

42ND ANNUAL *Literature Swap*

Lit Swap makes it fun and easy to distribute your literature to SD welcome centers, meet new industry professionals, and catch up with those you already know. Conveniently exchange your marketing brochures with other businesses as you stock up on updated materials like the 2025 South Dakota Vacation Guide and BH&B regional maps!

BH&B PARKS & ATTRACTIONS MEETING | 9:00 - 12:00

Discover Something New
Communities, attraction members and regional park officials share updates, highlight new developments, and showcase upcoming events at their locations.

LIT SWAP | 2:00 - 4:00

Shipping to all five South Dakota Welcome Centers!

All publications being distributed to the Interstate Welcome Centers must be registered for Travel South Dakota's 2025 Interstate Welcome Center Publication program.



KICK OFF THE 2025 PEAK SEASON!

Join us May 6

THE MONUMENT, 444 MT. RUSHMORE RD, RAPID CITY

REGISTER FOR THE LITERATURE SWAP

ONLINE: BlackHillsBadlands.com/LitSwap

MAIL: Send in by Tuesday, April 29

PHONE: Call Ara at 605.355.3600

BH&B Lit Swap, 1851 Discovery Circle, Rapid City, SD 57701

BUSINESS NAME:

PHONE:

NAME(S) OF ATTENDING:

☐

BH&B MEMBER BUSINESS BROCHURE \$40 EACH

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NON-MEMBER BUSINESS BROCHURE \$65 EACH

**TOTAL AMOUNT
ENCLOSED**

\$ _____

Please feel free to bring additional brochures. Additional cost per piece is \$40 for members or \$65 for non-members.

SPONSORS:

Affordable Adventure Tours, Black Hills Adventure Tours, Crazy Horse Memorial®, Custer State Park, Custer State Park Resorts, Ketel Thorstenson LLP, Quality Quick Print / Midstates Inc., Visit Rapid City's CTA Program

MAY 6 2025

PARKS & ATTRACTIONS MEETING • LITERATURE SWAP • B2B MINGLE & MIX

BH&B Parks & Attractions Meeting

9:00 - 12:00 | RUSHMORE HALLS C & D

Get ready for the 2025 peak season by exchanging important information, news and updates with area Chambers and DMOs, the Black Hills National Forest Service, our National Parks, South Dakota State Parks, Travel South Dakota, Black Hills & Badlands Tourism Association, area attractions, and other organizations throughout the Black Hills and Badlands region. The session is free to attend.

RSVP to Ara, (605) 355-3600

or ara@blackhillsbadlands.com.

Full Schedule

9:00 - 12:00	BH&B PARKS & ATTRACTIONS MEETING
12:00 - 2:00	LUNCH ON YOUR OWN
2:00 - 4:00	LIT SWAP AND B2B MINGLE & MIX

THANK YOU TO OUR SPONSORS



Affordable Adventure Tours, Black Hills Adventure Tours, Crazy Horse Memorial®, Custer State Park, Custer State Park Resorts, Ketel Thorstenson LLP, Quality Quick Print / Midstates Inc., Visit Rapid City's CTA Program

42nd Annual Literature Swap

2:00 - 4:00 | RUSHMORE HALLS C & D

Kick off the 2025 peak season at the 42nd annual Literature Swap! Lit Swap makes it fun and easy to distribute your brochures and magazines to all five South Dakota Welcome Centers located along I-90 and I-29. Meet new visitor industry professionals and catch up with those you already know.

2025 SOUTH DAKOTA INTERSTATE WELCOME CENTER PROGRAM

Showcase your business at South Dakota Interstate Welcome Centers! All literature distributed at these locations must be registered with Travel South Dakota. This program is designed to maximize the effectiveness of the materials displayed. Registration is quick and easy—just visit SDVisit.com or scan the QR code.



Register for Travel SD
Welcome Center Program

B2B MINGLE & MIX

BH&B Corporate Members provide essential business-to-business services to our members and are a pillar to the Black Hills and Badlands tourism industry. Stop by our Corporate Members' booths from 2:00 to 4:00pm to see how their products and services can benefit your business. Be sure to enter to win door prizes at participating booths.