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

on behalf of the
1000 Islands International Tourism Council

1000 Islands

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.

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: $200.00 USD
Canadian Rate: $260.00 CAD

Two Locations:
US Rate: $400.00 USD
Canadian Rate: $520.00 CAD

BROCHURE SLOT:
Your piece is approx 4" x 9" or smaller

One Location:
US Rate: $125.00 USD
Canadian Rate: $162.50 CAD

Two Locations:
US Rate: $250.00 USD
Canadian Rate: $325.00 CAD

Terms:
12 month rack space reservation, based on rolling enrollment, and a maximum of 3,000 copies per item enrolled. 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 10/2026

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
2027 ENROLLMENT

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www.BCIatyourservice.com

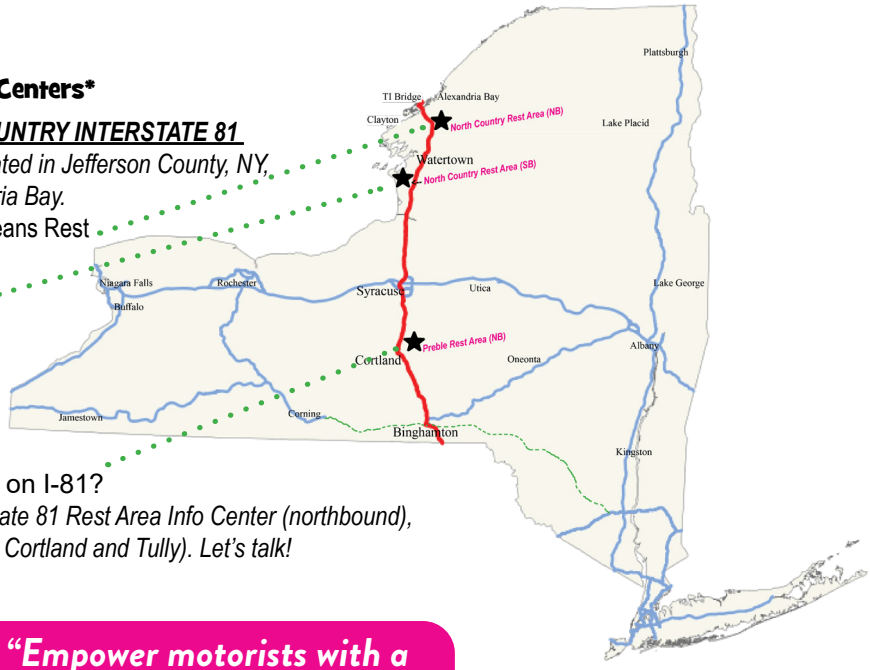
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Interstate 81 Rest Area Info Centers*

***This form is for the NORTH COUNTRY INTERSTATE 81 REST AREA INFO CENTERS** 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 on 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!

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 North Country locations 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