

2024-25 OFFICIAL FLORIDA WELCOME CENTER COMPLIMENTARY BROCHURE RACK SPACE PROGRAM GUIDELINES



Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved by a VISIT FLORIDA administrative staff member and payment has been received. Please keep in mind – you are responsible for shipping brochures direct to the Welcome Centers.

Questions?

Contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.

VISIT FLORIDA® and the Official Florida Welcome Centers are pleased to offer several advertising opportunities in which companies can market their organizations directly to the 2.7 million tourists visiting the Welcome Centers each year.

The Brochure Rack Space and Transparency Lease Space Programs provide tourism industry members the opportunity to display their organization's materials, providing visitors with an increased awareness of the many things to do and see in Florida, and helping them extend their stay and visit additional Florida destinations.

> Rural Counties

Based on availability designated rural counties, which are defined by the State as a county population of 75,000 or less or 100,000 or less contiguous to a county with a population of 75,000 or less, are eligible to receive the following*:

- One (1) free brochure space
- One (1) free transparency space

> Please review the rural county list below to determine eligibility

Baker	Gulf	Madison
Bradford	Hamilton	Nassau
Calhoun	Hardee	Okeechobee
Columbia	Hendry	Putnam
DeSoto	Highlands	Suwannee
Dixie	Holmes	Taylor
Flagler	Jackson	Union
Franklin	Jefferson	Wakulla
Gadsden	Lafayette	
Gilchrist	Levy	Walton
Glades	Liberty	Washington

*Based on availability. If a paid brochure or transparency space conflicts with a free rural county space, preference will be given to the paid spot holder. All general brochure and transparency space program guidelines apply.

TO PARTICIPATE IN THE OFFICIAL FLORIDA WELCOME CENTER BROCHURE PROGRAM

- > Please contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org to discuss current brochure rack space availability.
- > Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines
- > Spaces may be reserved by completing and returning the enrollment form along with one copy of the literature you wish to display in the centers. **Blue line or draft copy approval is a great way to be sure your brochure meets all requirements before it is printed.**
- > After the enrollment form and brochures are received, an approval letter will be sent to you, along with information on how to ship your brochures and suggested quantities. When you receive this information, you may then ship your brochures directly to the centers.

VISIT FLORIDA, on behalf of the Florida Commission on Tourism, operates the Official Florida Welcome Centers and provides opportunities for tourism-related businesses to advertise by placing materials for display and distribution in the Centers.

Commission policy limits what information may legally be displayed or distributed in Welcome Centers. This policy is detailed below, indicating what materials may be placed and what procedures must be followed.

GENERAL BROCHURE RACK SPACE PROGRAM GUIDELINES:

- > Seasonal/Event Enrollments - Brochures will be displayed on a continuous basis for the full rental period. For additional information regarding special or seasonal events where continuous display is not desired, please contact VISIT FLORIDA at (850) 488-5607 or welcomecenter@VISITFLORIDA.org.
- > Brochure rack spaces are available in 4" x 9" or 8 ½" x 11" sizes at each of the five Welcome Centers. You may rent one space at each of the five Welcome Centers.
- > All brochures displayed in the Welcome Centers must comply with the **2024-25 Official Florida Welcome Center Brochure Rack Space Program Guidelines**.
- > Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved by VISIT FLORIDA administrative staff and an enrollment form has been received.

GENERAL BROCHURE RACK SPACE PROGRAM GUIDELINES: (continued)

- > Brochure content is the sole responsibility of the participating business.
- > Content violations found *after* a brochure has been approved by VISIT FLORIDA administrative staff are still subject to the **2024-25 Official Florida Welcome Center Brochure Rack Space Program Guidelines**.
 - This includes both approved printed brochures and approved blue-line drafts.
 - The business contact will be notified of violations and instructed on how to update the brochure so that it fits within the Welcome Center policies and guidelines.
 - Content violations must be corrected by and at the cost to the participation business.
 - Revised brochures – free of all violations - must be corrected and shipped to the Welcome Centers by a deadline set by VISIT FLORIDA.
 - All remaining quantities of the original brochure will be discarded on the deadline date at the discretion of the Welcome Center Managers.
- > All printed materials must help promote Florida tourism and furnish pertinent information about destinations, attractions, activities, events, or points of interest to the general public.
- > Each property may display one type of brochure with one coupon attached. No envelopes or packages are permitted.
- > No resale or subleasing of rental spaces is allowed.
- > The Welcome Center staff is responsible for putting the brochures in the racks, maintaining an inventory count, and sending out re-supply notices.

PRIORITY

Priority will be given to publications provided by and containing information concerning Partners of VISIT FLORIDA and to tourism related publications provided by chambers of commerce, municipalities, attractions, special tourism events, tourist development councils, tourism associations, hotels and motels, restaurants, RV accommodations, governmental entities, flea markets with at least 10 units, malls and discount outlets with at least 10 shops, playhouses providing live performances, art galleries, entertainment centers, tourism-related specialty shops, and antique malls with at least 10 shops.

GENERAL BROCHURE RACK SPACE PROGRAM GUIDELINES: (continued)

- > All brochures must promote Florida tourism and provide information about destinations, attractions, activities, and events which admit the general public. All brochures must clearly pertain to the above tourism related items.
- > Any lodging advertised must offer overnight accommodations and must comply with section 509.201, Florida Statutes.
- > All brochures must be family oriented.

GENERAL WELCOME CENTER CONTENT GUIDELINES:

LIMITATIONS ON BROCHURES

- > Brochures may not advertise the sale of land or homes, relocation, real estate or time shares, manufactured housing or membership in recreation areas.
- > No more than 5% of any publication may inform or advertise non-Florida items.
- > Brochures may not state or imply endorsement by the Welcome Center, VISIT FLORIDA, or the State of Florida, or indicate that advertisements have been sold based on distribution in the Welcome Centers.
- > The use of the word “official” is prohibited, and subject to rejection, except on VISIT FLORIDA sanctioned products.

COUPONS

- > Coupons with an expiration date may be included in publications and must be honored as printed.
- > Only one coupon per advertiser is allowed.
- > Brochures containing coupons which have expired or are not honored will be removed from display.

DISPOSAL OF OUTDATED OR INAPPROPRIATE BROCHURES

- > Any brochure which violates these above policies will be removed from display by the Welcome Center staff.
- > If the provider of the brochures does not arrange for the removal from the Welcome Center within 10 working days of being notified, Welcome Center staff will dispose of the materials as they deem fit.

APPEARANCE

- > Visitor Services will advise applicants concerning the most effective format and the appropriate sizes for brochures.
- > The minimum weight of the paper must be 80lb. text for single panel brochures. Any brochure which detracts from the overall appearance of the Welcome Center will be removed from display.
- > Photocopies will not be accepted. For this reason, it is suggested that applicants confer with Visitor Services Administrative Staff before producing material to ensure program compliance.
- > No envelopes or packages are permitted.

APPLICATION

To participate in the program, please submit the attached enrollment form and a PDF of your brochure welcomecenter@VISITFLORIDA.org

OR

**Mail this form and 1 copy of your brochure to:
VISIT FLORIDA, P.O. BOX 1100, Tallahassee, FL 32302-1100**

Literature will not be displayed in any Official Florida Welcome Center until it has been reviewed & approved.

BROCHURE REVISIONS:

- > Brochure Revisions - any change in content is categorized as “revised” by VISIT FLORIDA & must be submitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers. (Ex. advertisement changes, calendar changes, event changes, contact changes etc.)
- > All revised brochures must adhere to the Official Florida Welcome Center Brochure Rack Space Program Guidelines located on pages 2 - 4.
- > Revised brochures that violate the Official Florida Welcome Center Brochure Rack Space Program Guidelines will be denied.
- > Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your brochure to VISIT FLORIDA at welcomecenter@VISITFLORIDA.org or the mailing address found in the following pages. If you are sending hard copies, please provide six.

BROCHURE RE-SUBMISSIONS:

- > Brochure Re-submission – any brochure previously denied due to one or more violation/s of the Official Florida Welcome Center Brochure Rack Space Program Guidelines. These brochures must be resubmitted, reviewed & approved by the Visitor Services staff prior to being displayed in the Official Florida Welcome Centers.
- > All Brochure Re-submissions must adhere to the Official Florida Welcome Center Brochure Rack Space Program Guidelines located on pages 2 - 4.
- > Brochure Re-submissions that violate the Official Florida Welcome Center Brochure Rack Space Program Guidelines will be denied.
- > Brochure re-submissions must be returned with a completed enrollment form, full contact information (including email address) and payment.
- > Please review the attached Official Florida Welcome Center Brochure Rack Space Program Guidelines and submit a blue line, draft, hard or pdf copy of your brochure to VISIT FLORIDA at welcomecenter@VISITFLORIDA.org or the mailing address found in the following pages. If you are sending hard copies, please provide six.

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