Brand Connect Innovations, LLC

“At Your Service”



Literature

- Racking
- Transportation
- Distribution
- Storage









Connecting Your Brand with the Traveling Public. *“Let’s Talk!”*

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 continually building relationships and establishing racks in each market, so the list of locations in each market is subject to change.

- 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.

B) AAA Brochure Fulfillment Program
- Outreach Effort: BCI inserts a thumbnail of your travel guide cover on the order form sent to AAA offices in the Northeast and around the US.
- Fulfillment: AAA offices request 25, 50, 75 copies of all desired brochures for each order, immediately boxed and mailed by BCI.
- *This program is only open to BCI customers participating in a minimum 12 month brochure rack distribution in Program A.* ***Let's talk!***

C) Brochure Storage/Inventory Control, Delivery & Pick Up Services*
- BCI stores your travel guides/brochures throughout the year.
- BCI prepares any bulk/box mailings or palleted literature you might need done, via UPS, USPS, or other commercial delivery/trucking service.
- BCI provides pick up of brochures at your printer when completed and deliver to your point of interest.
- We create monthly inventory reports sent directly to you, so you can plan for upcoming shows/events.
- We can deliver your travel guides/brochure to highway information centers in Western and Central NY, the Preble rest area in I-81 northbound near Cortland, and the I-81 rest areas just north and south of Watertown, NY (for I-81 centers, see next page).*

PRICING

A) Brochure Distribution Services
Contract rates are for a *minimum* of 12 months buy-in for Market #1 & #2, and minimum of 6 months *minimum* buy-in for Market #3. Rates are priced PER MARKET. See market map on next page.

- **Travel Guide Rate (average size - 8.5"x11")**
  $775 for 6 months, or $1,495 for 12 months, per market.

- **Small Brochure/Rack Card Rate (average size - 4"x9")**
  $385 for 6 months, or $750 for 12 months, per market.

B) AAA Brochure Fulfillment Program
Straight postage costs plus $18/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.

**Ask about separate racking fees for Preble Rest Area, or see form online at www.BCIatyourservice.com. Select "Fees and Contracts" under "Services and Pricing."*

“At Your Service”

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.

Maximum Weight: Boxes cannot exceed 25 pounds.

Shipping & Deliveries: BCI will provide quotes for pick-up of your brochures, either at your printer or your location. Our 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 Dawn Whitbeck-Borchert at 716-380-4343 or hello@bciatyourservice.com to arrange delivery at the warehouse location. ***NOTE:*** *Personal deliveries can be made to this location.*

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



Warehouse Location: 27 Morgan St., Akron, NY 14001
Contact: Dawn Whitbeck-Borchert: Owner/Operator: hello@bciatyourservice.com

***RACKING AT THE PREBLE & NORTH COUNTRY REST AREA TOURIST INFORMATION CENTERS**

BCI partners with Visit Syracuse for operational management of the Preble Rest Area Tourist Information Center, located on Interstate 81 northbound between Cortland and Syracuse. BCI partners with the 1000 Islands International Tourism Council to operate the North County I-81 Rest Area Tourist Information Centers near Watertown, one located northbound between exits 49 & 50, and one located southbound between exits 44 & 43.

Contact BCI to find out more about these well-trafficked location, or visit our website to download the separate enrollment contracts. Go to: bciatyourservice.com. Select “Fees and Contracts” under “Services and Pricing.”



Brand Connect Innovations, LLC 2027 Services Agreement

Complete all applicable information

SECTION A. Brochure Distribution Services (Markets #1 & #2: 12 mo minimum):

- Travel Guide Rate (ave size 8.5"x11"): $775 for 6 months; $1,495 for 12 months, PER MARKET.
- Small Brochure/Rack Card Rate (ave size 4"x9"): $385 for 6 months; $750 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)	N/A	❒	$_____
❒ 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, Tonawanda	N/A	❒	$_____
❒ Market 2: Rochester, Batavia, Darien Lake, Leroy, Mumford/Rte. 490, Letchworth State Park, Western Finger Lakes (Geneseo/Rte. 390, Victor, Canandaigua)	N/A	❒	$_____
❒ 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

This program is only open to BCI customers participating in a minimum 12 month brochure rack distribution in Program A. ***Let's talk!***

❒ Check box to receive form

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 BCI, 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): _____

BCI, PO Box 93, Akron, NY 14001, BClatyourservice.com
hello@bciatyourservice.com