



A promotion of www.NJPOI.com, an initiative of Celebrate NJ!

2 Annual Full Memberships on NJPOI.com for the price of 1

What is it? The Point2Point Campaign is a promotion of NJPOI.com, New Jersey's premier interactive map site, where visitors can not only find, but find out about thousands of great NJ Points of Interest. During this campaign, Eligible Points Of Interest (EPOI) can earn a free annual Full Membership on NJPOI.com when they enroll one For-Profit Point Of Interest (FPPOI) location--restaurant, hotel, galleries, recreation, entertainment, shopping – as a Full Member on NJPOI.com.

Who's Eligible? New Jersey county and local libraries, state and county park venues, and all non-profit points of interest locations (arts, history, etc.) qualify under this campaign as EPOI and may earn a free annual Full Membership on NJPOI.com when they enroll one for profit location in a Full Membership on NJPOI.com.

Why Participate? In addition to just being a great way to get a free membership for your location, you'll be helping NJPOI.com become an amazing Wayfinding tool for New Jersey visitors, chock full of interesting, current, and relevant information that will encourage them explore all the nooks and crannies of our great state, stay longer and boost our economy.

How does it work? It's a simple 2 for 1 partnership. One FPPOI location sponsors one EPOI location and they both receive the benefits of Full Membership on NJPOI.com, NJ's premier Points of Interest map site.

For the reduced Full Membership price of \$150, (paid by the FPPOI), both NJPOI locations receive:

1. Increased visibility and all the promotional advantages of Full Membership for a period of one year, and
2. Full control over a map information page containing text, links, photos and video about their site on NJPOI.com.

How do we get started? Approach any and all FPPOI locations in your area, tell them about NJPOI.com (show them the site!) and ask them to become your Point2Point partner. Once you have a partner, complete the form below and mail or fax it to us to get started. We'll take it from there. For questions, contact Karen Hatcher 732.333.0462 (phone/fax) or email: NJPOI@CelebrateNJ.org

When does the Point2Point Campaign end? The campaign is in effect right now and ends March 1, 2009.

Visit www.NJPOI.com to see what NJPOI can do for your location!

NJPOI.com is an initiative of Celebrate NJ!, a non-profit organization located at 49 Ford Avenue, Freehold, NJ 07728. Telephone/Fax 732.333.0462 www.CelebrateNJ.org www.NJPOI.com



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Complete this form if you are taking advantage of the NJPOI.com Point2Point Promotion

Sponsoring POI Organization: Please enclose a check in the discounted amount of \$150 made payable to Celebrate NJ!, 49 Ford Avenue, Freehold, NJ 07728, as payment for two Full Memberships for a period of one year. Thank you.

Sponsoring POI Location Information

Name of Organization: _____
Contact Name (First, Last): _____
Contact Phone Number: _____
Contact Email: _____
Organization Mailing Address: _____
City, State, Zip: _____

POI Location Information

Name of Location: _____
Address: _____
City, State, Zip: _____
Web URL: http://_____

Category: (select one) Arts & Culture History Educational Activities Food & Lodging
Sports & Entertainment Shopping Outdoor Activities Visitor Information

Eligible POI Location Information

Name of Organization: _____
Contact Name (First, Last): _____
Contact Phone Number: _____
Contact Email: _____
Organization Mailing Address: _____
City, State, Zip: _____

POI Location Information

Name of Location: _____
Address: _____
City, State, Zip: _____
Web URL: http://_____

Category: (select one) Arts & Culture History Educational Activities Food & Lodging
Sports & Entertainment Shopping Outdoor Activities Visitor Information