

Host Community

Best Western 402-461-4076

Comfort Inn 402-463-5252

Holiday Inn Express 402-463-8858

Midland's Lodge 402-463-2428

Quality Hotel 402-463-6721

Super 8 Motel 402-463-8888



www.VisitHastingsNebraska.com

We're here to help!

Kaleena Fong, Hastings/Adams County CVB
402-461-2370 / 800-967-2189 or kaleena@visithastingsnebraska.com

NEA Brochure Swap
May 13, 2009
Information & Registration
Enclosed!



P.O. Box 941
Hastings, NE 68902



NEBRASKA

Travel Association

2009 Nebraska Travel Association Brochure Swap

Wednesday, May 13, 2009

Adams County Fairgrounds, Hastings

Address: Adams County Fairgrounds, 947 S. Baltimore Ave., Hastings, Nebraska, 68901
Directions: Off of I-80 take exit 312 south 17 miles to Hwy. 6, turn right on Hwy. 6 and then right on Baltimore Ave.

Why should you swap?

The Brochure Swap provides Nebraska attractions, communities, festivals, regional groups, and anyone else with tourism related promotional materials a cost efficient means to distribute them statewide. The swap also provides the opportunity for participants to leave their brochures on pallets designated for each of the Visitor Centers located along I-80.

Tuesday, May 12, 2009

Hastings Museum, 1330 North Burlington Ave

6:00 pm NACVB Dinner Meeting
(Nebraska Association of Convention & Visitors Bureaus)

Wednesday, May 13, 2009

All events will be held at the Adams County Fairgrounds

9:30am Interstate Welcome Center Drop-off
Community Swap
11:30am NETA Lunch Meeting
11:30am Welcome Center Staff/Volunteer Lunch
1:00pm Welcome Center Regional Presentations

For additional information about the presentations please call Ann Bierbower at 402-471-3791 or ann.bierbower@nebraska.gov

Questions?

Kaleena Fong at the Hastings/Adams County CVB
402-461-2370 or email: kaleena@visithastingsnebraska.com

www.NebraskaTravelAssociation.com

BROCHURE SWAP RULES

Please plan ahead so there are no problems once you get to the swap. Wear comfortable shoes and bring a two wheel cart, extra rubber bands, boxes and if possible a helper. When swapping with other tourism partners bundle your brochures in 25's or 50's and have business cards available. **Please be sure to bring brochures to swap in the Community Swap.**

If you are bringing newsprint bundles for Interstate distribution they must be boxed. Individual bundles of newsprint items will NOT be accepted. In addition to distributing your publications at the Swap, be sure to pick-up tourism partner publications. If you represent any entity that does not have display capabilities, please distribute travel literature to area businesses with display racks. All materials left on tables after the swap will be thrown out. Complete cooperation is vital to the success of the Brochure Swap.

Contact Ann Bierbower at 402-471-3791 or ann.bierbower@nebraska.gov if you have any questions regarding your brochure distribution. Do NOT send any materials to the fairgrounds or to the Hastings/Adams County CVB prior to the swap.

FAQ'S

Q: Since we are an event and do not have a regular brochure rack, may we come to the swap and leave materials for the Visitors Centers? A: No, the intention of the Brochure Swap is to trade literature with other tourism entities, as well as start a distribution plan to get materials to your community either through motels, banks, restaurants. If you drop off literature but do not take any home, you may be excluded from future brochure swaps.

Q: We are a regional tourism organization and a member of NETA. May we distribute our individual members' brochures at the Swap under our registration fee? A: The fee is for each entity (attraction, CVB, property or regional group). If your organization represents several entities, whether they are non-profit or for-profit, each entity must pay a fee to be eligible to distribute. The only exception to this is if a CVB, Chamber or regional group contributes financially to a brochure, they may distribute any and all of those publications under their registration fee.

Q. Which Visitors Centers should I distribute my brochures through? A: Focus primarily on those Visitors Centers that are within two hours of your attraction or community and place more brochures in those Visitors Centers that are on the side of the road coming towards your attraction or community. Those Visitors Centers beyond the two-hour point from your attraction or community should receive fewer brochures. *The Nebraska Division of Travel and Tourism has the right to restrict which brochures and their quantities being left at ANY center. Please check with Ann Bierbower from the Division of Travel and Tourism at 402-471-3791 or ann.bierbower@nebraska.gov to see which centers will be best utilized for your area.*

Q. Our regional group produces a magazine, or newspaper-style Visitors Guide. What is the best way to package it for the Visitor Centers? A: This style of Visitors Guide must be boxed in order to be accepted for distribution. All boxes MUST also be labeled with the name and location of the Visitor Center it is meant for (i.e. Kearney WB) as well as the quantity enclosed.

Q: We want to make sure our brochures arrive at the distribution centers in the best condition possible. What is the accepted way to package them to insure this? A: Brochures, with the exception of the magazine or newspaper style, should be banded with two rubber bands. One near the top, the other near the bottom. They should also be marked with the enclosed quantity.

NETA Pallet Police

Volunteers Needed! The Pallet Police provide assistance to new swappers and ensure the pallets are packaged properly for distribution. They also enforce the time schedule and help to shrink-wrap the pallets at the end of the swap. The Pallet Police get the "perk" of being able to bring their brochures in and place them at all the I-80 pallets before anyone else.

If you are interested in being on Pallet Police duty please contact Kaleena Fong at 402-461-2370 or kaleena@visithastingsnebraska.com



NEBRASKA
Travel Association

Brochure Swap

Wednesday, May 13, 2009
Hastings, NE

Organization/ Business name _____

Address _____

City _____

State/ Zip _____

Phone _____

Fax _____

E-mail _____

Contact Name _____

Please list the names of the brochures you will be swapping. *(You may only bring brochures that you have purchased or helped purchase.)*

1. _____
2. _____
3. _____

2009 FEES

| | | |
|---|---------------------|-------|
| NACVB Dinner Meeting | \$ 8.00 per person | _____ |
| Nebraska Travel Association Member Fee <i>(Does not include NETA annual dues)</i> | \$ 60.00 per entity | _____ |
| Non-Nebraska Travel Association Member Fee <i>(Includes NETA \$75 membership for FY 2009-10)</i> | \$135.00 per entity | _____ |
| Nebraska Travel Association Lunch..... | \$ 8.00 per person | _____ |
| Total | | _____ |

Registrations Due May 1, 2009

Return this registration form and one check **(made payable to NETA)** to Hastings/Adams County CVB, P.O. Box 941, Hastings, NE 68902

For more information about a NETA membership please visit
www.NebraskaTravelAssociation.com