

## Marketing Session Protocol for Affiliates & Guests

### GUESTS:

- **Attendance:** A guest may only attend ONE marketing session before joining.
- **Coffee & Donuts:** Please help yourself
- **Collators:** You may NOT put flyers in the collators as a visitor
- **Introductions:** Only give your name, company name
- **Affiliate Announcements:** You may NOT make an announcement

### AFFILIATE MEMBERS:

- Come early and network – doors open at 7:15
- Coffee and Donuts: Please help yourself

### Collators:

- 100 flyers may be put in the collators each week. The flyers can be any size, but we would discourage adding 3 dimensional objects to your flyer. It makes recycling difficult.
- DO NOT put in a flyer promoting a charity that is not SMDRA approved
- Items that DO NOT FIT IN THE COLLATOR are limited to those brought by the PAID DONUT SPONSOR.

### Introductions:

- Give your name, company name and a tag line if it is needed.  
Examples: PJ Baker, Baker Digital Imaging - photography and virtual tours.  
Murray Graff, Ecoquest International, The Fresh Air Man
- Do NOT announce awards
- Do NOT announce upcoming charity events
- Do NOT do a commercial

### Affiliate Announcements:

This is your time to make a SHORT & SWEET announcement about your business

Examples:

- Awards you received
- A class you are teaching at your business or here at SMDRA
- A class you are sponsoring at your business or here at SMDRA
- Specials your company is offering
- New products your company is offering
- Do NOT criticize competitors products or services. Respect your fellow Affiliates!
- Do NOT announce a fundraiser for a charity that you are working with, unless SMDRA Approved

### Raffle Prizes:

- You are allowed to give one prize a week (it can be more than one object, but can only go to one winner)
- State your Name and Company Name - No Commercials
- Draw either a ticket or REALTOR® business card
- Be aware of making sure that there is a balance of cards to tickets. Drawing too many cards leaves out all those members who spent money on tickets.

