



Dialogue for Action on Cancer Screening 2014: Right Sizing Cancer Screening Cross Marketing Opportunities

Dialogue for Action on Cancer Screening provides a number of valuable marketing opportunities that offer a variety of benefits. Depending on participation, the Prevent Cancer Foundation will reciprocate these marketing benefits.

2014 Dialogue for Action Promotion Partners

Request:

- Promotion of Dialogue for Action:
 - Social media—at least three posts mentioning Dialogue for Action (Facebook, Twitter, etc.)
 - Include a blog post about attending Dialogue for Action
 - Share your email list OR include Dialogue for Action 2014 in your e-newsletter or other email communication at least one time

Benefits:

- Reciprocal promotion of an organization's annual meeting or signature conference
- Reserved exhibit space for organization poster displays
- Group discounts for members to attend the *2014 Dialogue for Action: Right Sizing Cancer Screening*
- Recognition as a Promotion Partner in a Prevent Cancer blog post

2014 Dialogue for Action Colleagues

Request:

- Promotion of Dialogue for Action:
 - Social media—at least two posts mentioning Dialogue for Action (Facebook, Twitter, etc.)

Benefits:

- Reciprocal promotion of an organization's annual meeting or signature conference
- Reserved space on the resource table for organization materials or tabletop displays
- Group discounts for members to attend the *2014 Dialogue for Action: Right Sizing Cancer Screening*

2014 Dialogue for Action Associates

Request:

- Promotion of Dialogue for Action:
 - Mention the 2014 Dialogue for Action in any print, digital or social media communication at least one time

Benefits:

- Reciprocal promotion of an organization's annual meeting or signature conference
- Group discounts for members to attend the *2014 Dialogue for Action: Right Sizing Cancer Screening*