

## DUTIES AND RESPONSIBILITIES CONVENTION SUB-COMMITTEE

Name of Sub-Committee: Advertising

Purpose of Subcommittee: To make arrangements with vendors and manufacturers to place advertisements in the Convention Program.

Preliminary Duties:

1. Contact vendor, manufacturer via letter and email regarding the possibility of placing company advertisement in Convention Program.
2. Follow up via phone to vendors and manufacturers who did not respond to letter or email. Look for commitment to place ad in program.
3. Provide Executive Secretary a list of vendors and manufacturers to receive an additional letter and email to secure advertisement reservation.
4. Forward all correspondence including ad files to Executive Secretary for publication.
5. Provide Executive Secretary a listing of vendors who will be advertising in the Convention Program. Form includes: name of vendor, size of ad, and what page the ad was in the Summer/Fall Serving Spring Issue.
6. Confirm with Executive Secretary that the ads for publishing are accurate and correct. This verification is completed electronically.

Duties at the Convention:

1. Touch base with vendors and manufacturers who placed ads in the Convention Program. Thank each vendor for their support to MSNA.

Follow-up Duties:

1. None needed, unless vendor expresses a concern on ad placement via email or in person at the Convention.
2. Follow up with Treasurer to make sure all payments are received and posted to the advertising line item in the budget.