



## Policy Guidelines for Literature Distribution at Oklahoma Tourism Information Centers

### 1) Approval Procedures

- a) A new supplier wishing to distribute brochures through the Oklahoma Tourism Information Centers must submit a copy of the brochure along with an application for distribution to the Tourism Information Centers Director for approval. The current director is Sarah Sheets, and she can be reached at (405) 478-2316 or [sarah.sheets@travelok.com](mailto:sarah.sheets@travelok.com).
- b) The application for distribution form can be found on the travelok.com website by clicking on the **Tourism Industry Partners** under "**Resources**" on the left menu bar on the home page. Once on the Tourism Industry page, scroll down and select the **Forms** link in the text.
- c) If approval is granted, the supplier will receive instructions on the procedure for sending brochures to the Literature Distribution Center in Oklahoma City.
- d) If major changes are made to the brochure after approval, the brochure must be resubmitted for re-approval.

### 2) Shipping

- a) The supplier must ship the literature pre-paid to the Literature Distribution Center unless otherwise instructed. Tourism Information Centers cannot accept literature for transfer to the Literature Distribution Center or to other Tourism Information Centers.
- b) Event literature and other short-term literature suppliers will normally receive instructions to ship directly to the Tourism Information Centers due to the time sensitivity of their materials. Literature that will be stocked long-term will normally be shipped to the Literature Distribution Center where Tourism Information Centers can order it as needed.
- c) If a supplier requests that literature be returned to them, the supplier must pick up the literature or make suitable arrangements for the literature's return at their own cost.

## 5) Unacceptable Brochures

- a) No political or religious propaganda brochures will be accepted.
- b) No brochures will be accepted that promote properties to which admission to the destination, attraction, event, activity, etc. is based upon a membership fee or other means of exclusive admission, rather than general admission open to the public. This includes lodging properties that require the visitors to attend a sales presentation.
- c) No brochures will be accepted that contain offensive language or photos that could be defined as being in bad taste or deemed inappropriate for distribution. The final decision will be made by the Tourism Information Centers Director.
- d) No brochures will be accepted that portray Oklahoma and its tourism destinations and attractions in a less than favorable light or that could be deemed to damage the State's image as a tourism destination.
- e) Odd-sized pieces including posters, handbills, business cards, tabloid publications, etc. will generally not be approved. Exceptions may be made when it is generally beneficial to the State as in the case of displaying business cards in conjunction with product promotion for sponsoring organizations.
- f) Brochures that promote destinations, attractions, activities and events outside of Oklahoma will not be approved unless they also promote Oklahoma tourism opportunities and the Tourism Information Centers Director determines that sufficient coverage is given to Oklahoma to make the brochure beneficial to the State.

The Oklahoma Tourism & Recreation Department reserves the right to distribute any brochures deemed appropriate to fulfilling the needs of the Tourism Information Center visitors. We also reserve the right to refuse the distribution of any brochure deemed inappropriate to fulfilling the needs of the Tourism Information Center visitors.

**Following is a sample listing of brochures that would not be acceptable for distribution at the Oklahoma Welcome Centers.**

- Out Of State
- Real Estate
- Housing Rentals
- Churches
- Law Enforcement
- Medical Services
- Youth Organizations, Including YMCA/YWCA
- Civic Organizations

**Submit application along with one copy of brochure for approval to:**

Sarah Sheets  
Tourism Information Centers Director  
Oklahoma City Welcome Center  
12229 N I-35 Service Rd.  
Oklahoma City, OK 73131

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(signature and title)

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(date)

**NOTE: CASES OF BROCHURES WEIGHING MORE THAN 30 POUNDS WILL  
NOT BE ACCEPTED AT THE WELCOME CENTERS.**

Only brochures promoting Oklahoma's tourism-related attractions, events, sites, festivals, etc. will be considered for approval. The following is a sample listing of those brochures that ***would not be acceptable*** for distribution at Oklahoma's Tourism Information Centers.

- Out of State
- Real Estate
- Housing Rentals
- Churches
- Law Enforcement
- Medical Services
- Youth Organizations, Including YMCA/YWCA
- Civic Organizations