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NEW ENGLAND ASSOCIATION OF CIRCULATION EXECUTIVES

Serving the New England circulation profession for over 100 years

2017 Buyer's Guide & Conference Sponsorship Details

Dear NEACE Primary Member,

I hope this note finds you well. Even though Spring is still some time away it is time to think about the NEACE annual Spring Conference and Buyer's Guide Planning. In the weeks ahead you'll receive information about the conference and registration. However, NOW is the time to book your Buyer's Guide Ad and Conference Sponsorship with the materials enclosed.

We're anticipating another content-rich Buyer's Guide, thanks to our many advertising partners like yourself. "The Book" has become a resource that our newspaper members rely on for buying decisions throughout the year. We hope that you found value in your past advertisements and sponsorships, and we hope you'll consider advertising and sponsorship opportunities again this year. Details are enclosed. **Act NOW – the ad deadline is March 20th!**

Enclosed you will find:

- **Rewards and Incentives** related to our **4-tier Sponsorship Program**. All sponsorships are automatically eligible for one of 3 great prizes: a complimentary 2017 fall conference registration, a complimentary advertisement in the **2018** buyers guide, or a complimentary **2018** spring conference registration. The higher your sponsorship level, the better your chances of winning one of these great prizes!
- **Advertising opportunities** for this year's Buyer's Guide.
- **EASY** credit card payment options ...American Express, MasterCard or VISA.
- **On line recognition on: neace.com**

The 100th Annual NEACE Sales Conference will be held at The Inns and Spa at Mill Falls in Meredith, New Hampshire overlooking lovely Lake Winnepesaukee. The Inn recently expanded the amount of guest rooms and function facilities. It is a great location to hold our conference and for all of us to get reacquainted with many friends, business partners as well as seek new business opportunities within our region and industry.

In the coming weeks a member of the Board of Directors will follow up with you by phone to answer any questions related to the Buyer's Guide or Sponsorship opportunities. Feel free to call or email me as well. Thanks in advance for your support and I hope to see you at Mill Falls during the week of May 21th.

Sincerely,

Michael S. Sheehan
2017 NEACE Buyer's Guide Chairperson
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Thank you to ALL of our 2016 Business Partners!
We look forward to seeing you in the 2017 Guide and at the Conference in May!