

Industry Portal Instructions



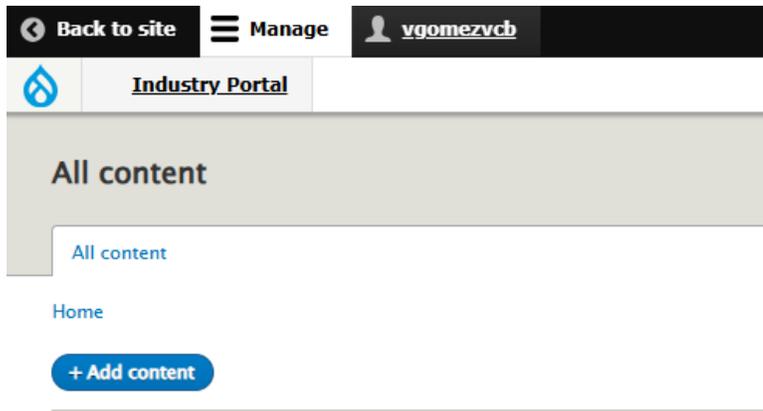
How to Create an Event Listing

Updated February 2026

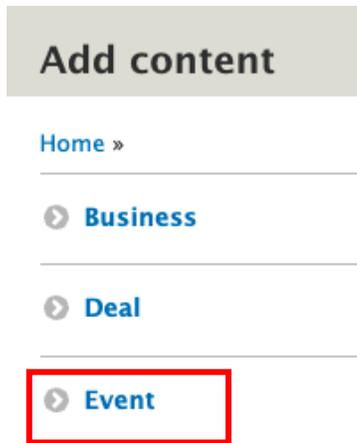


How to Create an Event Listing

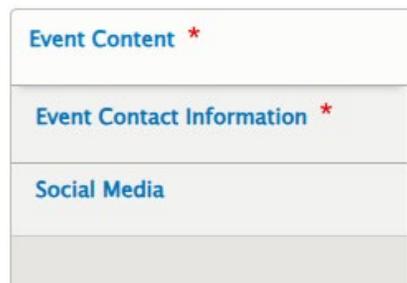
1. After logging in, you will be directed to the All Content page that shows all of your listings. To create a new deal listing, click on the blue “+ Add Content” button at the top of the All Content page.



2. Select Event.



3. Then, complete the following tabs. At a minimum, you must fill out the required fields denoted with a red asterisk.



Industry Portal Instructions



- a. **Event Content** – Fill out the deal name and description. The more detail the better.

Event Name *

The event name has a 90 character count limit.

Event Description ([Edit summary](#))

B *I* | | | | Format ▾ | Source

Text format **Basic HTML** ▾ [About text formats](#) ?

Although there is not an asterisk on the thumbnail image and gallery, you **MUST** add an image for your listing to be approved. Click the X to remove the generic image, then click “Add Media”. Then “Choose File” to add a file from your computer. Please pay very close attention to the recommended spec sizes for images. For more detailed instructions, click [here](#).

THUMBNAIL IMAGE

default_image_1.jpg

The image should have an aspect ratio of 3:2 and 337x225 pixel dimensions are recommended. Partners, please preview your thumbnail before submitting your listing. Improperly sized or low quality thumbnails will be rejected. The maximum number of media items have been selected.

GALLERY

No media items are selected.

[Add media](#)

Images should have an aspect ratio of 3:2 and 845x745 pixel dimensions are recommended. 10 media items remaining.

Industry Portal Instructions



Fill out the dates for your event. If you have a multi-day event, you will need to add each day separately by clicking the “Add Another Item” button. An example, if your event runs from January 1 – 3rd, you first will need to put start date January 1st, 10 am – 5pm. Then you will add another item for January 2nd, 10 am – 5pm etc. You can also choose to hide your event time if you only want your dates to show.

[Show row weights](#)

DATE *

Start date *

mm / dd / yyyy

End date *

mm / dd / yyyy

- b. **Event Contact Info** - Fill in the information below. Keep in mind the Email, Phone Number and Address will be public information. If your event has a website, please add that as the Main Website. Fill in the booking website with the link to buy tickets for your event. We also encourage you to add the link to the Event Description as well.

First Name *

Last Name *

Email *

Main Phone *

Toll free Number

Main Website

URL must start with https:// or http:// to link correctly.

Booking Website

URL must start with https:// or http:// to link correctly.

Industry Portal Instructions



Please read the instructions listed to add latitude and longitude.

Tip: Latitude will always be a positive number around 26 and longitude will always be a negative number around 81/82 for our destination.

MAP *

Latitude *

Enter either in decimal *51.47879* or sexagesimal format *51° 28' 43.644"*

Longitude *

Enter either in decimal *-0.010677* or sexagesimal format *-0° 38.4372"*

The latitude and longitude fields are used to dynamically generate a map with a pinpoint of this location. To find the coordinates for your location, go to maps.google.com, search for a location on the map, right click your cursor on the location, click on the coordinates to copy to your clipboard, and the coordinates into the latitude and longitude fields.

▼ ADDRESS

Country

United States

Street address

City

State

- None -

Zip code

4. Fill out the rest of the fields on the bottom before the “Save” button.

a. **Business** – Select your business in the dropdown. If your business is not showing in this dropdown, please email us at vcblistings@leegov.com.

Business *

- Select a value -

c. **Categories** – Choose the categories that you think your deal would fall under, please be specific.

Categories *

Choose some options

d. **Neighborhood** – Choose the neighborhood that your business operates out of. If your business operates out of multiple neighborhoods like some tour companies, you may choose more than one by hitting the CTRL button then selecting your neighborhoods.

Neighborhood

- Alva, Buckingham & Lehigh Acres
- Boca Grande & Outer Islands
- Bonita Springs & Estero
- Cape Coral

To select more than one neighborhood, hold the CTRL button (on PC) or Command button (on Mac).

Industry Portal Instructions



How to Submit your Listing

If you are still making edits to your Event, you can save the page as a Draft by selecting this status from the dropdown at the bottom of the page and click save.

Once your event listing is complete and ready to publish, you MUST select “Needs Review” from the dropdown and click save. This will notify a website administrator that your listing is ready for review and approval. Please allow for 24-48 hours for approval.

Save as:

Reminder: Once your listing is ready to be published, you

Save

Preview

For any questions or requests for assistance, please contact vcblistings@leegov.com.