HOW YOU CAN HELP MARKET THIS EVENT

As you may be aware of, we are currently engaged in marketing the conference with a multimedia effort that includes printed brochures, emails, and an event website.

A successful conference is always mutually beneficial therefore; we want to provide you with marketing resources that you might use to highlight your participation so that your clients, prospects, and peers are aware of your significant contribution.

We have found in the past that personal outreach from our speakers to the marketplace is acutely Instrumental in building a successful event. We encourage you to consider promoting your role in helping to make this conference a great success.

- **Brochures**: Under separate cover, we will send you a number of event brochures. If appropriate, please forward these to clients or colleagues who may be interested in registering. If you require additional brochures, please let us know. We can also arrange for a “blind” mailing to your contacts/preferred invitees to preserve privacy and confidentiality. (See below)

- **Email**: Additional conference information is available online at: [www.shopaba.org/environfall](http://www.shopaba.org/environfall) and you may include this link in your emails for distribution.

- **Do you have a contact list?** If so, we are delighted to mail your contacts on your behalf. The mailing is undertaken by a third party mail house and we guarantee not to use the information you provide beyond a one-time usage (or by agreement).

- **Do you have a website?** Why not link your website to ours? You could post a link to the [25th Fall Conference](http://www.shopaba.org/environfall), and use your intranet to spread the word or even detail your entire presentation on your own site!