

WELCOME CENTER TOURISM BLITZ - 2010

Please reserve a month(s) for my industry blitz in the welcome center as indicated below. By completing this form, I am reserving my space and understand that no refunds will be given. Months are reserved on a first-come, first-served basis and there will be no exceptions to guidelines, payment, etc.

Marie Henderson
Virginia Tourism Corporation
901 East Byrd Street
Richmond, VA 23219-4048

VWCAdvertising@virginia.org

TEL (804) 545-5520
FAX (804) 545-5501

The fee is \$500.00 per month, per center and is subject to change without notice. The reservation form will not be considered complete until payment is processed. The form and payment must be approved 60 days prior to month of launch.

Participation Guidelines:

Industry partners and/or companies can reserve any month in the same welcome center per calendar year but the same partner and/or company may not reserve consecutive months in the same welcome center. For the reserved month(s), your organization may participate in any of the following promotional opportunities at the reserved center(s):



All images are of the Tourism Blitz sponsored by Hubs Peanuts at VWC-Fredericksburg.

- Submit to VTC a maximum of 30 images for the creation of a digital monitor spotlight.
- Create a marketing display in a designated area of the welcome center. This display must be approved by the welcome center manager prior to launch. *If the welcome center has another demo scheduled during the month, approval will be given by the welcome center manager on a case-by-case basis.*
- Supply logo wear OR a name badge for each staff member of the welcome center to be worn throughout the reserved month. *These materials must be provided prior to launch and an adequate amount of logo wear must be supplied (minimum five shirts).*
- Display one 4 x 9 brochure and/or one 8.5 x 11 acrylic-framed ad on the counter of the welcome center.
- Provide promotional giveaways for welcome center visitors.



Note: Individual attractions/sites and/or organizations may **not join together to participate. This does not apply to State-Certified Visitor Centers, Destination Marketing Organizations (DMOs) or Convention and Visitors Bureaus (CVBs) whose responsibility it is to promote multiple attractions, sites, organizations and lodging facilities.*

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VWC Location(s)	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bracey												
Bristol												
Clear Brook												
Covington												
East Coast Gateway												
Fredericksburg												
Lambsburg												
Manassas												
New Church												
Rocky Gap												
Skippers												

Order Amount: Total # of Centers _____ x Total # of Months _____ x \$ 500 = \$ _____

_____ Enclosed please find my check in the amount of \$ _____
 made payable to Virginia Tourism Corporation (Federal ID # 54-1935209)

<i>(One form per partner)</i>	
Signed: _____	Date: _____
Name: _____	Phone: _____
Title: _____	Fax: _____
Company: _____	Email: _____
Street Address: _____	
City, State, Zip: _____	

Please return this completed form and payment to:

Virginia Tourism Corporation
Accounts Receivable
P.O. Box 648
Richmond, VA 23218-0648

VTC Use Only Approved by: _____ Date: _____ Location: _____ Month: _____

Credit Card Payment

CC# _____ Security code on back of card: _____ Exp Date: _____
 Cardholder Name: _____
 Billing Address: _____