

NACE Area & Section Events Toolkit

A Marketing Guide for
Conference Committee Members

June 2019



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Overview

The NACE Area & Section Conferences Toolkit was created to help conference committee members and others raise awareness of NACE Area- and Section-hosted events to drive participation and engagement. Each toolkit is intended to provide resources and ideas to help NACE Area and Section conference committee members become more effective in delivering value and the benefits of presenting, attending, exhibiting, and sponsoring these local events. Included in the following pages are best practices and guidelines for effective marketing efforts, with several examples to aid in communication and solicitation of support through various channels.

Criteria for Marketing Assistance

NACE International headquarters will provide marketing assistance for events hosted by NACE Sections and Areas if the following criteria is met:

The event IS:

A technical presentation that can include exhibits and networking events

The event is NOT:

- An Area/Section monthly/bimonthly/quarterly/annual meeting of its members
- A fundraising event
- Hosted by another organization, association or company where the NACE Section is solely a supporting organization of the event
- Partnered with NACE International headquarters (A separate agreement, a memorandum of understanding (MoU), will designate marketing support for these events)
- An education course or series of education courses, including NACE courses

If your Area/Section partnered with NACE Conferences, please refer to the marketing section of the Section and Area Conference Partnership Agreement that your Area/Section signed for details on marketing efforts to be fulfilled by your Area/Section and NACE Marketing. For questions, reach out to your NACE Conferences contact.

If your Area/Section did not partner with NACE Conferences on your event, please reach out to NACE Membership Section Support Specialist, Cindy Tracy at cindy.tracy@nace.org, or NACE Marketing at marketingdepartment@nace.org for additional marketing available for purchase, or refer to page 20.

Marketing 101

Did you know that it takes at least seven touches before a prospect will take action to engage with your product or service? For a prospect to hear your message then, you need a well-planned marketing strategy on how and when to engage with prospective customers, whether you're looking for speakers, attendees, exhibitors, or sponsors.

As a conference committee member and involved NACE member, you're considered an influencer – meaning you have a voice that industry peers and professionals respect and trust. In other words, when you make a recommendation, people listen. With that kind of industry clout, you play an integral role in marketing and spreading the word about the event.



Adding an Event Listing to nace.org

If you've partnered with NACE International headquarters for your event, event details will already be posted to the NACE Events page. If your event is not partnered with headquarters, the first task you will want to check off the to-do list is to complete and submit the [Event Calendar Submission Form](#).

Submitting this form will add your event to the NACE Events page, the first place NACE members and other corrosion professionals go to view upcoming events. This page averages nearly 5,000 pageviews per month, with visitors spending more than 2 minutes perusing the listings. What does that mean for you and your event? Posting your event here will introduce it to an engaged audience that is actively looking to know about and attend industry gatherings.

The screenshot shows the NACE International website's navigation bar at the top, featuring links for About NACE, News, NACE Institute, NACE Foundation, NIICAP, IMPACT PLUS, MPI, Career Center, a search bar, and a login button. Below the navigation is the NACE International logo. The main content area displays a breadcrumb trail: Events > Event Listings > NACE Events. A section titled "Featured Events" is shown with four event cards:

- NACE Central Area Conference** (August 12-14, 2019, San Antonio, TX) - Register | Website
- NACE Corrosion Technology Week 2019** (September 15-19, 2019, St. Louis, MO) - Register | Website
- NACE Northern Area Eastern Conference** (October 20-22, 2019, Ottawa, ON, Canada) - Call for Abstracts | Website
- NACE Pipeline Integrity Management Seminar** (October 23-25, 2019, Mexico City, Mexico) - Call for Abstracts | Website



Monday 12 August	NACE Central Area Conference 2019 Monday, August 12 - Wednesday, August 14, 2019 NACE HQ Sponsored Event Discover solutions to corrosion issues and challenges facing your area from local industry leaders. San Antonio, TX, United States
Tuesday 13	BOTH China 2019 Tuesday, August 13 - Friday, August 16, 2019



Event Calendar Submission Form

Event Details

*Event Title:

Details:

*Start Date:

*End Date:

Venue:

*City:

*Postal Code:

State/Province:

*Country/Region:

Contact Information

*Contact Name:

Organizer:

Contact Phone:

*Contact Email:

Please note that this page is intended only for conferences, workshops, and seminars, and is not intended for Area/Section monthly/bimonthly/quarterly/annual meetings or education courses.

Materials Performance Upcoming Events

If you added your event to the NACE Events page, your event may be included in *Materials Performance* Magazine's upcoming events section (space permitting). Event information will be listed at least 4 months prior to the event date. For your event to be included, you must submit it at least 45 days prior to issue date.

NACE and Industry Events

Network with NACE members and nonmembers on-site at industry events you attend and tell them about your upcoming event.

Create a flyer (or if you partnered with NACE International headquarters for your event, share NACE Marketing's event flyer and conference brochure) with details about your event, and distribute it to people you meet at industry events, conferences, and networking sessions.

Need help creating a flyer? NACE Marketing has developed fillable PDFs of flyers, meter-board signs and banner stands for Areas/Sections to use. These NACE-branded flyers enable Areas/Sections to customize specific fields. The templates can be accessed on the [Officer Resource Page](#) on nace.org.

NACE #CORROSION Conference & Expo

With 6,000+ attendees and 400+ exhibiting companies each year, NACE's annual CORROSION Conference & Expo provides the perfect opportunity to promote your event to a captive and engaged target audience.

Want to ensure your flyer is in a highly trafficked area with maximum visibility? Contact NACE Marketing at marketingdepartment@nace.org to have your flyer added to the Info Wall at CORROSION Conference & Expo. (*Limited space availability. NACE Marketing must be notified, and flyers must be received to NACE International's Distribution Center at least six weeks prior to CORROSION. On-site delivery arrangements can be made, provided NACE Marketing has minimum six weeks' notice.*)

Area or Section Website

If your NACE Area or Section has its own website or an Area/Section Web page on [nace.org](#), add event details to the site. Include the 5 W's: who, what, where, when, and why. If you've created an event flyer, be sure to post it on the site as well. Link to the conference website, so prospective participants can find more information and submit an abstract, register, and see the exhibit hall floor plan.

The screenshot shows the NACE International website with the "Central Area" selected. The top navigation bar includes links for About NACE, News, NACE Institute, NACE Foundation, NIICAP, IMPACT PLUS, MPI, Career Center, search, and LOGIN. Below the navigation is the NACE International logo. The main content area is titled "Central Area" and shows a "Calendar of Events". Under "Calendar of Events", there are three tabs: "NACE Events" (selected), "Industry Events", and "Past Events". The "NACE Events" tab lists three events:

Date	Event	Location	Contact
August 12 - 14, 2019	NACE Central Area Conference 2019 Discover solutions to corrosion issues and challenges facing your area from local industry leaders	San Antonio, TX, U.S.	Megan Leyva phone: +1 281-228-6206 email: megan.leyva@nace.org
September 13, 2019	NACE Houston Clay Shoot Come out for a great day of sporting clays to support the vibrant NACE Houston Section Scholarship Program	Westside Sporting Grounds Katy, TX, United States	Jane Brown NACE Houston Section phone: +1 281-413-0013 email: jane@brown corrosion.com
January 14 - 15, 2020	50th Omaha Section short course This short course is an historic milestone for the Omaha Section. Expect good things to see, learn, and do while enjoying the Omaha hospitality. If you're looking to connect, network, meet new contacts, and get real hands-on training, if you've been around awhile, meet new friends and old while you pick up on the latest technologies and products. This is the event of the year for the Omaha Section. Come join us at the fabulous Embassy Suites Hotel and Convention Center across from Cabela's for a great learning and fun event	La Vista Embassy Suites & Convention Center La Vista (Omaha), NE, U.S.	John Gormley John Gormley phone: 402-396-7494 email: john.gormley@regisgo.com

Getting Started on Social Media

The most successful users on social media, called “influencers,” actively and regularly engage in conversations. As a start, be sure to follow NACE International on [Facebook](#), [LinkedIn](#), and [Twitter](#). Consider joining the [NACE International | Corrosion Discussion Group on Facebook](#) and the [NACE International LinkedIn Group](#) as well. Keep an eye out for posts related to your event from the NACE social media accounts and be sure to share these posts to your own social media accounts!

Your social media efforts overall will be more successful if you are active on your platform(s) of choice, whether it be Facebook, Instagram, LinkedIn, Twitter, or all of them! Your online reputation is built through genuine, professional interactions such as posting, liking, and commenting on others’ posts. If your posts center around soliciting and selling only, they have a lower chance of being seen, liked, or responded to, since you won’t have built up a reputation on the platform as someone others turn to for recommendations.

Suggestions for and Posting on Social Media

Posting on social media platforms such as Facebook, LinkedIn, and Twitter can aid in raising awareness, generating interest, and driving conversations about how to become involved in the event.

Getting people engaged with your event starts with communicating the value of the event – and what better way to demonstrate value than to show rather than tell? Showing them value can mean posting photos, explaining how you’ve personally benefited, and communicating how they can achieve their professional or business goals through participation.

Here are some guidelines for using social media to bring attention to your event:

1. **Use an Image Related to the Event** – Catch viewers’ attention! A photo will help personalize the post, making it more appealing for those who view it and ultimately decide whether to participate.
2. **Give Some Background** – Explain the 5 W’s: who will be there (attendees by job title, companies by industry), what the event is and what registrants will gain from it, where and when the event will be held, and why it’s important for industry professionals participate.
3. **Share Your Personal Experiences** – Share a bit about yourself in the post, such as how long you have been in the industry, how you came to become involved with NACE, what you’ve gotten out of participating in past NACE events, and why you feel it’s important others participate in your event to better the industry.

4. **Use a Hashtag in your Posts** – Using a hashtag such as #CORROSION2020 is a way to link separate posts in different platforms (such as Facebook and LinkedIn) and in different posts within the same campaign. For example, if you posted about looking for speakers in November, then in December, you can use the same #CORROSION2020 hashtag to announce the technical program.
5. **Include a Call to Action** – In other words, tell people what you want them to do, whether it's to submit an abstract, register to attend, exhibit, or sponsor.

Here are a few examples:

 **NACE International**
27,092 followers
3w

Advance registration is now open! Connect and learn with industry leaders and colleagues at the 2019 NACE Central Area Conference in San Antonio.



NACE International Central Area Conference
cac.nace.org

15 • 1 Comment

 Like  Comment  Share

 NACE International Retweeted
Willamette Valley Co @wvco · May 21
As Congress considers major #infrastructure proposals, @NACETweet is working to raise awareness of the importance of corrosion planning and the role of qualified personnel and planning during 2019 NACE Legislative Day, June 5-6 in DC. Learn more >> loom.ly/iFeVtBk

1 4

Sharing Facebook Events and Inviting Others

If you partnered with NACE International headquarters on the event, chances are the NACE Social Media Specialist has created your event on the NACE International Facebook company page.

Please note that the event created here does not replace the registration process; it's merely to gauge interest in the event and to see who else is potentially interested or planning on attending the event. Attendees still must register for the event through the conference website and checkout through the online NACE Store.

Screen shots from the NACE International Facebook page:



The screenshot shows the NACE International Facebook page. The profile picture is a stylized 'W' logo. The cover photo features the text "EASY TO CONNECT" and "EASY TO SEARCH". The sidebar includes links for Home, About, Posts, Events (which is selected), Groups, Photos, Videos, Reviews, Community, and Offers. The main content area displays an "Upcoming Events" section with three entries:

Date	Event Name	Location	Actions
AUG 12	2019 NACE Central Area Conference	JW Marriott San Antonio Hill ... San Antonio	Get Tickets Interested
SEP 15	2019 NACE Corrosion Technology Week	Hilton St. Louis at the Ballpark St. Louis, MO	Get Tickets Interested
OCT 7	2019 NACE Eastern Area Conference	World Golf Village Renaissan... Saint Augustine, FL	Get Tickets Interested

The screenshot shows the Facebook event page for the 2019 NACE Central Area Conference. The sidebar on the left includes links for Events, Calendar, Birthdays, Discover, and the specific 2019 NACE Central Area Conference. The main content area features a large image of a conference room with attendees and a speaker at a podium. Below the image, the event details are listed: AUG 12 2019 NACE Central Area Conference, Public - Hosted by NACE International. There are two buttons: 'Interested' and 'Going'. To the right of these buttons is a 'Share' button with a dropdown arrow. The event location is JW Marriott San Antonio Hill Country Resort & Spa, 23808 Resort Parkway, San Antonio, Texas 78261, with a 'Show Map' link. Tickets can be purchased at cac.nace.org, with a 'Find Tickets' link. Below the event details are tabs for 'About' (which is underlined) and 'Discussion'.

Sharing the Facebook event to your Facebook page:

1. Once on the NACE International Facebook page, click on Events in the sidebar menu on the left
2. Click on the NACE event in which you're involved
3. Underneath the date and name of the conference, there are two buttons, Interested or Going. Click Going
4. To the right of the Interested and Going buttons is the Share button
5. Click Share and then Share as Post. If you want to share to a specific friend, in a group, on another page you manage, or in a private message, click Share on Your Timeline, and it will give you additional options
6. Type in your post, making sure to include #hashtags at the end
7. Click Post

Inviting friends to the Facebook event:

1. Once on the NACE International Facebook page, click on Events in the sidebar menu on the left
2. Click on the NACE event in which you're involved

3. Underneath the date and name of the conference on the right, click the Share button
4. Click Invite Friends
5. Search for and select the Facebook friends you want to invite
6. Click Send Invites

Creating a Post on LinkedIn

Considered the platform for professional networking, LinkedIn is a great way to connect with potential conference participants, share your insights, and further establish professional credibility. LinkedIn users are often looking for opportunities to network, engage and advance their careers, making it the ideal channel to share information about your event.

Creating your post on LinkedIn:

1. Click Start a Post
2. Enter your text and image (it's a good idea to draft in MS Word for spellcheck prior to inserting) and include any hashtags
3. Click Post

The screenshot shows the LinkedIn homepage. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Reactivate Premium. Below the navigation bar, the user profile of Sean Evans is displayed, showing his title as Marketing Communications, Campaign and Events Manager. A sidebar on the left lists recent activity, groups, and followed hashtags. The main content area features a 'Start a post' button and a sample post from Mark Adams, Creative Director at Island Cloud. The post includes a photo of a booth at a trade show and text about celebrating with a partner. To the right, there are sections for what people are talking about now, a job advertisement for BCFS, and a 'Add to your feed' section featuring Kevin O'Leary, #personaldevelop..., and Arianna Huffington.

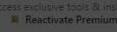
in Q Search

Home My Network Jobs Messaging Notifications Me Work Premium Reactivate Premium

M.S. in Data Science - Earn an M.S. in Data Science online from SMU. Deadline approaching. Ad ...

 Sean Evans
Marketing Communications
Campaign and Events Manager

Who's viewed your profile 49
Views of your article 49

Access exclusive tools & insights 

Recent
 Houston Direct Marketing A...
 Marketing Communication
 B2B Technology Marketing ...
 Direct Marketing for Software
 Houston Interactive Marketi...

Groups
 Houston Direct Marketing A...
 Marketing Communication
 B2B Technology Marketing ...
Show more ▾

Followed Hashtags
Discover more

 Anyone ▾

What do you want to talk about?

+ Add hashtag Help the right people see your post

 Post

Sort by: Top

 Mark Adams • 1st
Creative Director at Island Cloud
5h

Looking good! Always nice when everything comes together. Celebrating with our **#partner Veeam** at **#Veeamvelocity** ...see more



Add to your feed

 Kevin O'Leary 
Chairman at O'Shares
ETFs and Shark on... 

 #personaldevelop... 

Arianna Huffington 
Founder and CEO at Thrive Global 

[View all recommendations](#)

About Help Center  Advertising  Get help with LinkedIn 

in Q Search

Home My Network Jobs Messaging Notifications Me Work Premium Reactivate Premium

M.S. in Data Science - Earn an M.S. in Data Science online from SMU. Deadline approaching. Ad ...

 Sean Evans
Marketing Communications
Campaign and Events Manager

Who's viewed your profile 49
Views of your article 49

Access exclusive tools & insights 

Recent
 Houston Direct Marketing A...
 Marketing Communication
 B2B Technology Marketing ...
 Direct Marketing for Software
 Houston Interactive Marketi...

Groups
 Houston Direct Marketing A...

 Anyone ▾

Looking forward to all of the great entries at **#CORROSION2019** for the Student Poster Session. The **#NACE** Foundation makes these moments possible. If you are invested in the future of our industry, please consider donating today! **#nacefoundation**

 **BUILD YOUR FUTURE WORKFORCE**
NACE Foundation 

Make a Gift to the NACE Foundation!
nace-foundation.org

+ Add hashtag #donations #forwarding #futurism #industrialize >

 Post

Sort by: Top

 Sean, explore relevant opportunities with BCFS

What people are talking about now

UK PM reveals Brexit 'Plan B'
5h ago • 4,131 readers

Netflix nabs Oscar nod for best film
5h ago • 28,633 readers

The more empty seats, the better?
12m ago • 25,946 readers

US to extradite Huawei CFO
5h ago • 14,805 readers

Global debt is surging
1h ago • 2,506 readers

Show more ▾

Get the latest jobs and industry news

 BCFS

Sean, explore relevant opportunities with BCFS

Creating a Post and ‘Tweeting’ with Twitter

Facebook and LinkedIn are often used as one-way conversations – posting and then waiting for users to view, react, and respond. Twitter is unique in that it is best used to initiate, engage in, and propel ongoing and constant conversations.

Here are some Twitter basics and recommendations:

1. Your post/tweet must be 280 characters or less (visit <https://twitter.com/> to set up an account if you don't have one)
2. Link back to another campaign on Facebook or LinkedIn if applicable
3. Include hashtags to link the posts together and to other social media posts for the same campaign (such as #CORROSION2020)
4. Use the hashtag to search for already existing conversations about your event. Feel free to share, comment, and like others' posts. Remember, Twitter is about actively joining and participating in conversations
5. Use a word processing program (such as MS Word) for creation and editing of text to avoid typos before sending your tweet

Using Social Media During and After the Event

Once the event has started, continue staying active on social media and using those hashtags. Give your social media followers/connections an insider's perspective of the event – and help promote future events – by posting photos, meaningful quotes from presentations you've heard at the event, and testimonials.

Don't forget! Tag NACE International to have your posts and photos shared on the official NACE International social media pages, too.

Email Promotion by NACE Marketing

For events not partnered with NACE International headquarters, NACE Marketing will send one promotional email to its database for events which meet the marketing criteria listed on page 3. NACE Marketing will determine when the email can be sent based on the current email schedule, as well as the distribution list based on the event location, topic, and audience.

- Area/Section is required to:
 - Provide content for email
 - Give NACE Marketing at least 2 weeks to create email
 - Review email, provide feedback, and approve before it can be deployed

Any additional emails must be conducted through the Area/Section's Membership Chairman who has access to contact information of NACE members in that Area/Section only.

For additional questions, please contact marketingdepartment@nace.org.

Email Marketing Tips and Guidelines

Help increase your delivery rate and avoid SPAM filters/folders by following these best practices:

1. Make sure that you have a correct, up-to-date mailing list
If you use lists that have a lot of incorrect or old addresses, servers will be more likely to mark your email as SPAM to valid addresses.
2. Use a recognizable name or email in the "From" line
3. Use a concise, descriptive headline
Headlines such as "See what's new" or "Mark your calendar" are too generic and get flagged as SPAM. Examples of strong headlines include: "Join us in December 2020 for a Corrosion Technical Presentation" or "Learn what Section Leaders have planned for 2019."
4. Do not use too many images in your emails
SPAM filters check the ratio of images to text in email, and if the ratio of images is too high, the email may register as SPAM. As a rule of thumb, have 80% text and 20% images.
5. Use your email system's SPAM checker
Before you send the email, search for a SPAM checker in your email system. It will tell you if you have too many images, if your headline is likely to draw red flags, etc.
6. Don't forget to include a valid unsubscribe link

Required opt-out footer:

NACE International is fully committed to comply with all international anti-spam email compliance policies. As such, we ask that all group emails directed towards NACE members include an option to enable members to unsubscribe from future emails AND that recipients in the group are blind copied (BCC).

© NACE International
15835 Park Ten Place, Houston, TX 77084, USA
www.nace.org
Manage your [subscription options](#) or [unsubscribe](#) from all NACE communications.

Email privacy:

NACE International has conducted several campaigns to gain consent from email contacts in Canada and the European Union, per CASL (Canada Anti-Spam Legislation) and GDPR (General Data Protection Regulation). All contacts within these areas, including members and officers, who have provided consent will continue receiving communications from NACE.

For those who have previously opted-out from receiving emails or did not receive an email requesting consent, please contact NACE Marketing at marketingdepartment@nace.org.

Blind copy sends:

When sending out a group email to multiple recipients through an individual personal or corporate account, please blind copy (BCC) all recipients in the group. Taking this action allows recipients to see the message as sent to them only and protects the privacy of other recipients. This tactic is critical as sharing all recipient emails (such as in a group message) violates privacy and anti-solicitation policies.

Email Scripts

Sending personalized invitations via email to prospective speakers, exhibitors, sponsors, and attendees is a thoughtful way to spread the word about participating in your event. Also consider curating contacts from coworkers or members of other professional associations in which you're involved. Encourage your peers and coworkers to forward and share your email to professionals they know who they think would be interested.

Please feel free to personalize the below scripts with your contact's name and why you thought the event would be an ideal opportunity for him/her.

Email script for requesting abstracts:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to speak at [insert name of event here].

Conference Date

Conference City, State Country

Conference Venue

Each year, [insert number of attendees] corrosion industry professionals come together to discuss protective coatings and corrosion control best practices and learn from case studies on corrosion issues unique to our area. As an industry leader, I'm hoping you will join us in sharing your industry insights by submitting an abstract and presenting at [insert name of event here].

Here is a list of topics we're looking to discuss at this year's conference: [insert link to conference website's call for abstracts page]. There's also a link to submit an abstract through the website.

If you have any questions about the conference or topics, please don't hesitate to reach out to the Conference Committee's Technical Program Coordinator at [insert email address].

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]

Email script for soliciting exhibitors and sponsors:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to exhibit at and sponsor [insert name of event here].

Conference Date

Conference City, State Country

Conference Venue

Each year, [insert number of attendees] decision-makers and end-users come together to view the latest protective coatings and corrosion control products and services. In addition to learning from our robust technical program and networking, these professionals are actively seeking technologies and services from companies such as yours that can help address their or their

customers' corrosion challenges. As an industry leader, I'm hoping you will join us in by exhibiting or sponsoring at [insert name of event here].

Here is a link to the floorplan of this year's conference: [insert link to conference website's exhibits & sponsors page]

You can also view available sponsorships; we have opportunities for your brand to increase visibility, to generate leads, and position your company as a thought leader and expert in the field.

If you're looking to grow your business in this market, this conference is a must-attend! Please don't hesitate to reach out to me at [insert email address] to discuss the conference in more depth, along with our exhibit and sponsorship opportunities.

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]

Email script for soliciting attendees and driving registration:

Dear Protective Coatings or Corrosion Industry Professional,

On behalf of the [insert year] Conference Committee, I would like to invite you to attend [insert name of event here].

Conference Date

Conference City, State Country

Conference Venue

Join [insert number of attendees] other corrosion professionals as we come together to:

- View the latest protective coatings and corrosion control products and services
- Forge new business partnerships and nurture existing relationships
- Learn from our robust technical program to address protective coatings and corrosion challenges unique to our region

Here is a link to the technical program/event schedule: [insert link to conference website's technical program or agenda]

Here is a link to register for this year's conference: [insert link to conference website's registration

page]

Please don't hesitate to reach out to me if you have questions about the programming or networking opportunities.

We look forward to you joining us at [insert name of conference]!

Sincerely,

[insert name here]

Additional Marketing Available for Purchase

If your Area/Section did not partner with NACE International headquarters on your event, the following marketing package is available to you:

Cost: \$800.00 USD

One additional promotional email to targeted contacts in NACE database. NACE Marketing will determine when the email can be sent based on the current email schedule, as well as the distribution list based on the event location, topic, and audience.

- Area/Section is required to:
 - Provide content for email
 - Give NACE Marketing at least 2 weeks to create email
 - Review email, provide feedback, and approve before it can be deployed

One full-page advertisement in *Materials Performance Magazine*.

- Area/Section is responsible for:
 - Providing the advertisement in the required format. NACE is not responsible for creation of advertisement
 - Following the deadlines listed in the media file for each issue. The editorial calendar can be found at adsolutions.nace.org

One article posted in the NACE *CORROSION Press* e-Newsletter.

- Area/Section is responsible for:
 - Providing a ready-to-publish article. Story must be newsworthy and informative, not purely promotional.

Two posts on NACE social media sites (Facebook, Instagram, LinkedIn, or Twitter). NACE Social Media will determine when the content will be posted.

- Area/Section is responsible for:
 - Providing desired content about event, along with any images to be used in social media posts

Advertising in NACE Media

NACE Media offers a reduced advertising rate if NACE Area/Section would like to run a print advertisement in one of our publications:

Publications: *CoatingsPro Magazine* | *CORROSION journal* | *Materials Performance*

Industry Editions: *Infrastructure Insights* | *Maritime News* | *WaterCorr News*

Digital Issues: *InspectThis* | *Stay Current*

Advertising rates are as follows:

Full Page: \$625.00 USD

2/3 Vertical: \$500.00 USD

1/2 Island or Horizontal: \$375.00 USD

1/3 Vertical or Block: \$250.00 USD

1/6 Vertical: \$125.00 USD

Visit adsolutions.nace.org to download current media files and view the audience demographics, editorial calendar, deadlines, and ad specifications.

Please note that NACE Marketing is not responsible for creation of the advertisement. Materials space must be reserved by contacting NACE Advertising & Manuscript Coordinator Brenda Nitz at brenda.nitz@nace.org.

Conclusion

The adage, “If you build it, they will come,” is not necessarily the case in today’s market. Attracting customers requires marketing, and grassroots marketing from influencers like you is an effective way not only to spread the word to the event’s target audience, but to convert those prospects into customers.

As you use the marketing channels and ideas included in this toolkit, keep in mind the story you’re trying to tell about your event and the personal touch you can add to strengthen your message. After all, these events are about forging personal connections and building relationships. By working in a concerted effort with NACE Marketing, we can achieve those seven-plus touches to engage a broader target audience and grow your event’s participation.