



File

File "Action Against Access"

PHILIP MORRIS U.S.A.

Inter Office Correspondence

DATE: May 29, 1996

TO: Field Sales Network

FROM: Chris Donohue

SUBJECT: We Card Materials/Trade Shows

cc: All Section

The Field Sales Network (FSN) has been asked to assist in making We Card program materials available for use at trade shows.

Specifically, the FSN has been asked to notify the Field that the following We Card materials can be ordered for use at trade shows:

- Brochures
- Pins
- Decals
- Poster (3'x2', mounted for easel display)
- State specific videos on continuous loop
- Sample We Card program kits (one per trade show)

All of these materials can be ordered by contacting Karen Chaikin in the New York Office. Karen is the Action Against Access program manager and can be reached preferably through MS-Mail, or by calling (212) 880-3358. When ordering materials, Karen will need to know the following information:

- Event Name
- Brief Description of event
(ie. wholesalers, chain account)
- Date of event
- Markets
- Number attending
- PM contact and shipping information
- Arrival date

We also have available We Card banners that can be BORROWED for any trade show. We'd like to give two banners to each region so that FSN personnel can have easy access to this important signage. Unless there are objections, I'd like to designate the FSN members who are located in the Region offices -- Bill Kaplan, Glen Knight, Jenny Baker, Tom VanRiper and Lindsey Levine -- as "keepers of the banners."

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