

Brand Connect Innovations, LLC

“At Your Service”

Literature

- Racking
- Distribution
- Transportation
- Storage



Connecting Your Brand with the Traveling Public.

www.bciatyourservice.com hello@bciatyourservice.com 716.380.4343

Brand Connect Innovations, LLC

ABOUT US

Brand Connect Innovations, LLC (BCI) is owned and operated by trusted individuals with a long history in the tourism industry, as well as contacts and references from all over New York State, Canada, and the Northeast U.S. Need help with storage, distribution, pick up or delivery of your promotional literature? Let BCI take care of it for you efficiently, affordably, and with personal service.

SERVICES

A) Brochure Distribution Services

Individual brochure distribution available in the following New York State travel markets (see map on next page):

Market 1: Niagara Falls USA, Buffalo, Hamburg, Amherst, Williamsville, Grand Island, Lewiston, Youngstown. **(12 month contracts only for this market).**

Market 2: Rochester, Batavia, Darien Lake, Leroy, Mumford/Rte. 490, Western Finger Lakes (Geneseo/Rte. 390, Victor, Canandaigua).

Market 3: Syracuse, I-90 (NYS Thruway), Rte. 81 (North to Cicero and South to Jamesville), Central Finger Lakes (Geneva, Waterloo, Seneca Falls, Auburn).

Pick the month to start your distribution to start. Example, a six-month contract could run May to October or June to November. BCI staff will help estimate the brochure quantity required for the length of time you select.

We're striving to position and maintain a minimum of 20 racks in high volume locations in each market, with an eventual goal of establishing approximately 35-40 racks total in each market (We're continually building relationships and establishing racks in each market).

- Our racks can display multiple sizes of literature. No brochure is too BIG or SMALL for our displays.
- Our racks are serviced regularly by our dedicated and caring staff.
- Our racks are strategically placed at Travel Agencies, AAA Offices, RV Dealers, Motorcycle Dealers, Hotels, Motels, Resorts, and many other publicly-accessed locations.
- Customers that purchase individual brochure distribution contracts, receive:
 - FREE distribution to NYSTIA Consumer Shows.*
 - FREE storage of literature.
 - FREE delivery to NYS Thruway Info Centers located on Interstate 90 in Western and Central NY.

*BCI Customers that are NYSTIA Members: BCI will deliver your brochures to

NYSTIA shows for which you enroll (show enrollment done direct through NYSTIA). See the NYSTIA website for more information about their consumer shows program.

B) AAA Brochure Fulfillment Program

- Outreach: Your brochure cover appears on the order form sent to AAA offices in the Northeast and around the US.
- Fulfillment: We send 25, 50, 75 copies or more of your brochure to AAA offices upon request.
- This program is only open to BCI customers participating in a minimum 12 month brochure rack distribution. *Let's talk!*

C) Brochure Storage/Inventory Control, Delivery & Pick Up Services*

- Storage of travel guides/brochures throughout the year.
- Prepare any bulk/box mailings you might need done, via UPS or USPS.
- Pick-up of brochures at your printer when completed and deliver to your point of interest.
- Monthly inventory reports sent directly to you, so you can plan for upcoming shows/events.
- Delivery of your travel guides/brochure to the NYS Thruway Info Centers located on Interstate 90 in Western and Central NY.

**BCI customers that purchase storage/inventory control contracts receive FREE distribution by BCI to the NYSTIA Consumer Shows.*

PRICING

A) Brochure Distribution Services

Contract rates are for a *minimum* of 12 months buy-in for Market #1, and minimum of 6 months *minimum* buy-in for Markets 2 or 3, and are priced PER MARKET. If you schedule a 12 month contract, we deduct 20% off the second 6 month increment. Your brochure must be racked for 12 consecutive months to qualify for that discounting. See market map on next page.

- **Travel Guide Rate (average size - 8.5"x11")**
\$750 for 6 months, or \$1,350 for 12 months, per market.
- **Small Brochure/Rack Card Rate (average size - 4"x9")**
\$375 for 6 months, or \$675 for 12 months, per market.

“At Your Service”

B) AAA Brochure Fulfillment Program

Straight postage costs plus \$16/hour for materials handling and packing.

C) Brochure Storage/Inventory Control, Delivery & Pick Up Services

Please contact us directly for a quote for these customer-specific services. Pricing varies depending on clients' needs.

OTHER DETAILS

Payment Terms: Payment is due 30 days upon receipt of billing for services. Brand Connect Innovations, LLC reserves the right to add interest at a rate of 18% APR to overdue accounts, and to engage a collection agency or other legal means to collect debts over 90 days in arrears. Payment must be received before services are rendered excluding any rolling services at the discretion of BCI, such as postage or delivery.

Inventory Management and Reports: BCI will provide a monthly inventory report, either with your invoice or via monthly e-mail.

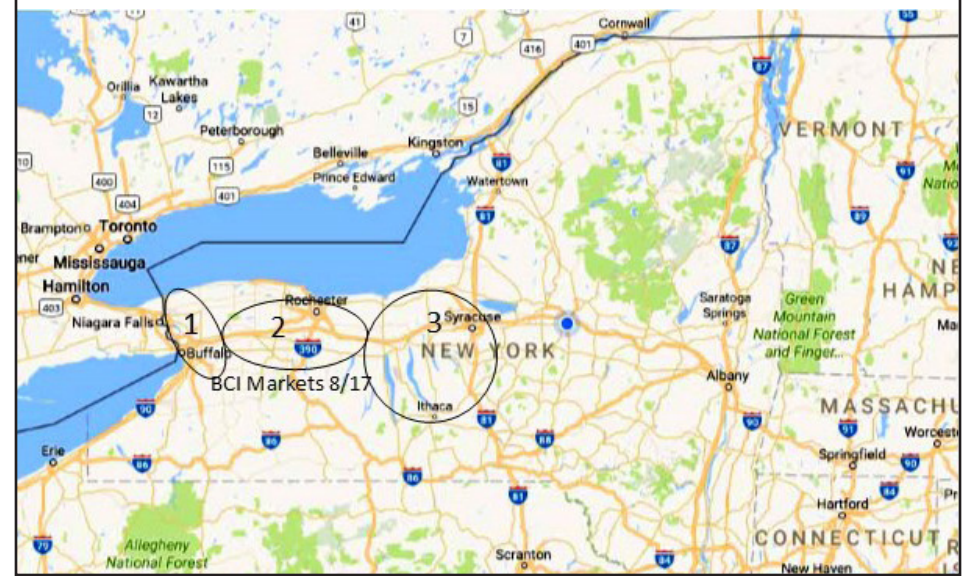
Brochure Quantities: Your sales representative will suggest the quantity of brochures required for distribution. BCI will notify clients if brochure supply is running low. BCI reserves the right to downsize fill amounts or fill rack space with other literature at various rack locations if client's brochure quantity dips below suggested minimum or runs out.

Placement Quantities: With an adequate supply of brochures, BCI will fill and maintain at least one pocket at each display reserved by the client (pending quantities, see above). Pockets are 2 inches deep for small brochures (4"x9") and 3 inches deep for travel guides (8.5"x11"). If your brochure is unusually thick and/or popular, you may need to purchase multiple pockets to ensure a constant supply at all locations. Please talk to your sales representative directly.

Service Frequency: Service frequency for racks vary per location based on historic traffic patterns. Service ranges from weekly to a 6-week cycle. Responsive adjustments are made to ensure constant availability of brochures to consumers.

Display Rack Locations: BCI is always building markets and locations, and will strive to maintain the minimum number of locations available to clients at the start of their contracts. BCI will make every reasonable effort to replace locations that may be discontinued as a result of property closure, policy changes or other reason.

Map of Travel Markets (approximate coverage, not to scale)



Maximum Weight: Boxes cannot exceed 35 pounds.

Shipping & Deliveries: Be sure to get a quote from BCI regarding pick-up of your brochures, either at your printer or your place of business. The BCI warehouse can accommodate pallet shipments. We have loading docks, forklifts, and all necessary unloading equipment. ALL deliveries require a minimum 48 hour notice. Clients must contact warehouse manager Daniel Borchert at 716.481.1485 or dan@bciatyourservice.com to arrange delivery at the warehouse location. **NOTE: Personal deliveries can be made to this location.**

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

Contact:

Dawn Whitbeck-Borchert: Owner/Operator: hello@bciatyourservice.com

Daniel Borchert: Warehouse Manager: dan@bciatyourservice.com

Brand Connect Innovations, LLC Services Agreement

Complete all applicable information

SECTION A. Brochure Distribution Services (6 month minimum):

- Travel Guide Rate (ave size 8.5"x11"): \$750 for 6 months; \$1,350 for 12 months, PER MARKET (Market 1 must be min. 12 months)
- Small Brochure/Rack Card Rate (ave size 4"x9"): \$375 for 6 months; \$675 for 12 months, PER MARKET

Piece #1: Description: _____ Display Start (Mo/Yr): _____ / _____
 Select One: Travel Guide Small Brochure/Rack Card

Select all that apply: 6 Mo 12 Mo Rate:
 Market 1: Niagara Falls USA, Buffalo, Hamburg, Amherst, Williamsville, Grand Island, Lewiston, Youngstown N/A \$ _____
 Market 2: Rochester, Batavia, Darien Lake, Leroy, Mumford/Rte. 490, Western Finger Lakes \$ _____
 (Geneseo/Rte. 390, Victor, Canandaigua, Rochester)
 Market 3 Syracuse, I-90 (NYS Thruway), Rte. 81 (North to Cicero and South to Jamesville), Central Finger \$ _____
 Lakes (Geneva, Waterloo, Seneca Falls, Auburn, Ithaca)
Subtotal Piece #1: \$ _____

Piece #2: Description: _____ Display Start (Mo/Yr): _____ / _____
 Select One: Travel Guide Small Brochure/Rack Card

Select all that apply: 6 Mo 12 Mo Rate:
 Market 1: Niagara Falls USA, Buffalo, Hamburg, Amherst, Williamsville, Grand Island, Lewiston, Youngstown N/A \$ _____
 Market 2: Rochester, Batavia, Darien Lake, Leroy, Mumford/Rte. 490, Western Finger Lakes \$ _____
 (Geneseo/Rte. 390, Victor, Canandaigua)
 Market 3 Syracuse, I-90 (NYS Thruway), Rte. 81 (North to Cicero and South to Jamesville), Central Finger \$ _____
 Lakes (Geneva, Waterloo, Seneca Falls, Auburn)
Subtotal Piece #2: \$ _____

SECTION B. AAA Brochure Fulfillment Program *Request the separate AAA enrollment form. email hello@bciatyourservice.com.*

SECTION C. Brochure Storage/Inventory Control, Delivery and Pick Up Services

Please contact BCI directly for a estimate quote on services. Client understands services may include variable rolling fees that will be billed separately (such as postage, shipping/handling) and in addition to minimums due for each service. in the space below, provide any notes and/or estimates/quotes provided by BCI for the following services:

- Storage: _____ \$ _____
 - Pick Up: _____ \$ _____
 - Delivery: _____ \$ _____
 - Mailing: _____ \$ _____

AMOUNT DUE for Brochure Distribution (SECTION A): \$ _____

CUMULATIVE MINIMUM PAYMENTS to be applied to other services (SECTION C): \$ _____

TOTAL DUE: \$ _____

Authorization: Subject to the terms and conditions set forth by the Services Agreement, the undersigned hereby enters into contract with Brand Connect Innovations, LLC: Print Name: _____ Signature: _____ Date: _____

Client:

Company _____

Contact _____

Title _____

Mailing Address _____

City, State, Zip/Postal Code _____

Telephone _____

Fax _____

Email _____

Authorized Signature _____

Send check to address below. Select one option:

- Check for total due enclosed with signed contract
- Bill me for the total amount due
- 25% down enclosed with signed contract, bill me for 25% installments in 3 quarters until paid in full
- 50% down enclosed with signed contract, bill me for balance due in 6 months.

Payment must be received before services are rendered, excluding any rolling services at the discretion of BCI, such as postage or delivery.

Received by BCI (date): _____