



NEBRASKA

TRAVEL ASSOCIATION

WHAT IS THE BROCHURE SWAP?

The annual NETA Brochure Swap is an inexpensive way NETA MEMBERS can get their promotional brochures to visitors centers, attractions and Chambers/CVBs across the state as well as the state's staffed Welcome Centers at a one-stop location. Each registered NETA MEMBER will have space on a table to stack bundles of their promotional literature. Everyone picks up supplies of brochures to take back home to display while at the same time your materials will be picked up and distributed across the state.

The event begins with a Community Swap, where you may exchange brochures with other communities and attractions. After the Community Swap finishes, you can drop off literature to the state's Welcome Centers. Each will have a pallet at the swap to drop off your materials. The state's Travel Counselors will be stationed at each pallet to accept your literature. Please ask each Travel Counselor if they would like some of your brochures and how many they would like. Some locations have limited space. The Nebraska Tourism Commission makes plans to have the pallets picked up and distributed to the Welcome Centers in the days following the Swap.

BROCHURE SWAP 101

If you are new to Brochure Swap or a seasoned pro, here are some tips to make your swap experience the best it can be.

Before coming to Brochure Swap, you should do the following:

1. Verify your NETA membership is current. If you aren't sure, check with Wendy Kreuser, NETA Director at netravelassoc@gmail.com or 402-414-4420.
2. Bundle your brochures in 25's, 50's or 100's with rubber bands for your colleagues to collect.
3. Have your packages for each of the Welcome Centers bundled and boxed together. Indicate if this is the total allotment for the year or provide a contact name and number so Travel Counselors can contact you for more materials. If you have multiple brochures for the Welcome Centers, box them all together if possible.
4. [Register online by May 6, 2025.](#)
5. If spending the night, make your overnight accommodations at Best Western Plus, 308.534.3120.

WHAT TO BRING TO BROCHURE SWAP:

1. A cart, extra rubber bands, markers and business cards.
2. Comfortable shoes.

BROCHURE SWAP FAQ

Q: Since we are an event and do not have a regular brochure rack, can we come to the swap and leave materials for the I-80 Visitors Centers?

A: *The intention of the Brochure Swap is to trade literature with other tourism entities as well as leave some sort of distribution plan to get materials to your community either through motels, banks, restaurants. If you drop off literature but do not take any home, you may be excluded from future brochure swaps.*

Q: Does my Brochure Swap fee include my membership in NETA?

A: *The fee you pay for the Brochure Swap is for your participation in the swap. Your NETA dues are separate.*

Q: How many brochures should I bring to swap with other communities?

A: *The rule of thumb is that you bring as many brochures as you are willing to take home and distribute. These should be rubber-banded and bundled in quantities of 25.*

Q: We are a regional tourism organization and a member of NETA. Can we distribute our individual members' brochures at the Swap under our registration fee?

A: *The fee is for each entity (attraction, CVB, property or regional group). If your organization represents several entities, whether they are non-profit or for profit, each entity must pay a fee to be eligible to distribute. The only exception to this is if a CVB, Chamber or regional group contributes financially to a brochure, they may distribute any and all of those publications under their registration fee.*

Q: I'm a downtown retail business. Can I bring my brochure to the Swap?

A: *Any business interested in attracting the traveling public is welcome to participate in Brochure Swap. However, each I-80 Visitors Center has the discretion to display what they feel is appropriate material.*

Q: How many brochures should I bring to leave on the pallets for the I-80 Visitors Centers?

A: *Due to limited storage space at the Visitors Centers, you must [email](#) Micheal Collins at the Nebraska Tourism Commission email. Micheal will inform you of how many brochures are needed at each I-80 Visitor Center. Keep track of how many brochures (pieces, cases, bundles, etc.) you drop off at each information center, which will give you an idea how many to bring for next year.*

Q: Which I-80 Visitors Centers should I distribute my brochures through?

A: *It's best to distribute your materials at visitor centers heading toward your destination. You can send information to rest areas that are not heading toward you, but due to limited storage space, travel counselors might be able to accommodate only a limited supply of your brochures. Example: if your attraction is in Omaha, it would be more productive to distribute your literature at the eastbound visitor centers than the westbound ones. [Email](#) Micheal Collins for more information.*

Q: Our regional group produces a magazine, or newspaper-style Visitors Guide. What is the best way to package it for the Visitor Centers?

A: *This style of Visitors Guide must be boxed in order to be accepted for distribution. All boxes **MUST** also be labeled with the name and location of the Visitor Center it is meant for (i.e., Kearney WB) as well as the quantity enclosed.*

Q: We want to make sure our brochures arrive at the distribution centers in the best condition possible.

What is the accepted way to package them to insure this?

A: *Brochures, with the exception of the magazine or newspaper-style, should be banded with two rubber bands. One near the top, the other near the bottom. **Please pre-box your items** when placing them at a facility's designated area. You can place multiple materials from different destinations in your community, county, or region in the same box(es). We will label each box with the appropriate information center prior to delivery. They should also be marked with the appropriate quantity.*

Q: What time should I arrive to Brochure Swap?

A: *Please have your table area ready for the Community swap at 9:00 am.*

NETA PALLET POLICE

The Brochure Swap in April of 1998 saw the introduction of the "Pallet Police". The purpose behind designating volunteers as Pallet Police is very simple -- to help the Swap go more smoothly for everyone involved.

The Pallet Police are there to provide assistance to "First Timers" and ensure the pallets are packed properly for distribution by NETA to the I-80 Visitor Centers. They also enforce the time schedule established by the organizing committee and "deputize" helpers to shrink-wrap the pallets at the end of the swap.

Besides receiving our undying gratitude for volunteering for this sometimes hazardous duty, the Pallet Police get the "perk" of being able to bring their brochures in and place them at all the I-80 pallets before anyone else.

We thank you in advance for giving them your full cooperation.

I-80 VISITOR CENTERS IN THE 2025 SWAP

Visitor Center	Telephone Number	Physical Location
Archway	531-207-8588	I-80 Kearney Archway exit 275
Blue River Eastbound	531-721-3766	West of Milford exit, I-80, mile marker 382
Brady Westbound	531-207-3124	West of Brady exit, I-80, mile marker 193
Kearney Eastbound	531-207-4974	West of Kearney exit, miler marker 269
Kimball Visitor Center	308-241-0573	I-80, exit 20, Kimball
Lewis & Clark Visitor Center	402-874-9900	100 Valmont Dr., Nebraska City
Ogallala Eastbound	531-220-6048	West of Ogallala exit, I-80, mile marker 124
Omaha's Henry Doorly Zoo	402-432-8836	I-80 South 10th St. exit 454, Guest Services
Sgt. Floyd Welcome Center	712-279-0198	I-29, exit 149, Sioux City, Iowa
York Westbound	531-207-8629	East of York exit, I-80, mile marker 355

NOTE: The community visitor centers and attractions (Archway, Kimball, Lewis & Clark Visitor Center, North Platte, and Omaha Zoo) are eastbound and westbound.

- Please include your contact information so travel counselors can reorder materials. Also let them know if the supply that you are shipping is ALL that is available for the season and if this is a new publication (outdated materials will be recycled due to limited storage space).
- Tip: If you are an individual lodging property, restaurant, or other tourism-related business, brochures not offering a discount or coupon are less likely to be picked up than those offering an incentive.