BCI At Your Service
Brand Connect Innovations, LLC
www.BCIatyourservice.com

on behalf of
Visit Syracuse

SYRACUSE

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).

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** $425.00
  Your piece is larger than 4" x 9"
- **High Volume Bin** $475.00
  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** $425
  Your piece is approx. 4" x 9" or smaller, and you are an association, chamber, DMO/TPA or other collective of businesses repped by the piece.
- **Brochure Slot B** $225
  Your piece is approx. 4" x 9" or smaller, and you are a single entity business operation.
- **Event** $225.00
  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 item enrolled.

Payment due with contract.

Last updated 10/2026

Literature Information/Enrollment:

PIECE #1 Title/Description: _____

Starting Month/Year: _____/_____

Select One Option:

_____ Magazine Slot ($425) _____ High Volume Bin ($475)

_____ Brochure Slot A ($425) _____ Brochure Slot B ($225) _____ Event ($225)

PIECE #2 Title/Description: _____

Starting Month/Year: _____/_____

Select One Option:

_____ Magazine Slot ($425) _____ High Volume Bin ($475)

_____ Brochure Slot A ($425) _____ Brochure Slot B ($225) _____ Event ($225)

❑ **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
2027 ENROLLMENT

BCI At Your Service
Brand Connect Innovations, LLC
www.BCIatyourservice.com

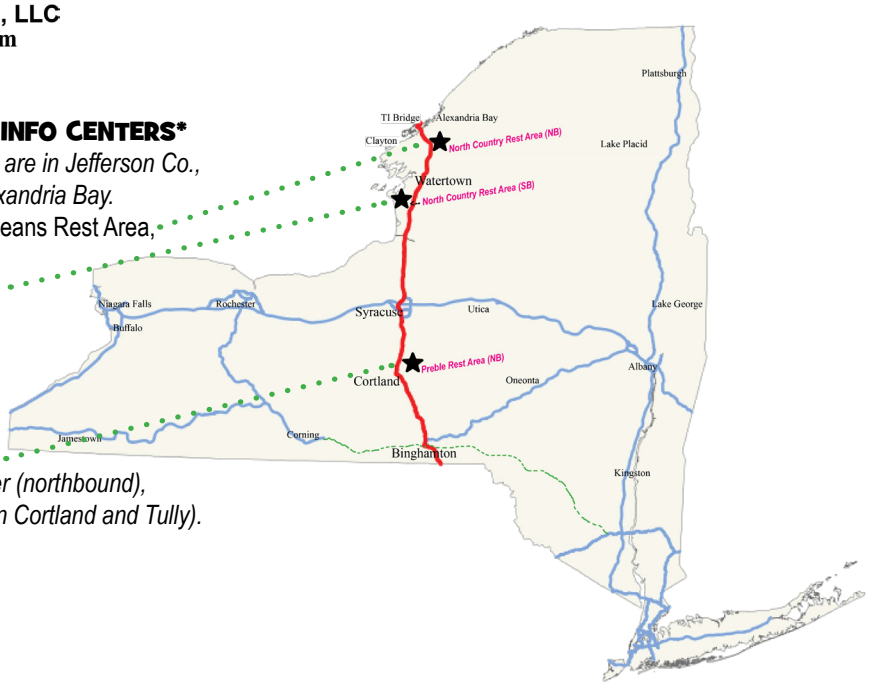
on behalf of
Visit Syracuse

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 with a solid reputation.

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.

Dan Borchert, Inventory & Delivery Services Mgr.
dan@bciatyourservice.com
Dan does the "heavy lifting," so to speak. He makes sure brochures get to our info centers.

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.

"Empower motorists with a brochure, and you're not just guiding their route - you're steering them directly to the experiences your business offers."

VISITOR International
The International Association of Visitor Information Providers

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

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