

Hill City Area Chamber of Commerce Visitor Information Center



Hill City
The Heart of the Black Hills™

The Visitor Information Center is often a tourist's first exposure to everything that our area, has to offer. Our visitor information center exhibits and displays incorporate innovative design for an informative and engaging visitor experiences. Our Visitor Center staff will work with you to ensure that the story you want to tell is indeed the story that the visitor takes away.

Businesses, especially tourism related businesses thrive on referrals and the Chamber facilitates an environment for referrals every day. Each year thousands of people walk through the Hill City VIC to ask questions and to seek information for things to do, places to stay and eat. When they ask, we refer only our members.

Setting your business apart from others at a can be a daunting task. Everyone has the same objective—attract visitors, generate traction and, the end game, close a deal. One determining factor to help achieve this goal is leasing and creating a Visitor Information Center display. Creating displays should be a calculated process and part of your marketing plan.

Rack cards are good but with so many businesses supplying rack cards it is very easy for your cards to be overlooked. Not so with a well-designed display in the VIC. People have a 40% better chance of learning and retaining information about your business with a display ad than a rack card. Display ads work. Reserve your space today.

What space will work for you? Before leasing your display space, research and know what is possible in the different spaces. The more information you have, the better. Pre-planning pays off.

What sizes do you need? Once you research the specifications, customize your material to them. If you are going to use a wall ad, make sure you design to the correct size, as you wouldn't want a 2.5' poster for a 2' frame. Similarly, if you use stand-up displays, decide whether they will work in the space you are leasing.

Will printed hand-out materials be needed? If you are setting out items for people to take whether it is a brochure, business card or other marketing piece, make it representative of your brand. This will be the only tangible item they will have from your company. Spending the time on design is the key to leaving a lasting impression.

Do promotional giveaways make sense? You need to think about your audience. If you do want to hand out a perk, it needs to be unique and have a specific message. You also need to make sure there is enough in storage at the VIC so our staff can replace them when supplies get low.

Do you have a benchmark? Perhaps you've seen a space in the VIC that you want to match in terms of quality or effectiveness. Research what made their space successful and tailor to your needs.

Having a well-executed display sends a positive message to potential consumers because, for some, this display will be the time to make your first impression. Like a first date, if it doesn't go well, they will never want to see you.

Display Advertising

Pricing

Rack Card Display	Free	Members	\$100.00 Non-Members
2'X1'X8" H Display Case	\$175.00	Members	\$350.00 Non-Members
1'X2"X8" V Display Case	\$175.00	Members	\$350.00 Non-Members
2'X2'X8" Cabinet Box	\$300.00	Members	\$600.00 Non-Members
2'x2' Wall Ad	\$300.00	Members	\$600.00 Non –Members
2'X4' Luminaire Display	\$450.00	Members	\$800.00 Non-Members
3'X6'X24" Floor Display	\$1950.00	Members	\$2,800.00 Non-Members
10'X6'X24" Floor Display	\$3,600.00	Members	\$4,800.00 Non-Members

Standard Brochure Slots

The standard Rack Card/Brochure Slot is an excellent promotional opportunity at our best-deal price of \$100.00 per year. (Members get this service for free.) Your brochure will have exposure in an area almost every visitor will use.

What We Provide:

Free standing rack display.
One third face exposure for brochure
Notification when supply is low.

What You Supply

A supply of 200-500 rack cards



Annual Cost: \$100.00 (Free for Members)

Call the Hill City Chamber today for all of your advertising needs: 605-574-2368



Annual Cost: \$300 (Members) \$600.00 (Non-Members)

2'X2' Framed Wall Advertising

These are our most cost effective and visually attractive display panels in the building. Framed in black plastic these wall frames are located in strategic locations throughout the VIC for only \$300.00 per year.

What We Provide:

A black plastic frame and wall space.

What You Provide:

Your poster 23 inch x 23 inch.



2'x1' Horizontal Display Case

These display boxes are just right for the frugal business person. For \$175.00 (member price) you get a horizontal 2'X1'x 8 inch deep cabinet space to locate your advertising in. You can have a Plexiglas front or open front depending on your display.

What We Provide:

2'x1'x8" Cabinet with or without locking glass front.
Electricity if you need it for your display.

What You Provide:

Panel front 10.5X22.5 or items to fit into cabinet.

Annual Cost: \$175.00 Member Price \$350.00 Non-Member Price



1'x2' Vertical Display Case

These display boxes are just right for the frugal business person. For \$175.00 (member price) you get a vertical 1'X2' 8 inch deep cabinet space to locate your advertising in. You can have a Plexiglas front or open front depending on your display.

What We Provide:

1'x2'x8" Cabinet with locking glass front.
Electricity if you need it for your display.

What You Provide:

Panel front 10.5X22.5 or items to fit into cabinet.

Call the Hill City Chamber today for all of your advertising needs: 605-574-2368

**Annual Cost: \$175.00 Member
\$350.00 Non-Member**

2'X2'X8" Cabinet Box

These spaces are our hottest items they go fast. For only \$300.00 a year, (member price) enjoy one of our fabulous 2x2 shelf boxes. You can either have a closed glass front or open front depending on what you would like to display. These display boxes are excellent for interactive displays such as a small tv with video or to display some of your small gallery items such as jewelry, small vases or pictures.

What We Provide:

2'x2'x8" Cabinet space with or without locking glass front.

Electricity should you need it for your display.

What You Provide:

Items or information brochures to fill your display.

Call the HCACC to reserve yours today.
605-574-2368



Annual Cost: \$300.00 Member
\$600.00 Non-Member



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2'x4' Luminaire Display

These are our most visually attractive display advertising opportunity. These back lit panels are 2-foot by 4-foot rectangle prominently located on the walls of the visitor center. Your message is brilliantly displayed – it's ideal for colorful photos and creative artwork.

What We Provide:

Framed 2'x4' back-lighted display

What You Provide:

Your luminaire advertising design and panel.

**Annual Cost: \$450.00 Member
\$800.00 Non-Member**

3'x6'x24" Floor Display

Our Visitor Center in cabinet floor displays are for those businesses who want to make an impact on the people who see them. Visitors can get up close and personal with your display. Our visitors will spend almost 50% more time at floor displays and are more likely to take the business card or brochure of those that have floor displays. These floor displays are perfect for creating an interactive display with tv and dvd to show your promo video. Some businesses have even enclosed the case to show off non-touchable relics.

What We Provide:

3'x6'x24" open space with electricity.

What You Provide:

All display items any enclosed cases or glass front.
TV, DVD and other electronic devise.

Annual Cost: \$1950 Member \$2,800 Non-Member





3'X6' Free Standing Floor Display

Really make your business stand out with this free standing floor display. This 360 degree walk around display can be anything you want it to be. Placed in strategic areas of the VIC center this custom made display will create an excitement about your business that other displays can't.

What We Provide:

3'x3' Floor space. (No Electricity)

What You Provide:

All display items.

Annual Cost:

\$1,950.00 Members

\$2,800.00 Non-Members



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This 10'X6' display is the granddaddy of all the display cases. This case can either be open for interactive interpretation or closed off with a glass front. Any display in this area will have a very large impact on the visitors to the Center.

Annual Cost: \$3,200.00 Member

\$4,800.00 Non-Member

What We Provide:

10'x6'x24" open space with electricity. glass front.

What You Provide:

All display items any enclosed cases or

TV, DVD and other electronic devise.

Call 606-574-2368 to reserve your space today.

Hill City Area Chamber of Commerce

2014/2015 Visitor Information Center Marketing Display Contract

This is a legally binding contract for annual year _____ between the Hill City Area Chamber of Commerce and

Business Name _____ Contact _____

Address _____

Phone _____ Fax _____ E-Mail _____

The above named business agrees to purchase the following marketing display (*please check one*)

<input type="checkbox"/>	10 ft x 6 ft Floor Display	\$3,600.00	<input type="checkbox"/>	2 ft x 1 ft Display Box	\$175.00
<input type="checkbox"/>	6 ft x 8 ft Floor Display	\$3,400.00	<input type="checkbox"/>	2 ft x 2 ft Display Box	\$300.00
<input type="checkbox"/>	3 ft x 6 ft Floor Display	\$1,950.00	<input type="checkbox"/>	2 ft x 2 ft Wall Ad Space	\$300.00
<input type="checkbox"/>	3 ft Free Standing	\$1,950.00	<input type="checkbox"/>	2 ft x 4 ft Wall Ad Space	\$450.00

Quantity of _____ x _____ each

Total Costs _____

*****NON MEMBER RATES AVAILABLE PLEASE ASK*****

The above business agrees to pay the total cost as stated above to the Hill City Area Chamber of Commerce for the Marketing Display rental space in the Visitor Information Center.

- The business will receive an annual contract for renewal.
- Alternative payment agreements may be negotiated upon request.
- **All Displays must be paid in full before items can be placed into displays.**

The above business will conform to design standards as set by the Hill City Area Chamber of Commerce. They will be responsible for the contents of their display, production of signage, and acrylic panel (optional) inserted into the metal guides. The Hill City Area Chamber of Commerce will provide the metal edge guides and screws for each shadow box display. The Hill City Area Chamber of Commerce will not be held responsible for the content in the display.

Please sign and date this contract below and return to the Hill City Area Chamber of Commerce with your payment.

HCACOC Representative

Date

Authorized Signature

Date

Please print