



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 11/2023

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.

New York State I-81 Rest Area Info Centers NEWS UPDATES & INTRODUCTIONS

Some Things Have Changed...But Some Things Stay The Same!

BCI continues its association with Visit Syracuse, managing the operations at the I-81 Rest Area Info Center at Preble, NY.

BCI took this center over in 2020, because who wouldn't want to manage a roadside info center during the height of a pandemic??? But we're pleased to still be here with boots on the ground, on the front line of tourism promotion, making sure that you connect with the traveling public.

If you're a southern tier destination or attraction, don't let the northbound direction deter you! We go through a lot of literature here for destinations and attractions all over NYS - people want ideas on great places to visit. This easy on/off rest area is just the place to be seen by the traveling public.

Fill out the form section of this document and enroll today!



on behalf of Visit Syracuse



and the
1000 Islands International
Tourism Council



Are you on the racks in the North Country I-81 Rest Area Info Centers?

As of 2023, Brand Connect Innovations, LLC (aka BCI) is now managing the info centers at the I-81 rest areas located north and south of Watertown, NY, on behalf of the 1000 Islands International Tourism Council.

Things are going well so far, and we invite participating enrollees and new enrollees to consider allocating their literature stock and getting their commitments made for 2024.

You can find the North Country info center contract on our website at www.bciatyourservice.com, located under Services and Pricing. Or email us for a copy. The contact for these centers is Judy Agar at judy@bciatyourservice.com.



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 2020

VisitorInternational.com

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.

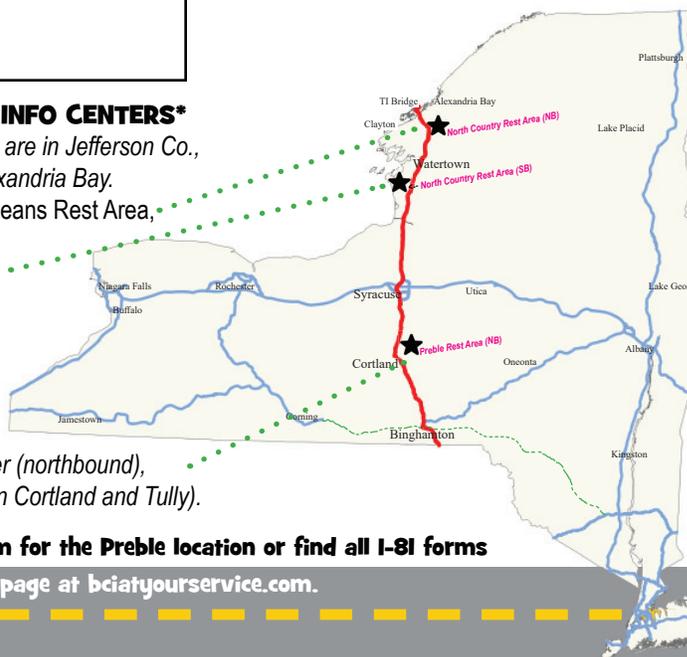
Judy Agar, Sales and Distribution Services
judy@bciatyourservice.com
Judy will be your primary point of contact for the North Country I-81 Rest Areas, taking the lead on managing inventory and stocking the centers throughout the year.

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*

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).

Enroll Today. See included form for the Preble location 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