Distributing Your Travel Literature at the Interstate 80 Brochure Drop-off

This NEBTOUR notice is to help you distribute your travel literature at the Interstate 80 Visitor Center Brochure Drop-off during the Nebraska Travel Association's 2013 Brochure Swap. This year's swap will take place on Thursday, May 16th at the Monsanto Water Utilization Learning Center in Gothenburg. The center is located three miles south of Interstate 80, exit 211. It's followed by the NETA lunch/annual meeting and election of officers.

During the brochure drop-off, travel counselors from the staffed Nebraska Tourism Commission visitor centers will be available to take your tourism literature for distribution during the travel season (May 18-September 30, 2013).

This season, the Commission plans to staff 14 visitor centers along Interstate 80: Brady Westbound, Cozad Eastbound, Crane Trust Nature & Visitor Center, Great Platte River Road Archway, Kearney Eastbound/Westbound, Melia Hill, Sarpy County, North Platte Visitor Center, Ogallala Eastbound/Westbound, Sidney Visitor Center, and York Eastbound/Westbound.

Please keep the following guidelines and hints in mind to have a successful drop off:

Keep track of how many pieces of travel literature (cases, bundles, etc.) that you give to each visitor center. This will give you a good idea how many to bring to next year's visitor center drop-off.

If you've never attended this event and are unsure how many brochures to drop off, a good range to begin with is 50-100 at the visitor centers you've chosen. In case travel counselors need additional copies throughout the season, give them a contact person to call.

Storage space at many of the visitor centers is limited. Travel counselors can decline to accept the number of brochures you want to drop off if they have no room to store large quantities, or if they feel their center will not go through that many brochures.

When choosing which visitor centers to give your literature to, it's a good idea to give it to those heading toward your direction. For example, if your attraction is in Omaha, it would be more productive to distribute your literature at the eastbound visitor centers more than westbound ones. The community visitor centers (North Platte, Sarpy County, Sidney, Crane Trust, and the Archway) are considered to be East- and Westbound.

Newsprint literature must be boxed and brochures/magazines must be either boxed or bundled together.

For more information about the Interstate 80 Visitor Center Brochure Drop-off, contact Micheal Collins at 402-471-3795 or micheal.collins@Nebraska.gov.

For more information and to register for the 2013 NETA Brochure Swap, visit the Nebraska Travel Association's Web site: http://nebraskatravelassociation.com/events/