

## **Partnering with SPE Headquarters**

### **A. Extended Service: For all conferences (excluding ANTEC® and other similar conferences) with gross sales revenue in excess of \$25,000, the royalty due to SPE Headquarters will be 12% of the event's gross sales revenue. In return SPE Headquarters will offer, if wanted, the following Extended Services free of charge:**

1. Use of the SPE logo. See Style Guide (<http://www.4spe.org/Leadership/Content.aspx?ItemNumber=11358>)
2. Advertisements in *Plastics Engineering* magazine- 4 ads- Please see Advertisement Request Instructions-page 4 of this document. Choose from the following issues:

<u>PE Magazine Issue Dates</u>	<u>Ad Due to SPE HQ</u>
January	December 1
February	January 1
March	February 1
April	March 1
May	April 1
June	May 1
July/August	July 1
September	August 1
October	September 1
November/December	November 1

3. Email blasts-choice of 4 date--Please use Email Blast Request Form-page 3 of this document
4. Listing in SPE monthly calendar, email blasts and all other calendars
5. Review and/or negotiation of hotel and/or venue contract/-help with site selection also available
6. Registration(online & onsite)
7. Ad designs (flyer, email blast designs, website banners, and advertisements in *Plastics Engineering & Plastics News* if applicable)
8. Use of conference mobile app
9. Social media promotion-the Chain, Instagram, Twitter, Facebook, & LinkedIn
10. Use SPE HQ's general liability insurance for the Topcon(USA only)
11. Setup and send out a post conference survey for TopCon through our survey monkey account free of charge and available to all.

### **B. Limited Service: For all other events (also one-day or evening events) with gross sales revenue in excess of \$25,000, a royalty of 6% of gross sales revenue will be paid to SPE Headquarters. In return, SPE Headquarters will perform, if wanted, the following Limited Services.**

1. Use of the SPE logo. See Style Guide (<http://www.4spe.org/Leadership/Content.aspx?ItemNumber=11358>)
2. Advertisements in *Plastics Engineering* magazine- 4 ads. Please see Advertisement Request Instructions-page 4 of this document. Choose from the following issues:

<u>PE Magazine Issue Dates</u>	<u>Ad Due to SPE HQ</u>
January	December 1
February	January 1
March	February 1
April	March 1
May	April 1
June	May 1
July/August	July 1
September	August 1
October	September 1
November/December	November 1

3. Email blasts-choice of 4 dates-Please use Email Blast Request Form-page 3 of this document
4. Listing in SPE monthly calendar and all other calendars
5. Review and/or negotiation of hotel and/or venue contract/-help with site selection also available
6. Registration (on-line only-2.7% processing fee)
7. Social media promotion-the Chain, Instagram, Twitter, Facebook, & LinkedIn

**C. Sales revenues for all events are defined as all revenues received to cover the expenses of the event such as, but not limited to:**

1. Registration revenues of attendees
2. Sponsorship of the conference or conference events
3. Exhibit and table-top sales
4. Underwriting of conference expenses or equivalent value
5. Expenses covered by third parties in return for 'whatever'

**D. Other SPE Headquarters services are available upon request depending on the availability of resources. The costs to cover these services will be separate charges.**

1. Advertising in Plastics News-see attached details

**E. Membership fees (new or renewal) in conjunction with the conference will be exempt from royalty payments and are not considered part of the sales revenue.** For all conferences and events, SPE Headquarters offers a special new or renewal member dues rate. These member fees will be paid separately to SPE Headquarters as soon as possible after the conference to ensure SPE members have can start, or continue, their benefits immediately.

**F. A donation to the SPE Foundation of up to \$5000 (to be used for scholarships) will be exempt from the gross revenue (thus exempt from royalty payments)**

**G. Special Circumstances: In special circumstances, the level of royalty may be negotiated.**

1. If the conference results in a financial loss of \$0 to \$10,000, the royalty due will be reduced by half to 6%.
2. If the conference results in a financial loss of more than \$10,000, the royalty due will be waived completely.
3. The royalty due will be waived completely for a new conference.

**H. For conferences outside of the US and Europe, we are not yet able to support SPE conferences with the Extended Service package. Therefore the royalty due will be 6% irrespective of the sales revenue, unless otherwise agreed.**

**I. All conference proceedings shall be sent to SPE HQ within 4 weeks after the conference. SPE HQ will upload the proceedings to the SPE on-line technical library no earlier than 6 months after the conference.** The organizing group may sell the proceedings through the SPE HQ website during the first 6 months after the conference and will receive all the revenue of these sales.

## **EMAIL BLAST REQUEST FORM-4 Email Blasts per TopCon**

Please consider the length of your email. In an effort not to overburden the recipient, SPE Headquarters has found that email blasts that are no longer than 100 words seem to obtain a better response. Within the 100 words. Attachments cannot be sent as part of the email blast.

### **Recommended Email Blasts**

Save the Date/Call for Papers  
Sponsor/Exhibitor Sales  
Registration/Prelim Program  
Registration/Final Program

### **Email Blast Date Requested**

Requests must be provided **at least 10 business days in advance** of requested deployment dates. This allows for the email blast to be produced, returned to group for approval and scheduled.

**Requesting Group/Event Name** :( Enter your Topcon/Section/Division/SIG name here.)

**Subject Line** Please provide a succinct subject line. (140 characters max)

**Requested Audience:** SPE member groups to receive email blast

As part of your overall marketing plan for your TOPCON, your email will be sent to recipients by considering the Division members and Section members that are sponsoring or cosponsoring the program. You may also wish to include the Sections that are located near the conference site.

**Attach your group or Conference logo in high res/eps format along with all relevant copy and pictures with your request.**

# **Advertisement Request Instructions for Plastics Engineering Magazine-4 per TopCon**

## **PE Magazine is published 10 times a year**

<b><u>Issue</u></b>	<b><u>Completed Ad Due to HQ</u></b>	<b><u>Design Request/Copy Due</u></b>
January	December 1	November 1
February	January 1	December 1
March	February 1	January 1
April	March 1	February 1
May	April 1	March 1
June	May 1	April 1
July/August	July 1	June 1
September	August 1	July 1
October	September 1	August 1
November/December	November 1	October 1

If SPE HQ will be designing your advertisement please attach your group or conference logo in high res/eps format along with all relevant copy and pictures with your request to [swojnicki@4spe.org](mailto:swojnicki@4spe.org). This allows for the ad to be designed, returned to group for approval and forwarded.

If your group is providing their own artwork please forward to [swojnicki@4spe.org](mailto:swojnicki@4spe.org) by completed ad due date.