

THIS IS YOUR 2007/2008 BROCHURE REGISTRATION FORM FOR VERMONT WELCOME/INFO CENTERS

Vermont Information Center Division
FAIR HAVEN WELCOME CENTER
PO Box 186
Fair Haven, VT 05743

Brochure Direct Line: 802-265-2210, or
Pager #742-6712, or Cindy.roberts@state.vt.us
Fax 802-265-2136
Secondary contacts:
Tel. 802-265-4763
Email: FW.center@state.vt.us

March, 2007

We have enclosed the 2007/2008 brochure registration form for rack space in the State of Vermont Welcome and Information Centers for the next registration cycle – May 1, 2007- April 30, 2008.

The State of Vermont is strongly committed to the support of our tourism industry and are working hard in every one of our sites to provide the best service possible that we can to you, our stakeholders. In essence we are the billboards and directional signs absent from our roads and by-ways. This past year has been extraordinary in the sense of development of new marketing techniques throughout our State. We are proud to announce that one of our latest marketing extensions has been the addition of the Vermont Attractions Association brochure racks in nine of our centers. Please read the brochure guidelines attached which will explain how you can be included in this outstanding marketing step. It offers you the opportunity to reach an additional 2.1 million visitors at no cost to you as long as you are registered in the sites where these racks are located. However, you must be a VAA member to be eligible for this offer.

If you recall, we had no rate increase last year; however, due to increasing costs it is necessary that we adjust the registration cost slightly this year. Because the registration form is formula driven it provides unique flexibility for strategic placement of your materials by geographic location and seasonality, and more important, puts you in control of where and how much to spend. Nonetheless, we recognize its complexity and encourage you to call for assistance in filling it out if needed.

The staff coordinating the brochure distribution program is committed to the success of this program and providing the highest level of customer service to all its participants. Please direct all program questions to Cindy Roberts or Teresa Leamy at the Fair Haven Welcome Center either by direct phone line (802-265-2210 – Pager #742-6712), or at the Fair Haven Welcome Center at (802-265-4763) or e-mail at cindy.roberts@state.vt.us or fw.center@state.vt.us. They will be more than happy to assist you with questions or concerns at any time. You may also go on line and view or print a registration form by going to the Vermont Home Page and entering: www.bgs.state.vt.us/infocenter/reg_form.pdf.

I encourage you to contact me directly with any suggestions on how we can better promote our state's attractions and businesses from our network of visitor centers. I can be reached at 802-828-3648.

Sincerely,
Ed von Turkovich
Director, Vermont Information Center Division

Information Center Division
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NEW OPTION! AUTOMATIC “SIGN ME BACK UP” PAGE!

If you have been registered with us for one year or more, you have the option of signing off on this page and we will automatically reregister you for another year.

_____ Yes, I absolutely want you to sign me back up and repeat exactly what I did last year. I understand I will be billed for this.

_____ I am also a VAA member, and want to be sure that you have also signed me up for the welcome/info centers where the VAA racks are located.

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Signature

Date

Return completed and signed form with one copy of your brochure to:
FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.
Note: We recommend making a copy for your records.

**Information Center Division
FAIR HAVEN WELCOME CENTER
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Brochure Guidelines for Vermont Welcome and Information Centers

The following criteria shall apply in selection of publications to be displayed:

Publication Standards

Printed materials must help promote Vermont's tourism business and furnish pertinent information about destinations, attractions, activities, events or points of interest open to the general public. Multi-state publications must represent Vermont proportionally.

Brochures shall be professionally type set, error free, and contain proper grammar. Brochures shall be printed on paper of sufficient weight to stand in the rack without bending or "wilting." Brochures shall be a standard size rack card. Business cards will not be accepted. Oversized brochures, magazines and tabloid-type publications can be approved, but may be subject to restrictions on display space. Brochures must be up-to-date with current information listing admission prices, dates and times open. Seasonal brochures should contain expiration dates. Display location is at the discretion of each visitor center according to space and availability.

All material must be provided free of charge to the Welcome Centers.

The information must be generally beneficial and informative. No brochures containing offensive language or pictures that could be defined as being in bad taste or deemed inappropriate by the Vermont Information Center Division Director or his designee will be allowed. All determinations shall be deemed final.

Religious brochures or brochures containing political advertisements will not be accepted. The only exception is a directory of the locations of religious organizations. These directories should list only the locations and/or times of services.

Coupons or brochures that quote special rates must have a PROFESSIONALLY PRINTED OR STAMPED EXPIRATION DATE and a professionally printed or stamped rate. Coupons must state all restrictions that may apply, such as number of people per room, number of beds per room, etc. Exceptions, if any, must also be noted (i.e. 2-night stay required, special rates not available weekends, etc.).

Brochures will not be displayed if admission to the destination, attraction, event, activity or point of interest is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public. Publications regarding properties that are not open to the general public, require purchases of land use, time or memberships to gain entrance (time shares, private special interest properties, country clubs, etc.) will not be accepted.

Registration Procedures

Application for printed material space at any of the 20 centers in the system is on a first-come, first-serve basis. The annual enrollment period is May 1 - April 30. Due to space limitations at some centers, not all requests for display space can be accommodated. A waiting list will be maintained and when space becomes available participants on the list will be notified.

One sample copy of all brochures or literature shall be submitted to the Vermont Information Center Division with the registration application in accordance with this policy. No material may be displayed at Vermont Welcome Centers without approval.

Once registered, approved and the fee paid per the instructions on the registration application, materials for distribution may be delivered or shipped at the registrant's expense to the State's warehouse and delivery contractor.

The registration fee secures display space in the selected information centers. The fee is the same whether the registrant uses the state's contracted distribution service or requests permission to self-deliver or utilizes another private distribution service. **However, should you**

register a piece and not provide the inventory of brochures to our centers, you are still responsible for the registration fee, as you have locked in the rack space making it unavailable to another business.

Businesses or organizations wanting to **self-deliver** brochures must specify on the registration application form. If a distribution service is used, that company should be noted on the application form. If you choose to self-deliver, it is your responsibility to check with each center to be sure that they have ample inventory of your brochure. If you choose to self-deliver, and your registration period is expired, you will have two weeks from end of registration to pick up your brochures at each center. Should they not be picked up in the two week period, your remaining brochures will be recycled.

Brochures must be packed in substantial cartons (or securely bundled) with the title and quantity clearly indicated. The weight of individual cartons is not to exceed 45 lbs. **This 45 lb. weight limitation will be strictly enforced and will be subject to non-distribution should the cases exceed this 45 lb. weight.**

All standard brochures (9 X 4 inches) must be banded in three-inch stacks. If the printed material is not bundled, it will not be distributed until a bundling fee is agreed upon and paid to our warehouse.

The registrant will be responsible to pay the State for the recycling costs (\$.07 per lb.) of obsolete brochures in excess of 100 lbs., or pay the shipping cost of returning the brochures to the registrant.

In the event the number of brochures required during the term of registration puts the account in a higher quantity factor, the adjustment will be invoiced and must be paid before further distribution will be provided.

Distribution Guidelines

Registrants shipping quantities of material in excess of that needed for Information Center distribution to the State's contracted warehouse will be billed for storage based on the State's contracted monthly rate.

When a brochure supply is running low, the State's contracted distribution service will contact the registrant via postcard, but it is the registrant's responsibility to maintain the inventory. It is important to note that when you receive a postcard from our contracted warehouse indicating low inventory, it means that the warehouse is running low or is out, but our welcome/info centers are most probably well stocked. The postcard is simply a "heads up" that should our welcome/info centers need to order additional inventory from our warehouse, there is no inventory in the warehouse to distribute to them.

SPECIAL EVENTS

We strongly support the promotion of Special Events statewide. Any organizations that would like to promote their event one week prior to the event and up until the event is encouraged to drop their brochures off at selected centers or mail them to the centers. This does not entitle a business to warehouse distribution. There is no charge for a one week display of special event brochures. Any promotion where brochures are desired to be out longer than one week are required to go through the normal brochure registration process with the normal pricing attached. Posters for events are always welcome at no charge, but it is up to each center's discretion if they have available space to post them. Normally, this is not a problem.

VAA Rack Guidelines for VAA members only:

The State of Vermont has welcomed the addition of VAA brochure racks in the following nine centers: Guilford, Fair Haven, Highgate, Williston North, Williston South, Sharon North, Waterford, White River Junction, and Montpelier. In order for a VAA member to have their brochures displayed in the VAA racks, they simply need to register for the centers that the racks are in. Not only will their brochure go out on the main floor of those centers, but also in the VAA racks which gives double exposure to those businesses taking advantage of this at no extra charge to them.

Vermont Information Center Brochure Display Agreement

HOW DO YOU PLAN TO DELIVER YOUR BROCHURES? There is only one answer to this question, either A, B or C, and combinations of delivery services will not be accepted.

- *A) I would like to have the warehouse deliver _____
 - *B) I will be distributing directly to the welcome/info centers through another company _____
Who? _____
 - *C) I will be distributing my brochures myself, and I understand that I am responsible for checking with the centers and restocking when necessary _____
- *This is a required field, and the registration process could be delayed for lack of information.

+++++

The following section should be filled out only if you've chosen warehouse delivery for your delivery service.

At the end of the registration period, or when a stock of brochures becomes obsolete, I prefer that the remaining stock be: **(check one)**

___ Retained at the warehouse for distribution in the next registration cycle.

___ I will contact the warehouse myself and make arrangements to have them returned to me at my expense.
(1-866-540-6335)

___ Recycled @ \$.07 per lb. for any quantity above 100 lbs. in weight with the cost billed to me.

Previous Registration Number: _____ New Registration:

Business/Organization Name: _____

Brochures remain the property of the registrant at all times. The State of Vermont, including VICD, shall not take title or be responsible for the brochures or the cost of producing them at any time. The State will not be liable if the brochures or other promotional materials are damaged or destroyed at information centers or the distribution center. You may wish to review your insurance policy to ensure adequate coverage. I have read the policies written above and agree to abide with the requirements of the program. One copy of the brochure is enclosed with this application.

Signature: _____ Date: _____

Please Note: Do **not** send your fee with the application form. Once the application has been reviewed and approved, you will be invoiced for the amount due. **DON'T FORGET: BROCHURES CANNOT BE DISTRIBUTED UNTIL YOUR REGISTRATION FEE IS PAID IN FULL.**

| | | | |
|--------------------------|--|--|--|
| <input type="checkbox"/> | +6.00 | Capital Region Visitors Center 134 State Street, Montpelier | |
| <input type="checkbox"/> | +6.00 | Alburg Welcome Center Route 2W, Alburg | |
| <input type="checkbox"/> | +6.00 | Georgia Northbound Information Center I-89 North, Georgia | |
| <input type="checkbox"/> | +6.00 | Georgia Southbound Information Center I-89 South, Georgia | |
| <input type="checkbox"/> | +6.00 | Derby Information Center I-91 South, Derby Line | |
| <input type="checkbox"/> | +6.00 | Waterford Welcome Center I-93 North, Waterford | |
| <input type="checkbox"/> | +6.00 | Lyndonville Information Center I-91 South, Lyndonville | |
| <input type="checkbox"/> | +6.00 | Bradford Information Center I-91 North, Bradford | |
| <input type="checkbox"/> | +6.00 | Randolph Northbound Information Center I-89 North, Randolph | |
| <input type="checkbox"/> | +6.00 | Randolph Southbound Information Center I-89 South, Randolph | |
| <input type="checkbox"/> | +6.00 | Sharon Southbound Information Center I-89 South, Sharon | |
| <input type="checkbox"/> | +6.00 | Hartford Northbound Information Center I-91 North, Hartford | |
| <input type="checkbox"/> | +6.00 | Hartford Southbound Information Center I-91 South, Hartford | |
| <input type="checkbox"/> | +6.00 | White River Junction Welcome Center 102 Railroad Street, White River Jct. | |
| <input type="checkbox"/> | +20.00 | Sharon Northbound Information Center I-89 North, Sharon | |
| <input type="checkbox"/> | +20.00 | Williston Northbound Information Center I-89 North, Williston | |
| <input type="checkbox"/> | +20.00 | Williston Southbound Information Center I-89 South, Williston | |
| <input type="checkbox"/> | +50.00 | Guilford Welcome Center, (Southeastern VT) Interstate 91 North | |
| <input type="checkbox"/> | +20.00 | Fair Haven Welcome Center Rte 4A at NY Border | |
| <input type="checkbox"/> | +15.00 | Highgate Springs Welcome Center I-89 South at Quebec Border | |
| \$ | Subtotal for Pricing Formula Enter this amount on Line 1 of the following page. | | |

DO NOT LET THIS PAGE INTIMIDATE YOU! FOLLOW CALCULATIONS THROUGH TO THE END AND YOU WILL WATCH YOUR COST REDUCE DOWN DRASTICALLY!

MAY 1, 2007 – APRIL 30, 2008

1. Total cost for Centers selected for distribution
(from previous page) \$ _____

2. # of Months (enter anywhere from 1-12 months)
(Dates must range from 5/1/07-4/30/08) X _____

Start Date: _____ End Date: _____

3. Line 1 X Line 2 = Line 3 = _____

4. Total Quantity Estimate: _____
(Enter factor from range below)

Less than 5,000 = .7

5,001 – 10,000 = .8

10,001 – 30,000 = .9

More than 30,000 = 1.2 X _____

5. Line 3 X Line 4 = Line 5 = _____

6. Size of publication

Standard (4" X 9") = 1.0

Oversize (any width greater than standard) = 1.3 X _____

7. Line 5 X Line 6 = Line 7 = _____

8. Unit weight of publication
(Enter factor from range below) X _____

Less than 1 oz. = .3

1 oz. – 4 oz. = .5

4 oz. – 6 oz. = .7

over 6 oz. = 1.0

9. Line 7 X Line 8 = Line 9 = _____

10. Line 9 is subtotal of registration cost _____

11. Now add on Administrative Fee per registration + \$40.00

12. Line 10 + Line 11 is your total registration fee** \$ _____

**THERE IS A \$100.00 MINIMUM COST PER REGISTRATION, i.e., if your registration cost was \$50.00 + Admin. Fee of \$40.00, the total would be \$90.00, but because of the minimum, your fee would be \$100.00.

Please do not send a check now. You will be invoiced when this application is reviewed and approved.

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Return completed and signed forms with one copy of your brochure to:
FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.

Note: We recommend making a copy for your records.

**SPECIAL NOTE: CASE WEIGHTS WILL BE STRICTLY ENFORCED NOT TO EXCEED
45 LBS.**

**IF THE PRINTED MATERIAL IS NOT BUNDLED, IT WILL NOT BE DISTRIBUTED
UNTIL A BUNDLING FEE IS AGREED UPON AND PAID TO OUR WAREHOUSE.**

**SHIPPING ADDRESS TO SEND BROCHURES/PUBLICATIONS TO THE
WAREHOUSE:**

**MAXHAM WAREHOUSING COMPANY, 51B MINISTER BROOK ROAD,
WORCESTER, VT 05682 (Maxham Warehousing formerly known as Worcester Leasing
Company)**

Mon.-Fri., 7:30-3:30 – 1-866-540-6335