StayArlington website, simply complete the Partner Sign Up form at <https://www.stayarlington.com/partner-sign-up/> and attach any images you'd like to feature (JPG or PNG photos, logos, etc.). (You can disregard any fields in the form that don't apply to your particular business.)
- **Create/Update Online Event Listings:** To promote events that are of likely interest to area visitors, go to <http://admin.virginia.org/> to register for an account and create/update business and event listings. The Arlington Convention and Visitors Service pulls event listings from this tool to publish them on the [StayArlington website](#), which had more than 196,000 unique visitors in 2018. They'll also appear on the main [Virginia tourism website](#), which had more than 16 million unique visitors last year.
- **Share News Updates:** Send us your news and events **every 2<sup>nd</sup> Thursday of the month** (or as you distribute it) to be included in our *StayArlington Capital Vacations Connection* (30,000+ distribution) and *StayArlington Capital Meetings Connection* (2,500+ distribution) e-newsletters. Email your news releases, copy and/or images to Marketing Manager Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us).

- **Engage with StayArlington Social Media:** Use **#stayarlington** and engage with us on social media through shares, likes, retweets, comments and posts, and we'll do the same with you!
  - Facebook: [www.facebook.com/stayarlington](http://www.facebook.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional; text that's 80 characters or fewer. Best subjects are events, news and/or other content of interest to leisure audience.
  - Twitter: [www.twitter.com/stayarlington](http://www.twitter.com/stayarlington)
    - Preferred Content: URL, photos or videos; 120 characters or less. Best subjects are events, news and/or other content of interest to leisure or meetings audiences.
  - Instagram: [www.instagram.com/stayarlington](http://www.instagram.com/stayarlington)
    - Preferred Content: Photos or videos that are subtly, or not at all, promotional; text that's 80 characters or fewer. Best subjects are events, news and/or other content of interest to leisure audience.
  - YouTube: [www.youtube.com/stayarlington](http://www.youtube.com/stayarlington)
- **Advertise in the StayArlington Guides & Map or on the StayArlington website:**
  - Advertise in the official 2019-2020 *Arlington Visitors Guide* (50K distribution), *Arlington Pad Map* (150K distribution) and *Arlington Meeting Planner Guide* (2K distribution), which are provided to Arlington hotel guests, as well as potential visitors and meeting professionals nationwide. New this year, advertise directly on the *StayArlington website* (196K+ annual website visitors) with native ads to get in front of visitors before they get here! For ad sizes, rates and other details, see our [Media Kit](#) here or contact Scott Baker at [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us).

## Public Relations

- Forward all news releases or other announcements (renovations, events, awards, etc.) featuring your business to Cara O'Donnell, [codonnell@arlingtonva.us](mailto:codonnell@arlingtonva.us); Scott Baker, [sbaker@arlingtonva.us](mailto:sbaker@arlingtonva.us); and Emily Cassell, [ecassell@arlingtonva.us](mailto:ecassell@arlingtonva.us).
- If you're interested in hosting visiting journalists or bloggers, please let Cara know.

## Visitor & Convention Services

- Request Arlington Visitors Guides and Arlington Pad Maps for visitors/groups by contacting Monica at [mcannon@arlingtonva.us](mailto:mcannon@arlingtonva.us) or Robert "Mo" Rouse at [rrouse@arlingtonva.us](mailto:rrouse@arlingtonva.us).
- Be sure to point visitors to Arlington's Mobile Visitors Center on the day it's in your neighborhood each week (March through November):



- **Crystal City:**
  - Mondays from 9 a.m. to 3 p.m., 18th St. S. at S. Bell St.
  - Fridays from 9 p.m. to 1 p.m., 18th St. S. at S. Bell St.
- **Ballston:** Tuesdays from 8 a.m. to 1 p.m., N. Stuart St. at Fairfax Dr.
- **Pentagon City:** Wednesdays from 9 a.m. to 1 p.m., S. Hayes St. at 12th St. S.
- **Rosslyn:** Thursdays from 8 a.m. to 1 p.m., N. Lynn St. at Wilson Blvd.