



# Virginia Agency and Certified Visitor Center 2017 Welcome Center Brochure Enrollment Form

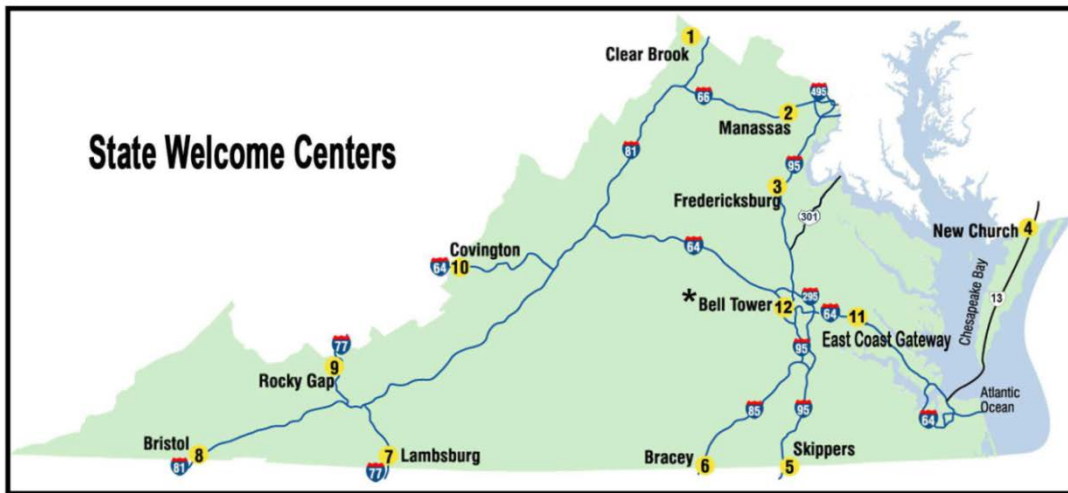
## Complimentary Brochure Qualifications:

To qualify for the complimentary brochure distribution (one 4" x 9" size brochure), an organization must

- Be a Virginia Certified Tourism Information Center
- OR
- Be a previously VTC-designated federal or state agency tourism partner

If your material does not fit into a 4" x 9" brochure pocket, you may sign-up for a second pocket and be invoiced at the single pocket rate of \$120 per pocket. Second pocket enrollment must be on a separate enrollment form, not a complimentary brochure enrollment form.

We must receive this enrollment form and a copy of your brochure in order to reserve the complimentary space.



Please check the Welcome Centers where you want your brochure distributed:

### Welcome Center (11 choices of Welcome Centers for enrollment)

- |  |   |
|--|---|
| <input type="checkbox"/> Bracey (Mile Marker 1, I-85N)<br>#6 on map; 795,700 travelers in 2012             | <input type="checkbox"/> Manassas (Mile Marker 48, I-66W)<br>#2 on map; 598,600 travelers in 2012               |
| <input type="checkbox"/> Bristol (Mile Marker 0, I-81N)<br>#8 on map; 492,800 travelers in 2012            | <input type="checkbox"/> New Church (Mile Marker 1, Route 13 S)<br>#4 on map; 277,400 travelers in 2012         |
| <input type="checkbox"/> Clear Brook (Mile Marker 320, I-81S)<br>#1 on map; 883,300 travelers in 2012      | <input type="checkbox"/> East Coast Gateway (Mile Marker 213, I-64E)<br>#11 on map; 1,763,000 travelers in 2012 |
| <input type="checkbox"/> Covington (Mile Marker 2, I-64E)<br>#10 on map; 310,300 travelers in 2012         | <input type="checkbox"/> Rocky Gap (Mile Marker 61, I-77S)<br>#9 on map; 678,900 travelers in 2012              |
| <input type="checkbox"/> Fredericksburg (Mile Marker 132, I-95S)<br>#3 on map; 1,434,500 travelers in 2012 | <input type="checkbox"/> Skippers (Mile Marker 0, I-95N)<br>#5 on map; 1,299,400 travelers in 2012              |
| <input type="checkbox"/> Lamsburg (Mile Marker 0, I-77N)<br>#7 on map; 1,288,500 travelers in 2012         |   |

NAME OF BROCHURE: \_\_\_\_\_

\*\*\*ONE BROCHURE PER ENROLLMENT FORM\*\*\*



## Brochure Delivery to the Welcome Centers

There are two ways you can get your brochures to the Visitor Welcome Center(s):

1. You can have your brochures automatically delivered to the Welcome Centers from the PMAP Program Central Warehouse (this is the “Central Warehouse” option). **There is a \$159/annual fee for this option.**
2. You can manage deliveries yourself and ship your brochures directly to the Welcome Centers from your location. (This is the “Direct Delivery” option). **There is no charge for this option.**

### *Central Warehouse option:*

With the launch of the PMAP program, you now have an **option** to distribute your brochures via the PMAP Central Warehouse. The Central Warehouse is an **option**; it is not a required distribution methodology. As in years past, if you so choose, you can use the Direct Delivery option and assume responsibility to package, ship, and manage brochure resupply requests from the Welcome Centers.

With the Central Warehouse option, you ship your brochures to one address (the warehouse). Once received at the Warehouse, your brochure deliveries to the Welcome Centers are managed through our distribution network.

If you opt to distribute your brochures via the Warehouse, you ship all of your brochures to one address. You no longer have to ship to multiple Welcome Centers. You can also make just one or two shipments a year, for example when your brochures come off the press or you have an update.

We will warehouse and distribute your brochures to the Welcome Centers; the Welcome Center staff orders your brochure through our online ordering site. Once a brochure is ordered, the brochure is pulled, packaged, and delivered/shipped to the Welcome Center.

You receive a monthly inventory report showing quantity on hand at the Central Warehouse. When your warehouse inventory gets low, we notify you that additional inventory is needed. This fee for this option is \$159/year per Complimentary Brochure.

### *“Self Distribution/Direct Delivery” option:*

You might choose to ship your brochures to each Welcome Center yourself. We call this option “Direct Delivery”.

If you choose the Direct Delivery option, you are responsible for sending sufficient brochures to all of the Welcome Centers that are distributing your brochures.

With the Direct Delivery option, the staff at each Welcome Center distributing your brochure will contact you throughout the year whenever additional brochures are needed at that Welcome Center. There is no fee for this option.

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### Terms and Conditions

The Welcome Center brochure distribution program is a 12-month program that begins January 1<sup>st</sup>, and runs until December 31<sup>st</sup>. Your enrollment remains in effect for the entire year, even if the brochures you supply are depleted prior to the end of the year. Highway Information Media or the Welcome Center staff will contact you and request additional brochures for distribution should your supply of brochures be depleted.

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**NAME OF BROCHURE:** \_\_\_\_\_



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

**Please indicate how your brochures will be delivered to the Welcome Centers in 2017:**

**Complete information on your delivery options are on the next page and on the enclosed brochure.**

- Central Warehouse** – I will ship my brochures to the PMAP Central Warehouse for distribution to the Welcome Centers. **A \$159 Annual Fee** covers all costs for the shipment, storage and inventory management of your brochure. This fee is not pro-rated.
- Self Distribution/Direct Delivery** – I will ship my brochures directly to the Welcome Centers. I understand that I will be responsible to maintain proper inventory at each Welcome Center throughout the year and that each Welcome Center will contact me directly when additional inventory is needed.

**Were you enrolled in the program last year?**

- No- If you check this box proceed to signing Enrollment Form.
- Yes- If you answered **Yes**, PLEASE ANSWER THE FOLLOWING:

**Will this brochure REPLACE your 2016 version of this brochure?**

- Yes - this is a new version of my brochure for 2017.**
- No- this brochure is exactly the same as the 2016 version.**

***If yes (to the above questions) – this is a replacement brochure, please indicate how you want us to handle the current brochure inventory:***

- Use current inventory until depleted
- Use current inventory until the new brochure arrives – DATE EXPECTED \_\_\_\_\_
- Recycle existing inventory
- I will pick remaining inventory up from the Central Warehouse
- I will pick remaining inventory up from the Welcome Center(s)

***To complete your enrollment in the program, please include your signature on the following page.***



Highway Information Media LLC



## To complete enrollment in the Program:

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

Go to [www.himediallc.com](http://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](mailto:info@himediallc.com)

**Fax:** 804-496-6111

*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** \_\_\_\_\_

**If you will be shipping your brochure to the PMAP Central Warehouse for distribution to the Welcome Centers, please do not send payment with your enrollment form. You will be invoiced after we have confirmed your enrollment information. Thank you for your participation!**