




Approved by: Mark Ezell, Commissioner	Policy Number: 2024-001 (Rev.2)
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Authority: T. C. A. § 4-3-2004(b), T.C.A. § 4-3-2206(b)(1), 4-3-2209 And Tenn. Op. Atty. Gen. No. 08-151 (Tenn.A.G.), 2008 WL 4509030	Rule: N/A

Welcome Center Brochure and Information Display Policy

A. Program Overview.

Tennessee operates sixteen (16) Welcome Centers, which act as a contact point for travelers entering or exiting Tennessee. They distribute information on the state’s tourist attractions, accommodations, natural resources, and history and serve as a traveler safety rest break. Welcome Centers are open twenty-four (24) hours a day, 365 days a year, except for the I-40 Shelby County Welcome Center, which is closed each evening.

The Department is responsible for distributing brochures at Tennessee Welcome Centers and Rest Areas along the state’s interstate and major highways. All brochures intended for distribution must receive approval from the Department to ensure they effectively promote tourism attractions and tourism-related events in Tennessee.

B. Scope and Applicability.

This policy applies to all activities related to brochure review, display cases, and promotional material at the Welcome Centers. Solicitation for the distribution or dissemination of literature and materials is strictly prohibited at both Welcome Centers.

C. Abbreviations and Definitions.

1. “Brochure” is defined as printed promotion materials and other publications, including rack cards, maps, booklets, etc.
2. “Department” refers to the Department of Tourist Development.
3. “Rest Areas” are facilities that distribute tourism-related literature to travelers and provide a comfort stop for the weary motorist.
4. “Standee” is defined as a vertical printed standalone banner mounted on a frame or base used to market or promote specific campaigns, brands, events, or locations.
5. “Welcome Centers” are facilities that act as a contact point for travelers entering or exiting Tennessee. They distribute information on the state’s tourist attractions, accommodations, natural resources, history and also serve as a traveler safety rest break.

D. Procedures.

1. **Brochure Submissions.** Any Tennessee tourist attraction or tourism-related business is required to submit brochures for approval to the Department before placement in Welcome Centers. Brochure placement is contingent upon the factors below. Space limitations may apply, and allocation is subject to availability. All materials distributed within the Welcome Centers must be provided free of charge. Submitters should ensure that the information in the Brochure Submission Form and digital files are accurate and in compliance with the Department's Brochure and Information Display Policy.

- a. **Brochure Submission Form.** All organizations requesting brochure placement in Tennessee Welcome Centers must complete the Brochure Submission Form provided by the Department at www.industry.tnvacation.com. Along with the submission form, organizations must include digital files of the brochure in PDF format.
- b. **Alternative Submission Methods.** In case of difficulties with digital submission or if a printed brochure is preferred, organizations may email a PDF file to Dani Creer at dani.creer@tn.gov or mail brochures to:

Attention: Dani Creer
Tennessee Department of Tourist Development
312 Rosa L. Parks Avenue, 13th Floor.
Nashville, Tennessee 37243

2. **Brochure Review and Approval Considerations.** Upon receiving brochure submissions from organizations, the Department will review the brochure to ensure it follows the guidelines in this policy and will consider approval based on the following considerations set forth below.

- a. **Content Requirements.**
Brochures must promote Tennessee and provide pertinent information about Tennessee's points of interest. Due to limited space in Welcome Centers, the Department can only approve brochures related to travel, that inspire travel, and that are directly affiliated with a tourism destination or attraction that is within fifty (50) miles of the welcome center.

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.

Events featured in brochures must serve as tourism attractions, actively promoting themselves to individuals outside the local community and the state of Tennessee. These events should aim to draw visitors from beyond their immediate region and contribute to the overall tourism experience in Tennessee.

- b. **Brochure Size and Material.** Brochure size should not exceed nine (9) inches in height and four (4) inches in width, with the main message or name at the top. Paper should be of sufficient weight to stand in racks without bending, professionally typeset, error-free, and use proper language.
- c. **Insert Inclusion.** Organizations may include one insert with the approved brochure for distribution. The insert may not exceed eight (8) and a half inch by eleven (11) inches in size and will be folded down to match the approved brochure size. Inserts must be securely stapled or attached to the brochure by the organization before distribution. Welcome Center personnel will not be responsible for placing any approved inserts into brochures. To obtain approval on the piece to be inserted, forward the insert along with a letter of request to Dani Creer at the address listed above.

- d. Coupons and Discounts. To enhance the visitor experience and maintain consistency in brochure distribution, brochures featuring coupons and discounts must adhere to the following requirements:
- i. Coupons and discounts should prominently display a professionally printed or stamped expiration date and a clearly stated rate.
 - ii. Any restrictions that may apply, such as limitations on the number of occupants per room or floor level of rooms, must be explicitly stated.
 - iii. If a coupon or discount is not honored for advanced reservations, this must be indicated on the coupon, or it will be pulled from all Tennessee Welcome Centers.
 - iv. Once a coupon or discount is approved, the coupon will be available to the public until the day of expiration and will not be pulled from distribution due to factors like increased occupancy rates.
- e. Publications Not Approved. Even if a publication meets the minimum selection criteria, it will be deemed ineligible for display and distribution at Tennessee Welcome Centers if it falls into any of the following categories:
- i. Brochures that are primarily dedicated to real estate advertisement.
 - ii. Brochures that promote membership-based services or organizations.
 - iii. Brochures related to time-share properties, including those 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.
 - iv. Brochures of a political nature or those promoting religious beliefs, specific causes, or topics unrelated to tourism.
 - v. Brochures that contain obscene or offensive language, images, or content that the Department could define as being in bad taste.
 - vi. Advertising that has been sold on the basis that it would be displayed or distributed through the Centers without permission of the Department. Publications should contact the Department's Welcome Center Division before selling and make a presentation on the publication's content, design, distribution, etc.
 - vii. Brochures representing a property that has changed names since the brochure was originally printed and approved.
 - viii. Brochures with coupons offering special rates or discounts but without an expiration date. No handwritten expiration dates or rates will be approved.
 - ix. Brochures that do not advertise and publicize Tennessee's tourist attractions, natural resources, history, or the tourism industry.
 - x. Brochures exclusively promoting gambling casinos.
 - xi. Brochures representing a property for which the Department has received many complaints.
 - xii. Brochures containing classified ads.
 - xiii. Brochures that advertise or promote an out-of-state mail-order website.
 - xiv. Brochures with expired coupons will be removed from the racks and Welcome Centers.

3. Approval. When the brochure is approved for distribution at the centers, an approval packet from the Department will be provided along with a letter of approval and list of addresses for each Welcome Center where brochures should be sent directly.

4. Distribution and Delivery. The distributing organization must include a copy of the Department's approval letter with the brochure to be distributed. Materials lacking this approval letter will not be disseminated at Welcome Centers.

Deliveries are accepted at the Welcome Centers from Monday to Friday, 8:00 a.m. to 4:30 p.m. in their respective time zones. Deliveries are not accepted on weekends or at Rest Areas without prior approval from the Department. The Department has the right to refuse delivery if the boxes of materials provided exceed a weight limit of thirty (30) pounds. Printing and delivery charges are the responsibility of the organization providing the brochure.

5. Brochure Placement and Priority. Approved brochures will be displayed, placed, and organized at the discretion of the Department to meet the needs of travelers. In cases where rack space is unavailable, the Welcome Center Manager may place brochures on available shelves or tabletop space. Due to space limitations, the Department reserves the right to rotate brochures off racks. Welcome Center personnel may remove any brochure that contains dated material which has expired, guaranteeing that visitors receive the most accurate and useful information. Brochures promoting seasonal attractions will be placed in the racks for distribution thirty (30) days before their opening and removed after the final day of operation. The Department has established a tiered priority system for placing approved brochures:

- a. Priority Distribution. Top priority will be given to brochures that describe primary Tennessee travel industry businesses or opportunities, including:
 - i. Department of Tourist Development travel brochures.
 - ii. Brochures produced by Tennessee Chamber of Commerce, convention and visitors' bureaus, and regional/local tourism organizations.
 - iii. Attractions, sightseeing tours, businesses offering tours to the public, events and festivals, museums, and historical and recreational organizations, including those regulated by city, state, and federal governments.
 - iv. Brochures produced by agencies of the State of Tennessee with a travel-related focus, such as the Historical Commission, Arts Commission, Tennessee State Museum, and the Department of Transportation's official Highway Map.
- b. Secondary Space Priority. Following priority distribution, secondary priority will be assigned to commercial establishments, including lodging properties (hotels, motels, inns, bed and breakfasts, campgrounds, etc.) and restaurants.
- c. Reference Materials. Brochures not approved for distribution for the brochure racks or display tables but will benefit Welcome Center staff in answering inquiries from visitors may be maintained at the Centers for use as reference materials. Notification will be mailed to the person making the request for distribution that will explain why the brochure was not approved and permit five copies to be sent to each Center for reference files.

6. Renewal. Brochure approval must be renewed annually.

7. Criteria For Welcome Center Display Cases.

- a. Display Case Submission. To request approval for poster placement in the Welcome Center display cases, organizations must submit a formal request to Welcome Center Coordinator. The request should include event details, including the event's name, date, location, and description.

- b. Review and Approval Considerations. Submitted posters will be reviewed to ensure compliance with the content requirements below. Organizations will receive communication regarding the approval or denial of their posters.
- c. Poster Size. Display cases are designed to accommodate posters with dimensions not exceeding fifteen (15) inches in width and eighteen (18) inches in height. Rack card-sized posters are preferred due to space constraints and have a higher likelihood of being displayed in the Welcome Centers' display cases.
- d. Content Requirements. Welcome Center display cases are intended exclusively for posters promoting tourism attractions and tourism-related events in Tennessee. Due to space limitations, the Department is unable to approve every piece of single-event literature. Exceptions may be made for major, visitor-driven events. To be considered for single-event literature, please ensure that the event actively encourages travel to or within Tennessee and is featured on a website or other printed materials. The organization should provide data, such as research or surveys from previous years, that indicates that attendees come from at least fifty-one miles away to attend the event. Any poster featuring QR codes must provide details about the attraction, such as photos and locations. Mere "SCAN HERE" posters will not be accepted.
- e. Prohibited Information. Posters displayed in Welcome Center display cases must not contain any of the following information:
 - i. Out-of-state information.
 - ii. Gambling casinos.
 - iii. Real estate advertisements.
 - iv. Retail or product sales.
 - v. Religious information or political advertisements.
 - vi. Anything that solicits donations.
 - vii. Events that are not family oriented.
 - viii. Anything obscene or of adult nature.
 - ix. Out-of-state websites.
- f. Approval Notification. Once a poster is approved for display in the Welcome Center display cases, an approval letter will be sent via email from Welcome Center Coordinator, confirming the acceptance of the poster.
- g. Poster Delivery. Organizations that have received approval for their posters must ship the approved posters to the designated Welcome Centers where they wish to display them, along with the approval letter included. It is the responsibility of the organization to cover all costs associated with printing and shipping the posters.
- h. Display Place Case Availability. Space availability may vary by Welcome Center location, and approval depends on the specific needs and capacity of each center.
- i. Poster Removal. Posters will be displayed until the last day of the event or function they promote. On the last day, they will be removed from the display cases.

E. Promotional Standee Display Placement

1. Standee Request. Organizations interested in displaying a standee at Tennessee Welcome Centers must adhere to the following steps for submitting a standee request and email all the required information and materials to the Welcome Center Coordinator.
 - a. Standee Details. Organizations must provide a detailed description of the standee, including information about its content, purpose, and the specific attractions or tourism-related details. Due to space constraints, the Department can accept only one panel standee per organization at a time. Standees can only be considered from Tennessee's tourism attractions and related businesses that are located within a fifty (50) mile radius of the welcome center. Marketing agencies, vendors, and hospitality groups cannot be accepted due to space limitations.
 - b. Standee and Base Measurements. To ensure the standee and its base are not a trip hazard, organizations should include precise measurements of the standee and its base, including its width, height, and depth.
 - c. Standee Content. Organizations should share all content that will be printed on the standee. This includes text, images, logos, and any other visual elements. The content should promote Tennessee tourism attractions and tourism-related businesses.
 - d. Photo Proofs. A proof or a photo of the standee should be sent to Welcome Center Coordinator for review along with a clear photo of the standee's base.
2. Review. Agency Legal will review materials submitted to the Welcome Center Coordinator in addition to current space constraints within the requested welcome center(s).
3. Memorandum of Understanding ("MOU"). Partners approved for placement within Welcome Centers must agree to the Department's terms and execute an MOU. Following execution of the MOU, that document will dictate all requirements on both the Department and Partner.