

Virginia Welcome Center 2017 Tourism BLITZ Reservation

Welcome Center Tourism Blitz reservations are available for 2017!

Showcase your organization for an entire month with a Welcome Center Tourism Blitz. Let Virginia travelers learn more about you. Customize your blitz with events, demos, displays, and promos – you can even have the Welcome Center staff offer a free sample or souvenir!



How to Reserve a month-long Tourism Blitz and gain exposure at Virginia's Welcome Centers:

1. **You may go ONLINE and enroll electronically:**

Go to www.himediallc.com and click the red button on the right to locate enrollment forms

– OR –

Send us your completed Enrollment Form via one of the following ways:

Mail: Highway Information Media, LLC. PO Box 248 Rockville, VA 23146

Email: info@himediallc.com

Fax: 804-496-6111

2. Upon confirmation of your chosen Blitz location/month, contact the Welcome Center Manager at your location. The Welcome Center Manager will provide more information about the resources available at their Welcome Center locations (tables, chairs, extension cords, poster easels, etc.)
3. Using the guidelines provided below, begin planning your Blitz.



Guidelines for your Blitz:

Once your Blitz has been reserved, consider incorporating these promotional elements into your display.

- **Banners:** A banner is an ideal means of placing a headline that greets travelers when they enter the Welcome Center.
- **Extra brochures:** Your brochure is front-and-center on the Welcome Center counter – make sure you have sufficient quantity at the Welcome Center to accommodate this prime placement.
- **Stickers** for Welcome Center staff: Place your slogan, logo, or memorable phrase on a sticker that prompts conversation and interaction with travelers.
- **Logo items:** Do you have a pin, tote bag, key ring, or similar memorabilia with your logo? You can provide those for the staff to display.
- **Promotional give-away/souvenir.** Have a promotional product that can be easily distributed to travelers.
- **And More!** A 2-minute Digital Spotlight, visits to the Welcome Center by your staff, artisan demonstrations, and table-top displays are also key elements of a successful Blitz.

Terms and Conditions

Highway Information Media, LLC is not responsible for Blitz reservations that are cancelled due to VDOT or VTC programs taking precedence over PMAP program reservations. In those cases where a Blitz reservation is cancelled due to VDOT or VTC having priority access, we will offer alternative locations and/or alternative months for your Blitz.

No refunds are made on Blitz reservations if your display materials and resources are not available and set up for the confirmed location and month. You are responsible for the set up/break down of displays. Your staff or representatives are encouraged to spend time at the Welcome Center while your Blitz is running.

We will confirm availability of the month and Welcome Center requested upon receipt of your reservation request.

NOTE: Blitz reservations for more than two consecutive months at one Welcome Center will not be honored.

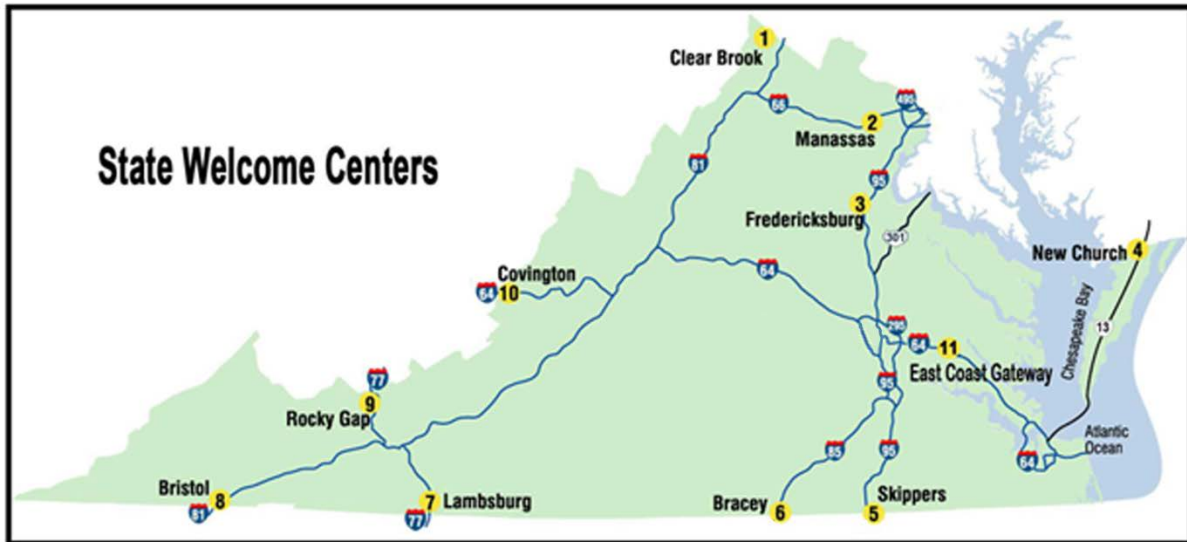
Blitz reservation requests should be made 30 days prior to your Blitz.

Individual attractions, sites, and/or organizations may request to host a Blitz together. Requests for cooperative Blitz sponsorship will be reviewed when received.

Continue to the next page for Tourism Blitz Enrollment Form.



Virginia Welcome Center – Tourism Blitz Reservation



Welcome Centers

- | | |
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| 1. Clear Brook (Mile Marker 320, I-81S) | 7. Lamsburg (Mile Marker 0, I-77N) |
| 2. Manassas (Mile Marker 48, I-66W) | 8. Bristol (Mile Marker 0, I-81N) |
| 3. Fredericksburg (Mile Marker 132, I-95S) | 9. Rocky Gap (Mile Marker 61, I-77S) |
| 4. New Church (Mile Marker 1, Route 13 S) | 10. Covington (Mile Marker 2, I-64E) |
| 5. Skippers (Mile Marker 0, I-95N) | 11. East Coast Gateway (Mile Marker 213, I-64E) |
| 6. Bracey (Mile Marker 1, I-85N) | |

Welcome Center	Month	Cost Calculations	
		Cost per Month \$500 per month Except Special Rocky Gap Rate: \$250/month	Total Cost
		TOTAL COST	\$

Please note: In cases where the requested month at a Welcome Center is not available, you will be contacted to discuss alternate month/location options.



Organization/Company	Phone	Fax
Contact Name/Title	Email	
Address	City/State	Zip
Business Category (ie: lodging, attraction, retail)		

Please do not send payment with your enrollment form. You will be invoiced after we have confirmed your information.

By signing this agreement, I agree to the pricing terms set forth above. Payment will be made within 30 days of invoice date.

Signature _____ **Date** _____

Please MAIL, EMAIL, OR FAX this form to Highway Information Media.

Thank you for your participation!