

National Support for Regional Conferences



Please complete form and e-mail to Michele Santiago, SMPS National Marketing Manager at Michele@smps.org. The complete list of marketing opportunities offered to regional conferences including specifications and mechanical requirements follows this form.

| Regional Conference Information | |
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| Regional Conference Name: | |
| Dates: | |
| Conference Co-Chairs: | |
| Conference Contact for Marketing Efforts: | |
| E-mail/Phone: | |
| <i>Marketer</i> (bi-monthly magazine) | |
| Select Issue (circle issue) | February, April, June, August, October, or December |
| Ads (full and half page) due to SMPS National the 10 th of month prior (e.g. if you select April issue of <i>Marketer</i> then your due date will be March 10 th) | Due Date: |
| Conference Contact for <i>Marketer</i> Ad: | |
| E-mail/Phone: | |
| SMPS National Contact, Christine Chirichella | |
| christine@smps.org or 800.292.7677, x227 | |
| <i>SMPS Connections</i> (bi-weekly e-newsletter) | |
| Select week to run banner ad (circle date) | Week: 11/25, 12/10, 12/23, 1/7, 1/21, 2/4, 2/18, 3/4, 3/18, 4/1, 4/15, or 4/29 |
| Banner ad due to SMPS National two weeks before e-newsletter is schedule to run (e.g. if you select the week of 2/18 then your banner ad due date will be 2/4) | Due Date: |
| Conference Contact for <i>SMPS Connections</i> Banner Ad: | |
| E-mail/Phone: | |
| SMPS National Contact, Michele Santiago | |
| Michele@smps.org or 800.292.7677, x245 | |

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| E-mail Blast | |
|--|-----------|
| Week you would like to schedule an e-mail blast to members in the cities participating in your regional (e.g. week of 11/9, 11/17, 12/7, etc) | Week: |
| Text, regional conference web site link, and e-blast header due 2 weeks before scheduled e-mail | Due Date: |
| Conference Contact for e-mail blast: | |
| E-mail/Phone: | |
| SMPS National Contact, Michele Santiago | |
| Michele@smps.org or 800.292.7677, x245 | |
| 2-Day Call Campaign | |
| Week you would like to schedule the 2-day call campaign SMPS National will conduct (e.g. week of 11/9, 11/17, 12/7, etc). Most regional conferences will schedule their campaign 2-4 weeks prior to the conference | Week: |
| Conference Contact for Call Campaign: | |
| E-mail/Phone: | |
| SMPS National Contact, Mary Cruz | |
| mary@smps.org or 800.292.7677, x225 | |

*SMPS National cannot guarantee a date or *Marketer* issue you've selected above, but will work to accommodate you or come close to your selected date.

Questions regarding regional conference support by SMPS National? Please contact Mary Cruz, SMPS National Director or Chapter Services at mary@smps.org or 800.292.7677, x225.