

BROCHURE DISPLAY IN ALPINE SHIRE COUNCIL VISITOR INFORMATION CENTRES

(Bright – Alpine, Myrtleford and Mount Beauty)

Alpine Shire Council (ASC) operates three accredited Visitor Information Centres (VICs) in each of the key townships of Bright, Myrtleford and Mount Beauty. They service approximately 134,000 walk in visitors annually across the three VIC's. Our professional staff and ambassadors are committed to providing resourceful and impartial information to help promote your individual business and the Bright & Surrounds brand. You are encouraged to enhance your marketing exposure by displaying your DL size business brochure in our Visitor Centres free of charge.

To display your brochures in our VICs it is as simple as:

- Fill out your business information below
- Sign (or initial) to say that you have read, understand, and agree to the “Brochure Display Criteria”
- Organise to take your brochures into the Visitor Information Centre (*Please note, space is limited in some centres and preferences will be given to businesses residing in that town*)

BROCHURE DISPLAY CRITERIA

The following apply for display of brochures within the Alpine Shire Council operated Visitor Information Centres;

- All operators wishing to display brochures free must reside or operate their business within the Alpine Shire
- Standard display size for brochures is DL for individual operators
- DL, A5 or A4 size for cooperative advertising brochures such as OVGs etc. (subject to available space)
- Business cards are not acceptable for display. Brochures are required to be of a professional design and print quality
- All members are responsible for delivering display material to the visitor centre sites at their own expense. It is the responsibility of members to ensure adequate supply of brochures. You will not be called when supplies have depleted.
- It is the responsibility of members to have all necessary licenses, insurances and statutory approvals required to operate their business in agreement with local, state and federal authorities and within the law
- Brochure display is subject to final approval by manager of Alpine Shire Council Facilities
- Available wall space may dictate that a brochure may not automatically be displayed at all locations. Preference will be given to businesses in the same township as the VIC.
- Information contained in the brochure must be current. Alpine Shire Council accepts no responsibility for incorrect/ or out of date information, and reserves the right to remove brochures from display at any time.

BUSINESS INFORMATION (required)

Business Name *

Manager/ owner/ contact person name *

Business Address *

Email Address *

Signature (initials will suffice) *

(signing the above indicates that you have read and understood the “Brochure Display Criteria”)

Contact, Alpine Shire Council Development Officer (Tourism) 03 5755 0555

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