



# PREBLE Interstate 81 Rest Area Info Center Enrollment Contract for Distribution/Rack Space

Location: Preble Rest Area, Interstate 81 Northbound between Exits 12 and 13  
(between Cortland and Tully, NY).

## Literature Information/Enrollment:

on behalf of  
Visit Syracuse



All rates based on 12 month rack space reservation. You are reserving a slot space, so if you need to swap out literature within the 12 month period for your reserved slot space, contact BCI to make arrangements. If you are sending more than one piece concurrently, you must reserve separate slot spaces for each piece.

### OPTIONS:

- Magazine Slot \$400.00**  
 Your piece is larger than 4" x 9"
- High Volume Bin \$450.00**  
 This option is reserved for pieces sized larger than 4" x 9". Rate based on magazine slot plus \$50, for total of \$450. Limited # of bins available.
- Brochure Slot A \$400**  
 Your piece is approx. 4" x 9" or smaller, and you are an association, chamber, DMO/TPA or other collective of businesses reped by the piece.
- Brochure Slot B \$200**  
 Your piece is approx. 4" x 9" or smaller, and you are a single entity business operation.
- Event \$100.00**  
 Your piece is approx. 4" x 9" or smaller, and specifically promotes an event or events only.

### Discount Partners:

- Onondaga County based businesses may deduct 10% from their rate.

### Terms:

12 month rack space reservation, based on rolling enrollment, and a maximum of 3,000 copies per piece enrolled.

Payment due with contract.

Last updated 11/2024

### PIECE #1 Title/Description:

Starting Month/Year: \_\_\_\_\_ / \_\_\_\_\_

Select One Option:

- Magazine Slot (\$400)     High Volume Bin (\$450)  
 Brochure Slot A (\$400)     Brochure Slot B (\$200)     Event (\$100)

### PIECE #2 Title/Description:

Starting Month/Year: \_\_\_\_\_ / \_\_\_\_\_

Select One Option:

- Magazine Slot (\$400)     High Volume Bin (\$450)  
 Brochure Slot A (\$400)     Brochure Slot B (\$200)     Event (\$100)

Onondaga Co-based businesses only, check here if calculating 10% discount.

Total \$ Due With Contract (use rate schedule at left): \$ \_\_\_\_\_

### Enrollee Information:

Company: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Once form and payment is processed, BCI will notify you of estimated number of brochures needed to start your program, and alert you when inventory runs low.

**Shipping & Deliveries:** Get quotes from BCI regarding pick-up of your brochures, either at your printer or your place of business. The BCI warehouse can accommodate pallet shipments. ALL large deliveries require a minimum 48 hour notice. Clients must contact BCI at hello@bciatyourservice.com or 716-380-4343 to arrange delivery at the warehouse location. NOTE: Personal deliveries can be made to this location, too, with appointment.

**Warehouse Location:** 27 Morgan St., Akron, NY 14001

*Brand Connect Innovations, LLC (BCI) and Visit Syracuse reserve the right to reject any materials deemed unacceptable or objectionable, and will not be held liable for any damages or losses that may arise due to your participation in this program.*

**Direct Questions, Send Contracts, and Make Payments to:**

**BRAND CONNECT INNOVATIONS, LLC**, PO Box 93, Akron, NY 14001.

Contact: Dawn Whitbeck-Borchert, hello@bciatyourservice.com, (716) 380-4343.

# Preble I-81 Rest Area Info Center 2025 ENROLLMENT



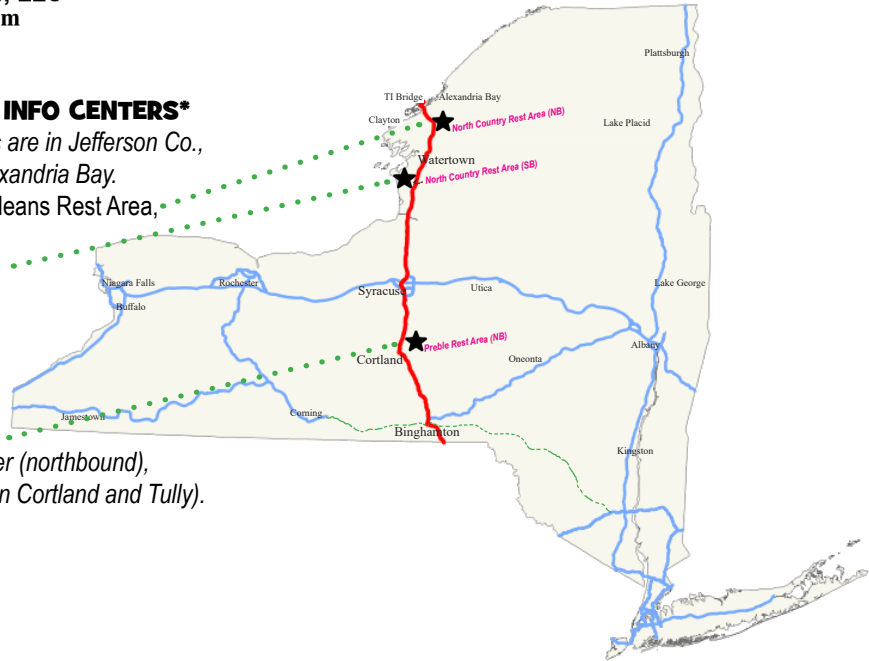
on behalf of  
Visit Syracuse



## INTERSTATE 81 REST AREA INFO CENTERS\*

The NORTH COUNTRY locations are in Jefferson Co., NY, between Adams Center & Alexandria Bay.

- I-81 Northbound: Town of Orleans Rest Area, between exits 49 & 50.
- I-81 Southbound: Watertown Rest Area, between exits 44 and 43.



### \*This form is for the PREBLE

Interstate 81 Rest Area Info Center (northbound), between Exits 12 and 13 (between Cortland and Tully).

### Meet Your BCI Team:

Dawn Borchert, Owner/Operator  
hello@bciatyourservice.com  
Dawn has 30+ years of professional experience in the travel & tourism industry, and she's built a solid reputation for honesty, enthusiasm, hard work, and dedication.

Judy Agar, Sales and Distribution Services  
judy@bciatyourservice.com  
Judy will be your primary point of contact for the North Country I-81 Rest Areas, taking the lead on managing inventory and stocking the centers throughout the year.

Suzanne Hopkins, Doer of Things and Stuff  
suzanne@bciatyourservice.com  
Suzanne assists with all projects, including website management, promotions, accounting, and any other tasks as needed.

Visitor International says...

### Visitor Brochures are Chosen. That's their Superpower.

100% Visitors **SELECT** brochures from a display. That's 100% opt-in. If they select your brochure, they are already predisposed to visiting or buying from you. That's powerful!

**Did You Know?** Visitor brochures have higher conversion rates, because visitors choose them out of interest.

Source: Visitor International Research 2021

VisitorInternational.com

**Enroll Today. See included form for the Preble location or find all I-81 forms on the "Services and Pricing" page at bciatyourservice.com.**

### What Else Does BCI Do? Here's a Brief List of Services:

- Brochure Distribution Services in three markets in Western NY, Finger Lakes, and Syracuse/Central NY.
- Manage the I-81 rest area info centers at Preble (north of Cortland, NY) and near Watertown, NY (new in 2023). **See map above for all I-81 locations.**
- Brochure storage, delivery, shipping.

There's more! Learn more about us at [www.bciatyourservice.com](http://www.bciatyourservice.com)

Questions about other BCI programs? *Let's talk!*  
hello@bciatyourservice.com  
(716) 380-4343