

**Visitor Center Distribution Program**

**Contract**



**What Is the Visitor Center Distribution Program?**

The Louisiana Travel 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. Annual 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, LTA **cannot** be responsible for making certain that is the case. We urge participants to review their 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. A predetermined quantity of brochures is automatically distributed to **ALL** centers in the first month of joining the VCD program. 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, LTA will warehouse the remaining brochures and ship them as ordered. You will be furnished with annual reports detailing the distribution of your brochure. A maximum of 10,000 brochures will be distributed per

**ADDITIONAL INFORMATION & GUIDELINES**

**Reports:** Annual reports on inventory levels and distribution points will be sent.

**Quantity of Brochures:** No more than 10,000 brochures should be sent for distribution at a time. When your inventory level gets low, LTA will send a 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.

**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 billed on an annual basis unless LTA 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 LTA 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 shipped at the owner's expense or will be disposed of by LTA.

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

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Business:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

year; **additional shipments will be pro-rated based on contracts**. As we near your annual contract renewal date, the LTA office will mail out your invoice. If LTA 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 for it to be distributed to the twelve state information centers. A copy of the guidelines can be obtained by calling the LTA office. All brochures are approved for distribution at LTA-certified centers.

**Where Do I Send My Brochures For Distribution?**

The brochures should be shipped **prepaid** to:

LTA 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 LTA of ANY changes in design or content of their brochure. They must also contact LTA when a special offer has expired.**

**Sportsman’s Paradise**

**LTA Certified Visitor Center Distribution Network**

Byerley House Visitors/Lake Providence

**318-559-5125**

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/Bernice

**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**

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

**504-278-4242**

St. Charles Parish Economic & Tourism Department

**985-307-0495**

St. Tammany Parish Tourist & Convention Commission/Mandeville

**800-634-9443**

**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 Lafourche Convention & Visitors Commission/Raceland

**877-537-5800**

Bayou Teche Visitors Center/Breaux Bridge

**888-565-5939**

Cajun Coast Visitors & Convention Bureau/Morgan City

**985-380-8224**

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 Convention & Visitors Bureau/New Iberia

**888-9-IBERIA**Jeff Davis Parish Information Center/Jennings

**800-264-5521**

La Maison de Begnaud-Scott’s Welcome Heritage Center

**337-269-5155**

Lafayette Convention & Visitors Commission/Lafayette

**800-346-1958**

Lake Charles/Southwest LA Convention & Visitors Bureau/Lake Charles

**800-456-7952**

Opelousas Tourist Information Center/Opelousas

**800-424-5442**

St. Landry Parish Tourist Commission

**877-948-8004**

St. Martinville Tourist Information Center/St. Martinville

**337-394-2233**

Vermilion Parish Tourist Commission/Abbeville

**337-898-6600**

**Plantation Country**

Ascension Parish Tourism Commission/Sorrento

**888-775-7990**

Livingston Parish Convention & Visitors Bureau/Albany

**225-567-7899**

Iberville Parish Tourist Commission

**225-687-5198**

St. James Tourist Information Center/Gramercy

**225-869-1717**

Tanger Outlet Welcome Center/Gonzales

**225-647-9383**

Tangipahoa Parish Tourist Commission/Hammond

**800-542-7520**

US 61 State Welcome Center/St. Francisville

**225-635-6962**

Visit Baton Rouge

**800-LA-ROUGE**

West Baton Rouge Tourist Information Center/Port Allen

**800-654-9701**

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**Please be sure to read these very important guidelines:**

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at the expense of the member or LTA will dispose.

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

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please check participant plan desired:**

**Please choose a plan (*Contract and materials must be received in the LTA office by the 22nd of the month prior to the month that you want your brochures to begin distribution*):**

**Annual Distribution:**

* One Panel Rack Card (no larger than 4” x 9”) $475.00/yr.\*
* 2-3 Panel Brochure (no larger than 4” x 9”) $575.00/yr.\*
* Multiple Page Brochure (no larger than 4” x 9”) $685.00/yr.\*
* Digest Size & Full Size $790.00/yr.\*

**One-Time Distribution:**

* 1-3 Panel Brochure (4”x 9”) 5,000 quantity needed $275.00/yr.\*

Brochure Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email: \_\_\_\_\_\_ \_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_ \_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State: \_\_\_\_\_\_\_\_\_\_\_\_Zip: \_\_\_\_\_\_\_\_\_\_ \_\_ \_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* \*20% Upcharge for NON-LTA Members
* Payment Enclosed
* I have established credit with LTA. Please bill me.

Louisiana Travel Association – 1165 South Foster Dr. Baton Rouge, LA 70806

225-346-1857 – Fax: 225-410-2272   
Josie Evans Direct: 225-408-4033 Josie@LouisianaTravelAssociation.org  
Charlie Waltman Direct: 225-408-4024 Charlie@LouisianaTravelAssociation.org

***NOTE: LTA cannot be held responsible for any materials stored at the LTA 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.***