



## NORTH CAROLINA DEPARTMENT of COMMERCE

### Visitor Services Administration

[www.commerce.nc.gov/wc](http://www.commerce.nc.gov/wc)

## North Carolina Welcome Center Guidelines for Displays, Banners, and Posters

NC tourist attractions or tourism-related business are permitted to place signs, posters, or display pieces in NC Welcome Centers only after approval by the Visitor Services Administrator in addition to the Welcome Manager at the desired site. ***The requesting party is to send one example or pictures of the display item with a formal request to the address below or via e-mail.***

To ensure a consistent and professional presentation of promotional materials at North Carolina's Welcome Centers, the following guidelines must be adhered to when submitting banners, posters, and other promotional displays:

### 1. Content Requirements

- **Relevance:** Materials must be directly relevant to tourism, travel, or major state events within North Carolina.
- **Accuracy:** All information presented must be accurate and up to date. This includes event details, dates, times, locations, and contact information.
- **Appropriateness:** Materials must be family-friendly and suitable for a diverse audience of all ages, backgrounds, and interests.
- **Branding:** If displaying a specific event, business, or organization's materials, ensure that any logos or branding align with the official brand guidelines of the event, state, or organization. Clear and professional branding enhances the credibility of the display.
- **Sales and Product Soliciting:** Materials or display items promoting retail sales, branded merchandise or product advertising may be prohibited unless part of a state-approved partnership.

### 2. Design and Aesthetic Guidelines

- **Visual Appeal:** Materials should be visually appealing, easy to read, and designed to capture the attention of visitors. Use high-quality images, fonts, and graphics. Ensure legibility from a distance.
- **Font and Color Scheme:** Use easy-to-read fonts and a color scheme that contrasts well for readability. Avoid overly busy designs or excessive use of bright colors that might detract from the message.
- **Size and Proportion:** Display materials should not overpower the space. Follow the designated size guidelines for posters and banners to ensure consistency and balance within the Welcome Center.

### 3. Display Specifications

- **Posters:**
  - **Size:** Standard poster sizes (18" x 24", 24" x 36") are preferred, though exceptions can be made for larger designs if appropriate. Poster sizes also can be 22" x 28" (portrait and landscape) and 11" x 14" (portrait) for sign holders.
  - **Mounting:** Posters should be mounted securely with non-damaging materials (e.g., Velcro, removable adhesive) to avoid damage to the center's walls.
  - **Location:** Posters should be placed in areas of high foot traffic but avoid obstructing walkways, doorways, or exit signs. Welcome Center management reserves the right to select display locations.

- **Banners:**
  - **Size:** Banners should be appropriately sized for the available display area, with standard sizes ranging from 3' x 5' to 5' x 8'. Larger banners will require additional approval.
  - **Material:** Banners should be printed on durable, weather-resistant material if displayed outdoors, or high-quality paper if displayed indoors.
  - **Hanging:** Banners must be hung using professional-grade hardware (e.g., grommets, banner stands), and ensure they are not placed in areas with high risk of wear or weather exposure.

#### 4. Timing and Duration

- **Event-Specific Materials:** Promotional materials for events should be displayed during the appropriate pre-event period. Materials should be removed after the event has been concluded or as specified by event organizers.
- **Ongoing Promotions:** General promotional materials, such as tourism brochures, should be updated regularly to reflect current offerings and regional highlights. Materials should be replaced every 6 months or as needed.

#### 5. Approval and Submission Process

- **Submission:** All promotional materials must be submitted to the Visitor Services Administrator for approval prior to display. Please send materials at least two weeks in advance of the intended display date.
- **Approval Process:** Materials will be reviewed for relevance, quality, and compliance with these guidelines. The Visitor Services Administrator will notify you of approval, or of any requested revisions.
- **Shipping/Delivery:** Send materials via postal or courier services. The Welcome Center Manager will assist with and determine on-site placement once approved.

#### 6. No-Display Materials

- **Political or Religious Content:** Promotional materials with political, religious, or controversial content will not be accepted. The Welcome Centers serve a diverse group of visitors and aim to maintain a neutral, inclusive environment.
- **Commercial Promotions:** Display of materials promoting a specific commercial product or business, without alignment to tourism or state events, may be prohibited unless part of a state-approved partnership.

#### 7. Maintenance and Removal

- **Regular Checks:** Welcome Center staff will periodically check the condition of displayed materials. If any materials become damaged or worn, they will be replaced by the organization responsible or removed from display.
- **Removal:** All promotional materials must be removed promptly after the agreed-upon display period. Organizations are responsible for arranging for the removal of their materials or for notifying the Welcome Center Manager if an extension is requested.
- **Rotation:** Approved materials may be subject to a rotation period due to space limitations. This will be determined by the Visitor Services Administrator and the Welcome Center Manager.

#### 8. Contact Information

For more details or to submit materials for display, please contact

##### **Wally Wazan**

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[wwazan@commerce.nc.gov](mailto:wwazan@commerce.nc.gov)



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**North Carolina Welcome Centers Display Request Form**

**Purpose:**

This form is to request approval for the display of materials at North Carolina Welcome Centers. Please review the ***North Carolina Welcome Center's Guidelines for Displays, Banners, and Posters*** before submitting your request.

**Contact Information**

- **Organization Name:** \_\_\_\_\_
- **Primary Contact Name:** \_\_\_\_\_
- **Title/Position:** \_\_\_\_\_
- **Email Address:** \_\_\_\_\_
- **Phone Number:** \_\_\_\_\_
- **Mailing Address:** \_\_\_\_\_

**Display Information**

- **Type of Display:** (check all that apply)
  - ☐ Display Item
  - ☐ Poster
  - ☐ Banner
  - ☐ Product Sample
  - ☐ Other (Please specify): \_\_\_\_\_
- **Description of Display Material:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- **Dimensions of Display (if applicable):** \_\_\_\_\_

- **Preferred Display Location(s):**

☐ Wall Space

☐ Floor Display (Rack/Stand)

☐ Countertop Display

☐ Other (Please specify): \_\_\_\_\_

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- **Preferred Welcome Center Site(s)** Check all that apply.

☐ I-26E

☐ I-26W

☐ I-40W

☐ I-77N

☐ I-77S

☐ I-85N

☐ I-85S

☐ I-95N

☐ I-95S

**Liability:**

- The requesting organization assumes all responsibility for any loss, damage, or theft of display items and materials.
- The Welcome Centers are not liable for materials left unattended.

**Agreement and Signature**

By signing below, I confirm that I have read, understood, and agree to adhere to the guidelines outlined for displaying materials at North Carolina Welcome Centers.

**Signature of Requester:** \_\_\_\_\_

**Print Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

***Office Use Only***

**Approved by:**

**Visitor Services Administrator** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Welcome Center Manager** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Display Start Date:** \_\_\_\_\_

**Display End Date:** \_\_\_\_\_

**Notes:**

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