

Promotional Credit Program Overview

Vendors earn Promotional Credits (PCs) through meaningful engagement with Love~~my~~Largo-powered initiatives. Credits unlock high-value promotional opportunities, but do not guarantee vending placement at any event.

👉 All vendors—regardless of credits earned—must still complete the standard application, vetting, and selection process for each event. If a vendor holds credits but is not selected to vend, those credits may still be redeemed for digital promotion across approved platforms.

How Vendors Earn Promotional Credits

Engagement Activity	Credits Earned
Complete Vendor Economic Impact Survey	+10 PCs
Attend Focus Group	+15 PCs
Attend Pilot Love my Largo Customer Experience Workshop	+15 PCs
Refer a vendor to participate in events (accepted + active)	+5 PCs
Attend Designated Events (non-selling)	+10 PCs
Attend Pre-Event Prep Meetings	+10 PCs

Redeeming Credits

Digital Promotion (Increased Cost)

Redemption	PC Cost
Social media Story feature during large event promo campaigns (tag + link)	30 PCs
Featured social media post during large event promo campaigns	40 PCs
Event website vendor spotlight	50 PCs

Onsite & Experiential Promotion

Redemption	PC Cost
Onsite MC Shoutout	55 PCs
Logo Placement on Event Signage	100+ PCs

Business & Access Perks

Redemption	PC Cost
Vendor Fee Waiver	65 PCs
Priority Placement Consideration	75 PCs

NOTE: Redeeming credits does not override vetting or selection criteria.

Annual Vendor Engagement Tiers

Tier	Credits Earned	What It Unlocks
Community Vendor	5 – 25 PCs	Early access to vendor registrations
Engaged Vendor	30 – 50 PCs	Digital promo during event promotional campaigns
Featured Vendor	55+ PCs	Onsite promo at events