

SOUTH DAKOTA DEPARTMENT OF TOURISM

INTERSTATE WELCOME CENTERS PUBLICATION PROGRAM

Interested in displaying your publication at an Interstate Welcome Center?

Below are the things you need to know if you plan on participating in the 2021 Interstate Welcome Center Publication Program.

These program policies and requirements are designed to maximize the effectiveness of the literature we display and create consistency in the program so that our Travel Counselors can better plan and prepare for each season. We appreciate your cooperation!

- 1 All five Interstate Welcome Center locations will open to the public on Monday, May 17, 2021.**
 - Wilmot (I-29 Exit 213, Northbound and Southbound)
 - Vermillion (I-29 Exit 26, Northbound and Southbound)
 - Valley Springs (I-90 between MN Exit 1 and SD Exit 410, Westbound Only)
 - Chamberlain (I-90 between Exits 265 and 263, Westbound and Eastbound)
 - Spearfish I-90 between WY Exit 205 and SD Exit 2, Eastbound Only)
- 2 All publications must be registered.**
 - The online Registration Form can be found on our industry website at www.sdvisit.com in the Training & Hospitality section.
 - Online registration is available from **March 1 through April 16, 2021.**
 - A Registration Form must be completed for each publication you plan on distributing to the Welcome Centers. If you have multiple publications, you will need to submit a Registration Form for each one.
- 3 Each publication will have its own Confirmation Number.**
 - After submitting the online Registration Form, you will receive an email containing a four-digit Confirmation Number. **This number is how we will identify your publication and must be included with any shipments or deliveries of publications to our Welcome Centers.**
 - If you are shipping or delivering multiple publications, then you must include the confirmation number for each.
- 4 On April 26, 2021, you will receive an email informing you of the quantity of publications you will need to provide to each Welcome Center.**
 - Do not send more publications than requested and do not send publications that are not registered.
- 5 All initial shipments/deliveries of publications must arrive at the Welcome Centers between May 17 and May 28, 2021.**
 - Shipping instructions and addresses can be found on our industry website at www.sdvisit.com.
 - Please note that most of the Interstate Welcome Centers are not on a United State Postal Service mailing route. **All shipments must be sent through a parcel courier service such as UPS, FedEx or Spee-Dee.**
- 6 All requests for ordering or fulfillment will come from Nate Johnson, the Welcome Center Manager.**
 - In an effort to streamline the way we request and receive inventory, all orders will come from the Welcome Center Manager.
 - There is no need to contact the Welcome Centers regarding your publication. If you have any questions, you can contact the Welcome Center Manager.
- 7 All Publication Program Participants are strongly encouraged to participate in the annual Literature Swap.**
 - This is the way we prefer to receive our initial publication inventory, and it is a great networking resource.
 - For more information on the 2021 Literature Swap, you can contact Ara with the Black Hills & Badlands Tourism Association at 605-355-3600.

For any questions regarding the Interstate Welcome Centers or the Publication Program, contact Nate Johnson, Welcome Center Manager, at 605-773-3301 or Nate.Johnson@TravelSouthDakota.com.