



New England's Premiere Higher Education Group Purchasing Consortium

505 East Pleasant St.
Amherst, MA 01003
413-545-4669
Fax 413-577-0692
www.mhec.net

Vendor Opportunities

Attention Contracted Vendors:

There are a variety of vendor opportunities for partnered vendors. In the future, the MHEC will continue to explore these opportunities to enhance the experience of both our members and partnered vendors.

Recently the MHEC hosted it's first reverse vendor show. This show allowed vendors to freely visit members schools

in their booths. It was a huge success for both our members and vendors.

Our latest initiative is to provide tools for vendors to reach out to members via communication from the MHEC.

We look forward to continuing to enhance your experience with the MHEC.

" The MHEC gives the company I work for the opportunity to grow and expand. MHEC also opens doors and relationships for my company as well. I personally work with colleges and being able to say my company is part of MHEC has helped me get to know a lot of IT or Telecom Directors. " FTG Technologies

Together we can make a difference!



" I proudly identify myself, everyday, as a MHEC vendor on a daily basis. I always am received with courtesy and respect. "

R.V. Leonard

Monthly E-mail Notifications to MHEC Members

Strategic Partner Showcase—E-mail Blast

The vendor showcase is a monthly e-mail blast that goes out to all of the MHEC vendors and members. The e-mail will reach over 2,100 MHEC contacts.

The e-mail is sent by the MHEC using an html format.

MHEC members are excited to hear about new products, services, and trends in the industry.

Use this opportunity to market:

- An open house at your showroom.
- A new product or service offered.
- Existing contracts with the MHEC.

- Reach out to the MHEC end users.
- Create an MHEC web site and send the link to members.
- Offer a product of service demonstration.
- Promote your services.

Special points of interest:

- Reach out to members by submitting an article for the newsletter.
- Conduct a learning seminar at the annual expo.
- Host an open house for members and send a notification out in vendor showcase.

Opportunities:

Strategic Partner Showcase E-mail Blasts	1
Individual E-mail Blasts	2
Newsletter	2



Our Members want to hear from you



“ Our product line has a newly developed improvement which I was able to communicate to the school rep’s. ”



ANNUAL EXPO

Don't miss the MHEC annual vendor exposition. December 9 & 10, 2009

Visit <http://www.mhec.net/news.asp> to sign up to attend.

Vendor Opportunities

MHEC Quarterly Newsletter

The MHEC newsletter will be published four times a year. Spring, Summer, Fall, & Winter.

The newsletter will be distributed electronically to both members and contracted vendors. Over 2,100 contacts. In addition, the quarterly version will be posted on the MHEC website and referenced in MHEC communications to members.

This is a wonderful opportunity to market your products or services. The newsletter will contain some exciting news such as:

- Featured articles from vendors
- Articles of interest from members
- Member school profile
- New contracts

awarded

- Sustainability Efforts
- Best Practices
- School Profiles
- Vendor Spotlights
- Among other topics.

The first MHEC newsletter is scheduled for January 2010.

“ I think because the MHEC is looking at new ways to handle contracts and to promote MHEC and to get us to communicate, you're on the right track. ” - Wentworth Institute of Technology

Individual E-mail Communications

Frequently the MHEC is requested to send a vendor specific e-mail to MHEC member contacts.

In an effort to maintain consistency of the services that are being offered to each vendor and reduce the communication to members the MHEC is recommending this format.

The MHEC maintains a database of over 900 member contacts. Recently the MHEC

invested in a communication tool that allows us to e-mail and communicate notices to members in one html version e-mail.

If you do not wish to notify members via the monthly vendor show case e-mail and wish to send out an individual e-mail advertising a service or event—this is the route for you.

Take advantage of this opportunity to market your services

in one communication specifically designed for your notice.

Vendors taking advantage of this service will be given the option to send to either the member schools and / or vendor community also.

A report will be provided one week after the e-mail is sent outlining the number of people who received the e-mail, opened the e-mail, and clicked on any links provided.

“ I think you're doing a good job with the electronic communications to us as vendors ”.

Lexington Group

Sign Up to Participate

Return form Via Fax to 413-577-0692

Business Name	
Business Address	
Business, City, State, Zip	
Contact Name	
Contact Phone	
Contact E-Mail	
Total Amount of Services - Calculate Below	
Credit Card Number	
Type of Card (Visa, MC, AE)	
Expiration Date & Security Code	
Authorized Signature & Date	



505 East Pleasant St.

Amherst, MA 01003

413-545-4669

Strategic Partner Showcase Rates—Monthly E-mail Blast				Sign Up
Prices per month	x1	x6	x12	
Logo, 200 words or less, and link to vendor website	300.00	1,500 (250 ea)	2,400 (200 ea)	.00
Logo Only	100.00	540.00 (90 ea)	960.00 (80 ea)	.00
MHEC Quarterly Newsletter				Sign Up
Prices per insertion	X1	X2	X4	
Featured Articles by Vendors	500.00			.00
1/2 Page Advertisement	300.00	500.00 (250 ea)	900.00 (225 ea)	.00
1/4 Page Advertisement	200.00	350.00 (175 ea)	600.00 (150 ea)	.00
Business Card Advertisement	150.00	175.00 (87.5 ea)	300.00 (75 ea)	.00
Full Page Advertisement	600.00	1,000 (500ea)	1,800 (450ea)	.00
Individual E-mail Communication				Sign Up
Prices per e-mail	x1			
Logo, link to site, link to PDF, article, news, etc.	\$ 500.00			.00
TOTAL Services				.00

Vendor Showcase—Scheduled for the 15th (or first Monday after) of every month. Forms received after the 7th of the month will be applied to the following month. All vendor showcase proofs should be sent to staceywikar@mhec.net.

Newsletter—Scheduled for January 2010, April 2010, July 2010, October 2010. All newsletter proofs should be sent to chowman@mehc.net

Individual E-mail—Will work with vendor to coordinate the best time to send. All e-mail proofs should be sent to staceywi

All vendors must be contracted vendors who are subscribed to the MHEC's value added services.

Sample Strategic Partner E-mail Communication



New England's Premiere Higher Education Group Purchasing Consortium



January 2009

Strategic Partner Showcase

In This Issue

Article Headline

Quick Links

XYZ Company

Company ABC

AAA Company

Massachusetts Higher Education Consortium

Amherst, MA 01003

413-545-4669

Fax 413-577-0692

www.mhec.net

Dear Stacey,

We are thrilled to announce the MHEC's first strategic partner showcase e-mail. Each month you will receive an e-mail from the MHEC outlining notices from our contracted vendors.

Often times our vendors want to notify you regarding an important event, service, or trend. We will attempt to summarize these notices in one convenient e-mail to our members.

Please take a moment to view the information from our partners.

Sincerely,

The MHEC

XYZ Company to Host Open House

December 8, 2009

XYZ Company has recently done extended research on the sustainable efforts of greening your campus. Please join us for a lunch and learn from 11:00 to 1:00 p.m. at the Grand Hotel in Worcester.

Click here to view the invitation or call 413-555-5555 to sign up to attend.



[Forward email](#)

SafeUnsubscribe®

This email was sent to staceywikar@mhec.net by member@mhec.net.

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



MHEC | Massachusetts Higher Education Consortium | www.mhec.net | 505 East Pleasant Street | Amherst | MA