



VISITOR INFORMATION CENTER ANNUAL BROCHURE PROGRAM

The Daytona Beach Area Convention & Visitors Bureau (CVB) operates two local Official Visitor Information Centers (VIC). They are located inside the ticket lobby area of the Daytona International Speedway and in the motorcycle showroom at Bruce Rossmeyer's Destination Daytona. Each location is staffed with friendly and knowledgeable staff.

Approximately 25,000 visitors stop by the VICs to collect Daytona Beach travel information, including restaurants, attractions, accommodations, and events. Local tourism-related businesses can promote their business to these visitors through the VIC's Rack Brochure Program for a small fee. Each location offers several brochure space sizes, including 4 x 9" and 8 ½ x 11".



Premium countertop space is also available for an additional fee.

To participate in this highly visible program, please fill out the back of this form. Note: Businesses provide the CVB printed materials for distribution. This program runs annually and includes both VIC locations. The year will start on the 1st of the Month after payment.



**Area Convention
& Visitors Bureau**

VIC Annual Brochure Program

Prices are based on the type and size of business

Hotel Accommodations (check appropriate guest room count)

___ 1 – 10 rooms: \$115	___ 11 – 50 rooms: \$165
___ 51 – 100: \$195	___ 101 – 200: \$295
___ 201 – 350: \$395	___ 351+: \$495
___ Attractions, Retail, Restaurants: \$300	
___ Multi-Business or Magazines: \$400	
___ Counter-top placement (premium location): \$150 (additional fee)	

Starting Month: _____

Company: _____

Email: _____

Address: _____

Contact Name: _____ Phone: _____

Position: _____

Signature: _____ Date: _____

Make payments payable to Halifax Area Advertising Authority or HAAA. Questions? Call Connor Rand at (386) 255-0415 x 130 or email crand@daytonabeach.com. Call for assistance.