

## ***Seminar Best Practices***

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- ★ Must use letter package – Full Window or Wedding Style.
- ★ All copy and formats must be approved by the ALLPRO Marketing Department.
- ★ NO deviations from format. Letter, BRC and tickets - must be used.
- ★ Three Seminar dates (a minimum of two) are required.
- ★ Tuesday and Thursdays only. NO Saturdays. NO event near or on holidays – including religious holidays.
- ★ Dinners only. NO lunches or breakfasts! SEMINARS NOT OFFERING MEALS WILL NOT BE APPROVED. NO country clubs. When selecting a dinner, we REQUIRE a start time between 4 - 6 p.m.
- ★ ALLPRO Printing will mail to the Age, Household Income and Zip Codes of the people you want to invite. The intended mailing area and the seminar location must be compatible.
- ★ Mailing must be a minimum of 5,000 pieces mailed at standard class postage rates.
- ★ ALLPRO may edit, change or write new package copy to ensure the best response rates for your Seminar. We have the right to disallow seminar topics or themes that are not suited for maximum response.
- ★ You must use the ALLPRO Business Reply Mail reply card.
- ★ Order forms must be completed and faxed to us a minimum of 28 days prior to your first seminar date. 33 days for the West Coast.
- ★ Payment - a pre-invoice will be provided two (2) days prior to your MAIL DATE. A FINAL invoice will be provided with payment requirement two (2) days prior to the FIRST SEMINAR DATE or when your seminar(s) meet the outlined capacity. We accept Visa, Master Card and American Express.
- ★ Must use ALLPRO reservation service. Tele-Direct will make confirmation calls to all respondees.
- ★ Only charge up to 1% of total pieces mailed.
- ★ Must have credit card or check on file prior to mailing.