



on behalf of the
1000 Islands International Tourism
Council



All rates based on 12 month rack space reservation. You are reserving 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 to display concurrently, you must reserve separate slot spaces for each piece.

OPTIONS:

MAGAZINE SLOT:

Your piece is larger than 4" x 9"

One Location:

US Rate: \$175.00 USD

Canadian Rate: \$200.00 CAD

Two Locations:

US Rate: \$350.00 USD

Canadian Rate: \$400.00 CAD

BROCHURE SLOT:

Your piece is approx 4" x 9" or smaller

One Location:

US Rate: \$100.00 USD

Canadian Rate: \$130.00 CAD

Two Locations:

US Rate: \$200.00 USD

Canadian Rate: \$260.00 CAD

Terms:

12 month rack space reservation, based on rolling enrollment. Payment due with contract.

Brand Connect Innovations, LLC (BCI) and the 1000 Islands International Tourism Council 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.

Last updated 05/2023

NORTH COUNTRY Interstate 81 Rest Area Info Centers Enrollment Contract for Distribution/Rack Space

Rest areas located in Jefferson Co., NY, between Adams Center and 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.

Literature Information/Enrollment:

PIECE #1 Title/Description:

Starting Month/Year: _____ / _____

Check All That Apply:

☐ Magazine Slot: ☐ Northbound (Orleans) ☐ Southbound (Watertown)

☐ Brochure Slot: ☐ Northbound (Orleans) ☐ Southbound (Watertown)

PIECE #2 Title/Description:

Starting Month/Year: _____ / _____

Check All That Apply:

☐ Magazine Slot: ☐ Northbound (Orleans) ☐ Southbound (Watertown)

☐ Brochure Slot: ☐ Northbound (Orleans) ☐ Southbound (Watertown)

Total Magazine Slots (All Locations): _____

Total Brochure Slots (All Locations): _____

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

☐ USD ☐ CAD

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.

Warehouse Locations (you can deliver/ship to either location for this program):

BCI, 27 Morgan St., Akron, NY 14001 (Western NY)

1000 Islands Tourism, 43373 Collins Landing, Alexandria Bay, NY 13607 (North Country)

IMPORTANT! SHIPPING DELIVERY REQUIREMENTS: The BCI warehouse can accommodate pallet shipments. ALL large deliveries require a minimum 48 hour notice. Clients must contact Dawn Borchert at 716-380-4343 or hello@bciatyourservice.com to arrange delivery at the warehouse location, including personal drop-offs. For deliveries/drop-offs at the Alexandria Bay location, contact Judy Agar at judy@bciatyourservice.com or 315-783-8468 to make arrangements.

Direct Questions, Send Contracts, and Make Payments to:

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

NORTH COUNTRY I-81 Rest Area Info Centers NEWS UPDATES & 2023 ENROLLMENT

Some Things Have Changed...Brand Connect Innovations, LLC to assist the TI Council with brochure enrollment and racking.

Starting in 2023, the info centers at the I-81 rest areas located north and south of Watertown, NY will be managed by Brand Connect Innovations, LLC (aka BCI), on behalf of the 1000 Islands International Tourism Council.

Corey Fram, the TI Council's Director of Tourism, recently sent out an email to I-81 distribution partners introducing us and inviting you to re-enroll for 2023. We're following up that e-mail to introduce ourselves a little more, and get the ball rolling on what may be a robust year for travel now that the US-Canadian border is back to a normal-ish routine and people are hitting the road for adventure.

The enrollment form is with this flyer.

You'll see we've updated the rate structure from previous years, so there's now a rate for 4x9 rack cards/brochures and a rate for magazine style pieces. And yes, the pricing structure has changed, too, to better align with brochure sizing and available rack space, and account for all the logistical costs of this program so we can ensure that your info gets in front of the traveling public.

Save on shipping costs! If you're planning to attend the TI Council's brochure exchange event in May, enroll now and bring your brochures with you...we'll be there to take them in and get you started!

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 below for all I-81 locations.
- Brochure storage, delivery, shipping.

There's more! Learn more about us at
www.bciatyourservice.com

Some Things Change...But Some Things Stay The Same!

We have someone you may recognize, at least by name, managing the I-81 info center distribution program. **It's Judy Agar!** Judy has retired from the TI Council as of April 2023 (congratulations Judy!), but is transitioning to BCI to continue managing this program. So, be sure to update your e-mail address book and autofill with her new email address: judy@bciatyourservice.com.

BCI At Your Service
Brand Connect Innovations, LLC
www.bciatyourservice.com
on behalf of the
1000 Islands International
Tourism Council

1000 Islands

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.

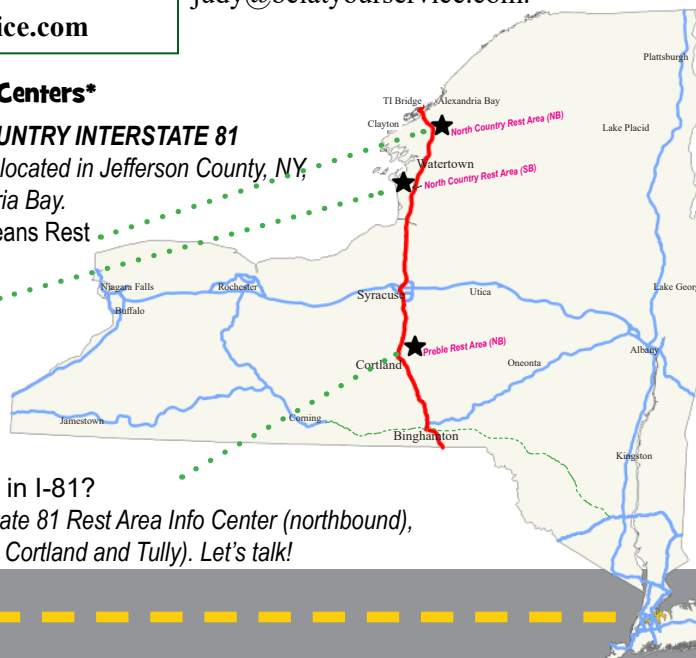
Judy Agar, Sales and Distribution Services
judy@bciatyourservice.com
Judy will be your primary point of contact for the North Country I-81 Rest Areas, taking the lead on managing inventory and stocking the centers throughout the year.

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.

Interstate 81 Rest Area Info Centers*

***This form is for the NORTH COUNTRY INTERSTATE 81 REST AREA INFO CENTERS** are located in Jefferson County, 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.



Looking for more rack space in I-81?

We also manage the Preble Interstate 81 Rest Area Info Center (northbound), between Exits 12 and 13 (between Cortland and Tully). Let's talk!

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

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