

# **TENNESSEE WELCOME CENTER BROCHURE & DISPLAY CASE POLICY**

The Department of Tourist Development (sometimes hereinafter referred to as “The Department”) operates the system of Welcome Centers located on Interstate highways in Tennessee. These centers act as a contact point for travelers entering Tennessee from any direction and distribute information on the state’s tourist attractions, accommodations, natural resources, history and other travel serving facilities.

The Department is also responsible for the distribution of literature at the Rest Areas located on interstate and major highways across Tennessee. Because the Welcome Centers and Rest Areas play such a prominent role in providing travelers with an impression of Tennessee’s travel opportunities, all brochures (hereinafter refers to printed promotional brochures and other publications, including rack cards, maps, booklets, etc.) intended for distribution must be approved by The Department before they are placed in the centers.

The Commissioner of the Department of Tourist Development is responsible for administering the brochure (publication) policy and has absolute authority to approve or disapprove any brochure (publication). **Solicitation of any kind for any purpose is strictly prohibited at the Welcome Centers and Rest Areas, including the distribution or dissemination of literature and materials, except as provided for in the guidelines stated below.**

## **Procedure**

1. Any Tennessee tourist attraction or tourism-related business is permitted to place its brochures in any Tennessee Welcome Center only after approval by The Department and on space availability. No brochure will be placed in the Welcome Centers without prior approval. All material distributed through Welcome Centers will be distributed free of charge to visitors.

Those desiring to have a brochure distributed at the Tennessee Welcome Centers should make a written request to:

Dani Crear  
Tennessee Tourist Development  
312 Rosa L. Parks Ave., 13<sup>th</sup> Floor  
Nashville, TN 37243-1102

**Two hard copies or an electronic PDF emailed to [Danielle.Crear@tn.gov](mailto:Danielle.Crear@tn.gov) of the brochure should accompany this request.**

2. When the brochure is approved for distribution at the centers, an approval letter from The Department will be provided along with a list of the addresses for each center. Brochures should be sent directly to each center. The distributing organization must include a copy of the approval letter with the brochure to be distributed. (The Welcome Centers **will not distribute** materials that are not accompanied by an approval letter). Printing and delivery charges are the responsibility of the organization providing the brochure. Deliveries ARE accepted at the Welcome Centers, MONDAY through FRIDAY from 8:00 a.m. to 4:30 p.m. in their time zone. Deliveries are NOT accepted ON WEEKENDS or at ANY of the rest areas at any time without prior approval. Please contact the Welcome Center Manager regarding

quantities. Due to space limitations, maximum quantities accepted will be at the Welcome Center Manager's discretion. **Note: Brochure approval must be renewed annually.**

**3. Tennessee Hotels/Motels Are Not Required To Have Advance Approval.** However, hotels/motels must follow this brochure policy. Those hotels/motels that do not adhere to these guidelines may have their brochure removed without notice.

### **Brochure Rack Placement**

1. Approved brochures (including material in display cases) will be displayed, placed and organized with the needs of the traveling public in mind at the discretion of The Department. If rack space is not available, the Center Manager at his/her option will place the brochure on available shelf or tabletop space. If other space is not available, brochures will be rotated onto the racks as space becomes available. The Department reserves the right to rotate off any brochure from the racks because of space limitations at the centers.
2. Information must promote **TENNESSEE** and furnish pertinent information to visitors about Tennessee points of interest.
3. Size of brochures should measure no more than nine (9) inches in height and four (4) inches in width, vertical format and standard brochure rack size, with the main message or name at the top of the brochure. The paper should be of a sufficient weight which will stand in the rack without bending. Brochures should be professionally typeset, error free, and should contain proper language usage.

The Department of Tourist Development encourages the use of recycled paper and sustainable products in the printing of all tourism brochures.



Rack space for other size brochures is very limited. Priority will be given to the Department of Tourist Development travel publications, and publications produced by Tennessee chambers of commerce, convention and visitors bureaus and regional/local tourism organizations. Other brochures that is too large for the rack will be displayed on tabletops or kept under the counter at the discretion of the Welcome Center Manager.

Shipped and/or delivered boxes of materials to Welcome Centers - **NOT TO EXCEED 30 LBS.**

We have the right to refuse delivery if delivered boxes of materials are in excess of 30 pounds.

4. The business may include a maximum of one insert into the approved brochure for distribution. The insert will not exceed 8 ½" x 11" in size, and will be folded down to the approved brochure size. Inserts are to be stapled or otherwise attached to the approved brochure. Welcome Center personnel will not be responsible for placing any approved insert into the approved brochure. To obtain approval on the piece to be inserted, forward the insert along with a letter of request to Tami Giles at the address listed above.
5. Coupons/discounts must have a professionally printed or stamped expiration date and rate. Coupons must state any restrictions that may apply, such as certain number of people per room, floor level of rooms, etc. If a coupon/discount will not be honored for advance reservations, it

must state this on the coupon, or it will be pulled from all Tennessee Welcome Centers. Please note that once a coupon/discount is approved, that coupon will be available to the public until the date of expiration and will not be pulled from distribution because of increased occupancy rates, etc. There will be no exceptions.

6. **Brochures on hotels, motels, campgrounds, and restaurants must contain 100% Tennessee information. All other brochures must contain at least 85% Tennessee information. All brochures should bear an in-state heading.**
7. Brochures promoting seasonal attractions will be placed in the racks for distribution 30 days prior to opening and removed after the final day of operation.
8. Welcome Center personnel reserve the right to pull any brochure which contains dated material that has expired.

### **Space Priority**

1. First space priority for distribution will be given to brochures describing primary Tennessee travel industry businesses or opportunities. Included in this category are Department of Tourist Development travel brochures and brochures produced by Tennessee chambers of commerce, convention and visitors bureaus and regional/local tourism organizations. Also included in this category are attractions, sightseeing tours, businesses that offer tours to the public, events/festivals, museums, and historical and recreational organizations including those regulated by city, state and federal governments and those produced by agencies of the State of Tennessee that are travel related (i.e., Historical Commission, Arts Commission, Tennessee State Museum, Department of Transportation Official Highway Map.).
2. Secondary space priority for distribution will be given to commercial establishments such as lodging properties (hotels, motels, inns, bed and breakfast, campgrounds, etc.) and restaurants.
3. Brochures not approved for distribution through the brochure racks or display tables but will be of benefit to the staff in answering inquiries from visitors may be kept on hand at the Centers for use as reference material. Notification will be mailed to the person making the request for distribution that will show why the brochure was not approved and permit five copies of the brochure to be sent to each Center for the reference files.

### **Publications Not Approved**

Even if a publication meets the minimum criteria for selection as set forth, it will be ineligible for display and distribution if:

1. The brochure is devoted to the advertisement of real estate.
2. The brochure promotes membership.
3. The brochure promotes time-share. This includes establishments that do not rent to the traveling public daily or those establishments that offer a gift or discount in exchange for attendance at a sales presentation or discount.
4. The brochure is political, promotes religious beliefs in nature or content aimed at a specific topic or cause not tourism.
5. The brochure depicts something obscene or contains offensive language or pictures that could be defined by The Department as being in bad taste.
6. Advertising has been sold on the basis that it would be displayed or distributed through the Centers without permission of the Department of Tourist Development. Publications should contact

the Department of Tourist Development, Welcome Center Division, before selling advertising and make a presentation on the content, design, distribution, etc. of the publication.

7. The brochure represents a property that has changed names since the brochure was originally printed and approved.
8. The brochure has a coupon with a special rate or discount but has no expiration date. No expiration dates or rates will be altered by Center personnel or approved if handwritten.
9. The brochure does not advertise and publicize the tourist attractions, natural resources, history or tourism industry of the State of Tennessee.
10. The brochure exclusively promotes gambling casinos.
11. The brochure represents a property for which the Department has received many complaints.
12. The brochure has classified ads.
13. The brochure advertises or promotes an out-of-state mail order web site.
14. The brochure has expired coupons. They will be pulled from the racks and/or center.

# Tennessee Tourist Development Welcome Center Division

## CRITERIA FOR WELCOME CENTER DISPLAY CASES

1. Display cases are at all of the fourteen Welcome Centers.
2. The cases can hold up to a 15" x 18" poster, specifically for tourist related events.
3. Prior approval should go through Dani Crear in the Nashville office.
4. Posters will be taken down on the last day of the function.
5. Posters **must not** have any of the following information.

- Out-of-State Information
- Gambling Casinos
- Real Estate ads
- Retail/Product sales
- Religious information or political ads
- Anything that solicits donations
- Events that are not family oriented
- Anything obscene or of adult nature
- Out-of-State web sites

Event posters should be sent to Dani Crear for prior approval at the address below.

Dani Crear  
Welcome Center Division  
Tennessee Tourist Development  
Wm. Snodgrass/TN Tower  
312 Rosa L. Parks Avenue, 13<sup>th</sup> Floor  
Nashville, TN 37243-1102  
Tel: 615/741-9012  
E-mail: [Danielle.Crear@TN.gov](mailto:Danielle.Crear@TN.gov)