

Promotion of WASTECON 2017 in BALTIMORE

Need for leads and more leads, i.e., names and more names

WHY?

To assist **YOUR** Chapter in assisting SWANA to have the best WASTECON ever.

WHAT IS NEEDED?

1. List of people who are potential WASTECON attendees and are not presently members of SWANA. Who do you know are in the field of solid waste management, especially locally and regionally, as well as nationally, and could benefit from attending this joint conference between SWANA and ISWA to be held this September in Baltimore? Especially, those who may have never heard of SWANA! See www.wastecon.org for info on the theme and speakers for this WASTECON.
2. List of companies who are potential exhibitors, especially local and regional ones. What firms do you know who are in the solid waste management field, whether directly or indirectly, or who may have a service or commodity that would be of value to those in the solid waste field and may never have considered marketing to the solid waste management industry? If you are in a firm or agency that exhibits, then hopefully you will seriously consider exhibiting and taking advantage of this unique opportunity to exhibit. The last WASTECON in Baltimore was 2001; the last within our Chapter was 2012 at the National Harbor in Prince George's County. Plus, there should be many more international visitors and attendees because of the ISWA World Congress. For information and details on exhibiting, see <https://swana.org/Exhibit/WASTECON.aspx>
3. List of potential sponsors. This is an opportunity for firms and agencies to get their name visible to attendees without exhibiting or in addition to exhibiting. Opportunities include sponsoring:
 - the Saturday night dinner between the SWANA and ISWA governing boards
 - the Tuesday night Gala event at Camden Yards
 - key note speakers
 - Thursday technical tours
 - other possibilities too

The benefits to the firm for sponsoring will naturally depend on the dollar amount. See <https://swana.org/Exhibit/WASTECON/SponsorshipOpportunities.aspx> for more details and benefits for varying sponsoring amounts. This is an opportunity for members and other companies in the region to publicize their names. There could be non-solid waste firms too who may be interested in sponsoring. Of course, we would welcome sponsorships by any Chapter members!

Besides names from your various sources of contacts and business cards for any of the above three groups, think outside of the box too, e.g., names of those in other professional organizations, companies (especially regional and local) which may “fit” in at WASTECON, companies whose advertisement which you have seen in a magazine and have a service or commodity which would be

of interest to the industry, community colleges and universities which teach solid waste subjects.

WHAT FORMAT IS NEEDED?

The following information is requested for each potential lead: contact name, company /employer name, full address, telephone, email address, and your name. SWANA would prefer the information be submitted in the following type of spreadsheet:

First Name	Last Name	Company	Street Address	City	State	Zip	Phone	Email	Source (where the contact came from/who suggested it) This can be helpful if we need to follow up

Notwithstanding, SWANA will accept the information in other formats too, e.g., scanned business cards, PDFs of lists, etc. Please indicate which grouping the submitted names are for, e.g., attending WASTECON, exhibiting, or sponsoring (or any combination thereof).

HOW TO SUBMIT?

If via electronic submittal, then they may be submitted to Steve Lippy at s.lippy@verizon.net who will then forward them with a cover email to SWANA. (Steve will endeavor to do some editing of duplicate names among submittals.) If it is too large and is rejected by Steve's provider, then it may be sent directly to marketing@swana.org with a cover note. Please send that note by itself with the number of leads to Steve.

If via faxing, then they should be sent directly to SWANA WASTECON Marketing at 301-589-7068 with an email to Steve Lippy to inform him of the fax and the number of leads.

If via USPS or ground delivery, then directly to:

WASTECON Marketing
SWANA
1100 Wayne Avenue, Suite 650
Silver Spring, MD 20910

with an email to Steve Lippy to inform him of the mailing and the number of leads.

QUESTIONS?

Contact Steve Lippy at s.lippy@verizon.net or 410-296-9150.

2/5/17