



## Marketing Guidelines

An initial promotional announcement should be mailed to customers within 150 miles of the training site 12 weeks in advance of the training date. A follow-up contact 4-5 weeks in advance of the training date is recommended, unless a workshop is already filled or the event has been cancelled. A follow-up with key customers in person or by phone is very effective to pull in last minute attendees. Also, a discount for early registration is strongly recommended to encourage early sign up. Many hosts have found that allowing registrants to use a purchase order number to book a class also increases attendance. It is helpful to involve a local utility or distributorship in the direct marketing of a training session. In addition, marketing to individuals on different levels within an organization increases the likelihood of the announcement reaching the appropriate individual, i.e. facilities engineer, plant manager, purchasing agent, maintenance supervisor, and management.

Hosts and the co-hosts agree to use marketing materials in accordance with the [Compressed Air Challenge Guidelines for Use of Name and Logo](#). Commercial messages designed to sell products and services shall not be included in mailing announcements.

Please see the [CAC sample marketing materials](#) for assistance. You may use wording from these documents to produce similar promotional materials. Use of the CAC logo is encouraged on all marketing materials.