

Brochure and Marketing Opportunities at Vermont's Information Centers

Registration Form



BETTER THAN BILLBOARDS



VERMONT INFORMATION CENTERS DIVISION

www.bgs.vermont.gov/Information_Centers

BILLBOARDS IN VERMONT?

VERMONT'S WELCOME & INFORMATION CENTERS

serve over 9,000 people each day.

Our courteous and knowledgeable staff help visitors to find the relevant and timely information they need. Eye-catching brochure displays and print media inspire travelers to visit your business.

Our marketing opportunities are simple, flexible and extremely affordable.

Once you hop on board with us, you'll wonder why you didn't jump on this train sooner.

Even though there are no billboards in Vermont, you can still get your message out at Vermont's visitor centers.

Want to talk strategy? For more information please call:

Cindy Roberts: 802-265-2210 (brochure placement)

cindy.roberts@vermont.gov

Lisa Sanchez: 802-828-6909 (print media)

lisa.sanchez@vermont.gov



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State of Vermont

Department of Buildings & General Services

Government Business Services Directorate

Vermont Information Centers Division

FAIR HAVEN WELCOME CENTER

P O Box 186, Route 4, Exit 1

Fair Haven, VT 05743



TO: Brochure Program Customers and Partners
FROM: Cindy Roberts, Brochure Program Manager
DATE: March 1, 2016
SUBJECT: 2016-2017 Brochure Registration Form

IT'S THAT TIME OF YEAR AGAIN! It's time to sign up to have your business or attraction featured in one or all of our Vermont State Visitor Centers. Last year we hosted 3,500,000 visitors in our Statewide network of 18 visitor centers. People from all over the world came to Vermont last year to enjoy our New England hospitality, our four seasons, our incredible Vermont products, foods, craft beer, wonderful eateries and to stay in our lovely inns, restaurants and B&B's. They came to shop, enjoy our high quality of life, visit a swimming hole, ride a bike, ski, tube down a river, paddle board and more. They came to see our museums, our community festivals, for theater and to sip our wines and taste our mouthwatering variety of artisan cheeses. They came to see us make our famous maple syrup and ice cream, to visit our breathtaking beautiful towns and villages, to meet us and eat a Creemee. We have it all and we tell them about you every day in our visitor centers. Vermont's State Visitor Centers are the billboards you don't see on our highways. To learn more about what Vermont's visitor centers are all about and how they can help you promote your interests visit us at bgs.vermont.gov/information_centers.



2016 BROCHURE PROGRAM

YOU WILL BE PLEASED TO NOTE THAT THERE ARE ONLY MINOR CHANGES IN RATES THIS YEAR.

The Bradford and Waterford Centers have been brought up from \$10 centers to \$20 centers and the Randolph Center has been brought up from a \$20 Center to a \$50 Center to meet our traffic count guidelines. The Administrative Fee has gone from \$45 to \$50 per registration. Other than that, rates remain the same. You can still design your own marketing strategy by choosing which centers you would like to be represented in for what length of time, which ultimately results in you being able to follow your own price guidelines. Of course, guidance is always available if you need assistance.

PLEASE PAY ATTENTION TO LOW INVENTORY EMAILS. When the warehouse starts to run low on your inventory you will receive an email from maxham1@myfairpoint.net letting you know. A month later you will receive a second notice if you have not followed up on the first notice. When you receive these notices, it does not mean that our centers are all out of your print material. On the contrary, they are most likely fully stocked, but it's a heads up to you that there is no reserve left in the warehouse to draw from. It's when you do not respond or send additional inventory that the centers themselves become at risk of running out of your materials. We take every precaution not to let this happen.

VT ATTRACTIONS MEMBERS: Don't forget, we have 10 centers with freestanding, attractive VT Attractions Displays. If you are registered to be in any of those centers, you will automatically get a special display in this section as an added bonus. Not sure about your status? Don't hesitate to contact me any time.

To learn more about this exciting marketing opportunity please direct all program questions to Cindy Roberts at the Fair Haven Welcome Center by phone at 802-265-2210, or by e-mail at: cindy.roberts@vermont.gov. She will be happy to provide any advice or assist with any questions you may have. You can also go on-line and view or print a registration form from the VICD website at the following link: bgs.vermont.gov/information_centers/forms You are encouraged to contact the VICD Director, Ed vonTurkovich, directly with any suggestions on how VICD can better promote the State's attractions and businesses from our network of visitor centers. Ed can be reached by phone at 802-828-3648 or by email to ed.vonturkovich@vermont.gov.



ADDITIONAL MARKETING TOOLS

P P&D BROCHURE DISTRIBUTION has specialized in the distribution of tourist brochures and posters throughout all of Northern, Central and much of Southern Vermont since 1981. They currently have over 750 brochure displays including many in New York and New Hampshire. PP&D is the exclusive distributor for the Vermont Attractions Association Member to Member Distribution Program. They also have displays on all the Lake Champlain Ferries and Docks in Vermont and NY and Burlington's Airport. PP&D publishes Champlain Valley's BLUE MAP.

Bill Orleans, PP&D Brochure Distribution, 377 Pine Street, 802-862-4366

www.ppdbrochure.com; bill@ppdbrochure.com

CTM MEDIA GROUP is a national marketing and brochure distribution group. CTM distributes over 100 million brochures each year. Strategically located in high-traffic visitor locations including hotels, transportation centers and tourism attractions, CTM's network of over 14,000 brochure displays reach a revolving market of visitors at the most advantageous time.

Julie Bowyer, jhbwyer@ctmmedia.com; www.ctmmediagroup.com 802-440-3058.



ADVERTISING PANELS

WE HAVE EXPANDED THE OPPORTUNITY TO DISPLAY ADVERTISING PANELS at the VICD network of visitor centers. If you would like to take advantage of a more formal and longer-lasting marketing opportunity at any of our visitor centers, please take a look at some examples of existing panels by going to our web site at: bgs.vermont.gov/information_centers/marketing



Our Information and Welcome Centers provide Vermont businesses, lodging properties, and attractions with the opportunity to connect with travelers through eye-catching displays, brochures, interactive kiosks, and by phone. These promotional opportunities are provided at an affordable cost and help to support the ongoing operations of the centers.

Advertising and Promotional Opportunities

Vermont's Information and Welcome Centers serve an estimated 9,000 people each day and are an important planning resource utilized by Vermont visitors. In a state absent of billboards and with limited directional signage, we serve the purpose of providing helpful, courteous and knowledgeable information to our visitors.



Lisa Sanchez can work with you to achieve a marketing strategy that is affordable and will yield great dividends. For more details, please contact Lisa by phone or by email at

lisa.sanchez@vermont.gov 802-793-9918



Snowmobile VERMONT
VERMONT ASSOCIATION • VAST OF SNOW TRAVELERS

If you haven't been Vermont from the seat of a snowmobile, you haven't seen Vermont.
Learn more - visit www.vtvast.org

FREE SAMPLES!
Self Guided Tours

DAKIN FARM
WHAT VERMONT TASTES LIKE

Take some home with you!

- Cob-Smoked Ham
- Pure Maple Syrup
- Aged Cheddar Cheese
- Other Vermont Specialties

Route 7 in Ferrisburgh
Three to four miles east of the junction of Routes 242 & 7, one mile north of Ferrisburgh, Vermont 05753

100 Dorset St., in S. Burlington
Phone: 802-249-2444, ext. 100
FREE CATALOG 800-993-2546
www.dakinfarm.com

MDO Manchester Designer Outlets
MANCHESTER, VERMONT

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1-800-955-SHOP
www.mdo.com



OUR CENTERS



Bennington Welcome Center



Williston North Welcome Center

THE VERMONT INFORMATION CENTER DIVISION provides an excellent opportunity to capture the attention of over three million travelers who pass through our 18 centers statewide. Our centers provide you with a direct link to the traveling public, offering exposure for your products or services.



Sharon Welcome Center



Fair Haven Welcome Center



Waterford Welcome Center



Guilford Welcome Center



Capitol Region Visitors Center

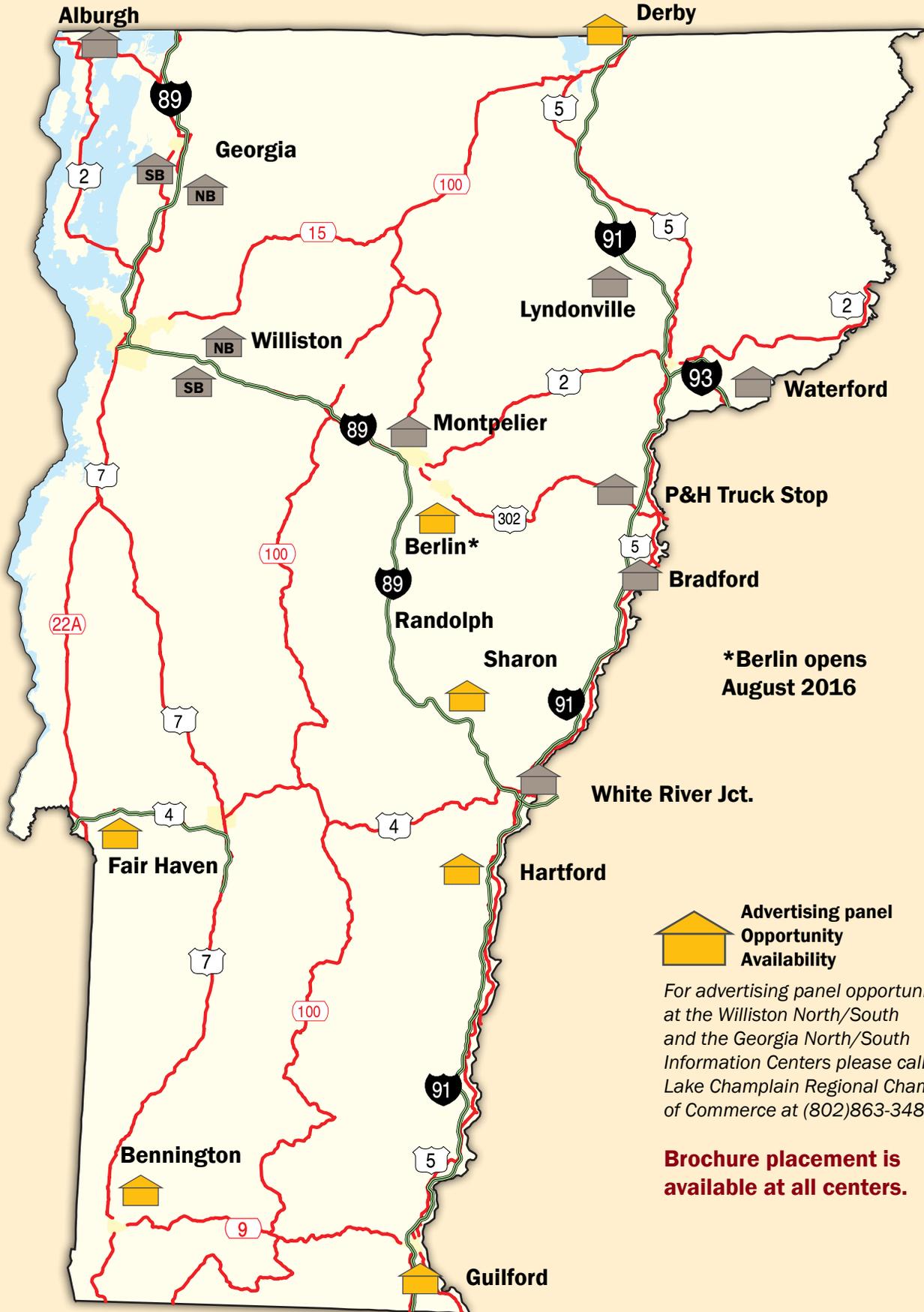


Georgia North Visitor Center



Hartford Welcome Center

Vermont Information Centers - Available Brochure and Advertising Opportunities



NEW OPPORTUNITIES IN BERLIN VERMONT



Public Private partnership Visitor Center at I-89 Exit 7 with Maplewoods LLC

THIS YEAR WE ARE THRILLED TO ANNOUNCE A NEW PUBLIC PRIVATE PARTNERSHIP (PPP) and soon to open State Sanctioned Visitor Center at Exit 7 off of I89 in Berlin just south of Montpelier. Our friends at Maplewood LLC have partnered with the State to build and operate a 24-hour visitor center at their new traveler service center. The center will offer food, gas, maps and Vermont products. Owned and operated by long time Vermonters, they are committed to providing ambassador-level services to their visitors.



THE 24-HOUR VERMONT TRAVELERS SERVICE CENTER AT MAPLEWOOD will feature an information center providing wayfinding tools, rest rooms, brochures and ad panels along with state-trained Travel Ambassadors. Maplewood will be a full featured convenience and beverage store along with deli and restaurant seating. This combination is unique because it will promote visitors to linger and have the time to investigate visitor amenities and advertising. It also will attract a local audience that your advertising can reach. The Center is expected to attract over 500,000 visitors a year. Signs will be placed on the Interstate and Route 62 to direct visitors to the center. An August 2016 opening is expected.

Read the article below describing this exciting project. Please contact us for brochure and ad placement reservations.

THE BARRE
MONTPELIER **TIMES ARGUS**



December 12, 2015

Jeb Wallace-Brodeur / Staff Photo
Gov. Peter Shumlin speaks Friday at an event unveiling plans for a new 24-hour Vermont Traveler Services Center off Exit 7 of Interstate 89 in Berlin.

BERLIN — State officials have signed an agreement to create a Vermont Traveler Services Center at the site of a gas station and service center under construction just off Exit 7 on Interstate 89.

Gov. Peter Shumlin, Transportation Secretary Chris Cole and Buildings and General Services Commissioner Michael Obuchowski signed the public-private partnership agreement with representatives of Maplewood Ltd. on Friday morning at a news conference. The 24-hour Vermont Traveler Services Center will be the state's first, officials said.

"Here's the good news for Vermont

taxpayers: It's going to serve, has the capacity to serve, more than 5,000 customers a day," Shumlin said at the construction site. "It's going to be open 24 hours a day. You'll be able to stop and get not only all the services that you'd expect at a rest area, but also all kinds of information about hotels, motels, tourist destinations in the area."

The facility will be staffed by workers trained by the state's Department of Tourism and Marketing.

"And guess what, it's not going to cost Vermont taxpayers one single cent. This is really the first rest area and traveler information center that's going to be absolutely free to Vermont taxpayers," he said. "The cost is going to be borne by the owners, the developers here at Maplewood."

The state, under the agreement, will install and maintain signs on the interstate and Route 62 advertising the facility.

"This is an example of what we can do when we're being creative to make sure that we're serving the public, providing services, but doing it without costing taxpayers money," Shumlin said.

Wayne Lamberton, a partner in Maplewood, said the \$5.7 million, 9,000-square-foot facility will feature a diner and be powered by a 500-kilowatt solar installation. The facility will also count all vehicle and pedestrian traffic for reporting to the state and include an interactive information kiosk and courtesy phone that allows travelers to connect with additional hospital services and area attractions.

"I'm excited that the governor and the administration has shared our vision for how we can provide traveler services to the taxpayers of the state of Vermont. I'm excited about the project," Lamberton said. "It won't cost the taxpayers any money, which is a big step."

Obuchowski said the model could be used for other facilities and allows the state to create service centers without the traditional costs.

"It's a situation in which entrepreneurs and the state of Vermont share the risk and share the reward," Obuchowski said. "I want to thank the governor for letting us pursue private-public partnerships, because if we didn't have that opportunity, we certainly do not have enough money to build these projects ourselves. It's an example of Vermonters working together for the mutual benefit of all parties."

Lamberton said the facility is expected to be open next fall in time for the foliage season.

neal.goswami @timesargus.com



REGISTRATION FORMS

OPTION 1: AUTOMATIC "SIGN ME BACK UP"

Note: YOU CANNOT USE THIS PAGE IF YOU ARE SIGNING UP FOR THE FIRST TIME.

*** IF YOU CHOOSE TO USE THIS PAGE, NO OTHER PAPERWORK NEEDS TO BE SUBMITTED.** If you have been registered with us for one year or more, you have the option of signing off on this page and we will automatically re-register you for another year. Just check the line below that applies to you.

_____ Yes, I want you to sign me back up and repeat exactly what I did last year.

_____ Yes, I want you to sign me back up with the following additions/deletions:

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____ Web Site: _____

Signature

Date

Return completed and signed form with one copy of your brochure to:
FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.

Note: We recommend making a copy for your records.

FAX (265-2136) OR EMAIL (cindy.roberts@vermont.gov)
THIS PAGE TO ME OR YOU MAY MAIL IT, IF YOU WISH

OPTION 2: VERMONT INFORMATION CENTER BROCHURE DISPLAY AGREEMENT

HOW DO YOU PLAN TO DELIVER YOUR BROCHURES? Choose one option only, either A, B or C. Combinations of delivery services will not be accepted.

_____ *A) I would like to have the warehouse deliver

_____ *B) I will be distributing directly to the welcome/info centers through another company
Who? _____

_____ *C) I will be distributing my brochures myself, and I understand that I am responsible for checking with the centers and restocking when necessary _____

*This is a required field, and the registration process could be delayed for lack of information.

WAREHOUSE DELIVERY OPTIONS

The following section should be filled out only if you've chosen warehouse delivery for your delivery service.

At the end of the registration period, or when a stock of brochures becomes obsolete, I prefer that the remaining stock be: (check one)

_____ Retained at the warehouse for distribution in the next registration cycle.

_____ I will contact the warehouse myself and make arrangements to have them returned to me at my expense. (1-866-540-6335)

_____ Recycled @ \$.07 per lb. for any quantity above 100 lbs. in weight with the cost billed to me.

Business/Organization Name: _____

Brochures remain the property of the registrant at all times. The State of Vermont, including VICD, shall not take title or be responsible for the brochures or the cost of producing them at any time. The State will not be liable if the brochures or other promotional materials are damaged or destroyed at information centers or the distribution center. You may wish to review your insurance policy to ensure adequate coverage.

I have read the policies written above and agree to abide with the requirements of the program. One copy of the brochure is enclosed with this application.

Signature: _____ **Date:** _____

Please Note: Do not send your fee with the application form. Once the application has been reviewed and approved, you will be invoiced for the amount due.

DON'T FORGET: BROCHURES CANNOT BE DISTRIBUTED UNTIL YOUR REGISTRATION FEE IS PAID IN FULL.

CHOICE OF CENTERS

Check the left-hand box indicating what centers you want your brochures to be in.

+10.00	Alburgh Welcome Center, Route 2W, Alburgh
+50.00	Bennington Welcome Center, 100 VT. Rte. 279, Bennington
+20.00	Bradford Information Center, I-91 North, Bradford
+10.00	Capital Region Visitors Center, 134 State Street, Montpelier
+20.00	Derby Line Welcome Center, I-91 South, Derby Line
+20.00	Fair Haven Welcome Center, Rte 4 at NY Border, Fair Haven
+10.00	Georgia Northbound Information Center, I-89 North, Georgia
+10.00	Georgia Southbound Information Center, I-89 South, Georgia
+50.00	Guilford Welcome Center (Southeastern VT) Interstate 91 North, Guilford
+50.00	Hartford Southbound Welcome Center, I-91 South, Hartford
+10.00	Lyndonville Information Center, I-91 South, Lyndonville
+50.00	Randolph Southbound Information Center, I-89 South, Randolph
+50.00	Sharon Northbound Information Center, I-89 North, Sharon
+20.00	Waterford Welcome Center, I-93 North, Waterford
+10.00	White River Junction Welcome Center, 100 Railroad Street, WRJ
+50.00	Williston Northbound Information Center, I-89 North, Williston
+20.00	Williston Southbound Information Center, I-89 South, Williston
+50.00	P & H Truck Stop Information Center , Exit 17, Wells River (LIMITED SPACE AVAILABLE)
	Subtotal for Pricing Formula. Enter this amount on Line 1 of the following page.

COST CALCULATION

DO NOT LET THIS PAGE INTIMIDATE YOU! Follow calculations through to the end and you will watch your cost reduce down drastically!

MAY 1, 2016– APRIL 30, 2017

1	Total cost for Centers selected for distribution (from form-3)	\$
2	Number of Months (1-12 months) Start Date: _____ End Date: _____ (Dates are within the timeframe 5/1/16-4/30/17)	
3	Line 1 x Line 2	\$
4	Total Quantity Estimate: _____ (Enter factor from range below) Less than 5,000 = .7 5,001 – 10,000 = .8 10,001 – 30,000 = .9 More than 30,000 = 1.2	
5	Line 3 x Line 4	\$
6	Size of publication Standard (4" X 9") = 1.0 Oversize (any width greater than standard) = 1.3	
7	Line 5 X Line 6	\$
8	Unit weight of publication (Enter factor from range below) Less than 1 oz. = .3 1 oz. – 4 oz. = .5 4 oz. – 6 oz. = .7 over 6 oz. =1.0	
9	Line 7 X Line 8	\$
10	Now add on Administrative Fee per registration	+ \$50.00
11	Line 9 + Line 10 Your total registration fee	\$

**THERE IS A \$100.00 MINIMUM COST PER REGISTRATION, i.e., if your registration cost is \$45.00 + Admin. Fee of \$50.00, the total would be \$95.00, but because of the minimum, your fee would be \$100.00. Please do not send a check now. You will be invoiced when this application is reviewed and approved.

BROCHURE INFORMATION

Brochure Title: _____ Previous Reg. # _____

Business Name: _____

Contact: _____

Street Address: _____

Mailing Address (if different): _____

City: _____ State: _____ Zip: _____

Business Tel.: _____ Fax: _____

E-mail: _____

Web Site: _____

Return completed and signed forms with one copy of your brochure by mail, FAX or e-mail to:

FAIR HAVEN WELCOME CENTER, PO BOX 186, FAIR HAVEN, VT 05743.

FAX TO: 802-265-2136

E-MAIL TO: cindy.roberts@vermont.gov

Note: We recommend keeping a copy for your records.

WAREHOUSE SHIPPING ADDRESS TO SEND BROCHURES/PUBLICATIONS:

MAXHAM WAREHOUSING COMPANY, 51A Minister Brook Road, Worcester, Vt 05682

Mon.-Fri., 7:30-3:30 – 1-866-540-6335

IMPORTANT NOTES: THESE ARE YOUR RESPONSIBILITY

NO CASES OVER 25 LBS.

THE 3-INCH BUNDLING GUIDELINES ARE CRITICAL This will prevent delays and extra expense to you when followed.

PAYMENT REQUIRED BEFORE DISTRIBUTION BEGINS.

WATCH FOR EMAILS FROM MAXHAM WAREHOUSING (maxham1@myfairpoint.net).

This is your notification of low inventory.

THE BROCHURE/PRINT MATERIAL GUIDELINES CAN BE FOUND ONLINE AT

http://bgs.vermont.gov/information_centers/forms.



VERMONT

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