

## Affiliate/ISTE Co-Marketing Fulfillment Report



Action Item	Completed By		Date/Comments
	Affiliate	ISTE	
Offered extended registration discount through May 1 for Affiliate members			
Offered housing block to Affiliate			
Provided NECC/ISTE promotional materials (brochures, banner, email copy, display ad, etc.) to Affiliate			
Highlighted NECC on Affiliate website; included link to NECC website			
Distributed NECC and ISTE brochures at conference(s): seat drops? Reg bags? Booth? Other?			
Included NECC display ad in Affiliate's newsletter(s)? In conference program? Other?			
Included NECC information in member communications throughout the year (newsletters, listserves, meetings, other)			
Displayed Affiliate Network banner at conference			
Announced NECC to general assembly at conference; extended a 3-4 minute invitation to NECC; displayed some or all of promotional PowerPoint or other media			
Provided ISTE with a complimentary exhibit or partner booth at conference			
Offered complimentary NECC partner booth to Affiliate			
Sent ISTE-composed email to Affiliate members			
Offered Direct Mail pre- and post-conference NECC registration lists per state			
Offered free meeting space at NECC for Affiliate meeting or reception			
Sent email to NECC registrants on Affiliate's behalf			
Included Affiliate name and NECC activities in NECC Advance Program, Final Program, and onsite at ISTE Central			
Included Affiliate name and NECC activities in ISTE Update, L & L, ISTE Web site, Affiliate wiki, Affiliate newsletter. (Note: these happen only as time and space allows.)			
Offered three VIP seats at each keynote			
Gave one comp registration per 15 Affiliate attendees			