



Visitor Center Distribution Program Contract

What Is the Visitor Center Distribution Program?

The Louisiana Travel Promotion Association provides members with a low cost means of distributing literature through the state's network of visitor information centers. These visitor centers are operated by the State of Louisiana on the major interstate highways at entry points to Louisiana, and by city or parish governments, chambers of commerce, or tourist bureaus throughout Louisiana. This program assists members in getting their brochures into the hands of visitors who have stopped at one of our centers.

How Does The Program Work?

A master list of visitor center distribution participants is supplied to the network of centers together with each participant's brochure, which has been assigned a code number for use in ordering. Updates are sent to each center monthly. Quarterly computer reports allow participants to review where their brochures are used most frequently. While every effort is made to encourage each center to order all participating members' brochures, LTPA **cannot** be responsible for making certain that is the case. We urge participants to review their quarterly reports and to contact centers who are not ordering their brochures.

How Can I Participate?

A member must sign a yearly contract based on a price according to the brochure size. The first 5,000 brochures are automatically distributed in the first month of joining the VCD program to all centers in predetermined quantities. The brochure is assigned a code number and a copy of the brochure is sent to each center for inclusion in a master book of brochures available to each center.

Following the initial shipment, LTPA will warehouse the remaining brochures and bulk ship them as ordered. You will be furnished with quarterly computer reports detailing the distribution of your brochure. A maximum of 10,000 brochures will be distributed per year; **additional shipments will be pro-rated based on contracts.** As we near your annual contract renewal date, the LTPA office will mail out your invoice **30 days before your year contract ends.** If LTPA hasn't received payment in 30 days after contract ends, we will discontinue the distribution of your materials but will resume once payment is received.

How Many Brochures Will I Need?

It is not possible to determine how many of your brochures will be needed to satisfy the requests of the visitor centers each year. While the number of brochures needed varies according to the participant's location and description, the average is 10,000 copies. This should assist you in budgeting on an annual basis for the distribution of your promotional literature. Remember that new brochures on the program will be distributed quickly at first but will settle to a normal level once the centers are familiar with their availability. Every brochure must meet certain guidelines set by the Louisiana Office of Tourism in order for it to be distributed to the thirteen state information centers. A copy of the guidelines can be obtained by calling the LTPA office. All brochures are approved for distribution at LTPA-certified centers.

Where Do I Send My Brochures For Distribution?

The brochures should be shipped **prepaid** to:
LTPA Warehouse / 1165 S Foster Dr / Baton Rouge, LA 70806.
****Please Clearly & Accurately Label Each Box with the quantity of brochures included.**
******It is the participant's responsibility to notify LTPA of ANY changes in design or content of their brochure. They must also contact LTPA when a special offer has expired.**

ADDITIONAL INFORMATION & GUIDELINES

Reports:	Quarterly reports on inventory levels and distribution points will be sent out by the 15 th of January, April, July, and October.
Quantity of Brochures:	No more than 10,000 brochures should be sent for distribution at a time, or a fee of \$5.00 per box will be charged. When your inventory level reaches 1,000 LTPA will send notification to request additional brochures.
Labeling & Banding:	All brochures must be banded or shrink-wrapped in quantities of 25, 50, or 100 for ease of tracking distribution. Also remember to label each box with the name & quantity of brochures.
Non-Member Pick Up:	A service fee of \$10.00 per box will be assessed for third-party pick-up of inventory.
Lift-Gate:	We request that all shipments sent by a freight company that involve a pallet be sent via trucks with a lift-gate to assist with delivery.
Auto Renewals:	Your business will be bill on an annual basis unless LTPA is notified to cancel the program, however, if full payment has not been received in 30 days after your contract ends , termination of distribution will be implied and remaining brochures discarded.
Inventory of Non-Renewals:	Customers who do not wish to renew must notify LTPA within 30 days before their contract's expiration date in order to stop distribution and avoid re-billing. Any inventory of brochures will need to be picked up by the owner or their designee, shipped at the owner's expense or will be disposed of by LTPA.

My signature indicates that I have read and understand the terms and conditions of this program.

Name: _____ Business: _____
Signature: _____ Date: _____

LTPA Certified Visitor Center Distribution Network

Sportsman's Paradise

Bossier Visitor Center/Bossier City
318-222-9391

Byerley House Visitors/Lake Providence
318-938-5613

Desoto Parish Tourist Commission/Visitor Center
318-872-1177

I-20 Eastbound State Welcome Center/Greenwood
318-938-5613

I-20 Westbound State Welcome Center/Mound
318-574-5674

Monroe-West Monroe Convention & Visitors Bureau/West Monroe
800-843-1872

Morehouse Tourism Commission & Visitor Bureau
318-281-3794

Ruston-Lincoln Parish Convention & Visitor Bureau/Ruston
800-392-9032

Shreveport-Bossier Convention & Tourism Bureau/Shreveport
888-45-VISIT

Springhill North Webster Chamber of Commerce/Springhill
318-539-4717

Union Parish Tourist Center/Benice
318-285-9333

Webster Parish CVB & Visitor Center
888-972-7474

Crossroads

Alexandria-Pineville Convention & Visitors Bureau/Alexandria
800-551-9546

Atakapa-Coushatta Trace Visitor Center/Deridder
337-825-5380

Avoyelles Parish Tourist Commission/Visitor Center
800-833-4195

Beauregard Tourist Commission/Deridder
800-738-5534

I-49 State Welcome Center/Boyce
318-767-6000

Natchitoches Convention & Visitors Bureau/Natchitoches
800-259-1714

Sabine Parish Tourist & Recreation Commission
800-358-7802

Toledo Bend Tourist Center/Many
800-259-LAKE

Vidalia State Welcome Center/Vidalia
318-336-7008

Vernon Parish Tourist Commission/Leesville
800-349-6287

Greater New Orleans

I-10 Westbound State Welcome Center/Slidell
985-646-6451

I-55 Southbound State Welcome Center/Kentwood
985-229-8338

I-59 Southbound State Welcome Center/Pearl River
985-646-6450

New Orleans Visitor Information Center/State Welcome Center
504-568-5661

St. Bernard Parish Tourist Commission
888-278-2054

St. Tammany Parish Tourist & Convention Commission/Mandeville
800-634-9443

Tangipahoa Tourist Commission/Hammond
800-542-7520

Cajun Country

Acadia Parish Tourist Commission/Crowley
877-783-2109

Allen Parish Tourist Commission/ Kinder Visitor Center
(888) 639-4868

Allen Parish Tourist Commission/ Oberlin Visitor Center
(888) 639-4868

Atchafalaya State Welcome Center/Breaux Bridge
337-228-1094

Bayou Teche Visitors Center/Breaux Bridge
888-565-5939

Cajun Coast Visitors & Convention Bureau/Franklin
337-828-2555

Houma Area Convention & Visitors Bureau/Gray
800-688-2732

I-10 Eastbound State Welcome Center/Vinton
337-589-7774

Iberia Parish Visitor Information Center/New Iberia
888-9-IBERIA

Jeff Davis Parish Information Center/Jennings
800-264-5521

Lafayette Convention & Visitors Bureau/Lafayette
800-346-1958

Lafourche Parish Visitor Welcome Center/Raceland
877-537-5800

La Maison de Begnaud- Scott's Welcome Heritage Center
337-269-5155

Opelousas Tourist Information Center/Opelousas
800-424-5442

St. Landry Parish Visitor Center
877-948-8004

St. Martinville Tourist Information Center/St. Martinville
337-394-2233

Southwest LA Convention & Visitors Bureau/Lake Charles
800-456-7952

Vermilion Parish Tourist Commission/Abbeville
337-898-6600

Plantation Country

Ascension Parish Tourist Commission/Sorrento
888-775-7990

Baton Rouge Convention & Visitors Bureau/Baton Rouge
800-LA-ROUGE

Capitol Park State Welcome Center/Baton Rouge
225-219-1200

Donaldsonville Museum & Welcome Center/Donaldsonville
225-746-0004

Livingston Parish Tourist Commission/Albany

225-567-7899

Iberville Parish Tourist Commission

225-647-9383

St. James Tourist Information Center/Gramercy

225-869-1717

State Capitol State Welcome Center/Baton Rouge

225-342-7317

US 61 State Welcome Center/St. Francisville

225-635-6962

West Baton Rouge Tourist Information Center/Port Allen

800-654-9701

Tanger Outlet Welcome Center/Gonzales



Visitor Center Distribution Program Brochure Distribution Plan

Please be sure & follow these very important guidelines:

1. Clearly & accurately label each box with the quantity of brochures included.
2. All brochures must be banded or shrink-wrapped in quantities of 25, 50, or 100 for ease of tracking distribution.
3. No more than **10,000** brochures should be sent for distribution at a time, or a warehouse fee of \$5.00 per box will be charged. A maximum of 10,000 brochures will be distributed per year; **additional shipments will be pro-rated based on contracts.**
4. A service fee of \$10.00 per box will be assessed for third-party pick-up of inventory.
5. To facilitate delivery, we request that all pallet shipments sent by freight carrier arrive in trucks equipped with a lift gate.

Please check participant plan desired:

Continuous Distribution:

- | | |
|--|-------------|
| <input type="checkbox"/> One Panel Rack Card (no larger than 4" x 9") | \$450.00/yr |
| <input type="checkbox"/> 2-3 Panel Brochure (no larger than 4" x 9") | \$550.00/yr |
| <input type="checkbox"/> Multiple Page Brochure (no larger than 4" x 9") | \$650.00/yr |
| <input type="checkbox"/> Digest Size & Full Size | \$750.00/yr |

One-Time Distribution: only used for a one time event; such as a festival

- | | |
|--|-------------|
| <input type="checkbox"/> 1-3 Panel Brochure (4"x 9") 5,000 quantity needed | \$250.00/yr |
|--|-------------|

Brochure Name: _____

Business Name: _____ Phone: _____

Contact: _____ Fax: _____ Email: _____

Shipping Address: _____ Mailing Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

- Payment Enclosed
 I have established credit with LTPA. Please bill me.

Louisiana Travel Promotion Association

1165 South Foster Dr. Baton Rouge, La 70806 – 225-346-1857 – Fax: 225-410-2272 – tschultz@ltpa.org

*****LTPA cannot be held responsible for any materials stored at the LTPA warehouse beyond the normal care and security provided during regular working hours. Members' materials cannot be insured for loss from fire, theft, vandalism, or wind or rain damage under the Association's insurance contents policy.**