

Letter to Vendors who've agreed to present to WRUG

Thank you so much for agreeing to present XX products at the Windows on the Rockies User Group Monthly Meeting on (day and date) at 6:30pm. We look forward to welcoming you.

LOGISTICS.

Place: Room 153, Denver Seminary, 3401 South University Boulevard, Denver, CO 80110. From the intersection of I-25 and University Blvd. (which any gas station attendant can direct you to, or cabbie can find), go South on University for a couple of miles. You'll see a prominent sign for "US 285, Hampden Avenue." Immediately after the sign and before the intersection is the entrance to the Denver Seminary on the right. Turn right and park. The building in front of you contains the Birk Center. Room 153 is to your left in another building as you're facing the Birk Center.

Equipment: We're expecting you will bring a computer loaded with the software you're demonstrating. We'll provide a projector and a screen. Hopefully your computer has dual video, so you can work from the computer screen while the picture is being projected.

Date and Time: (Date.) We like to do an equipment check with you from 6:00-6:15pm. Our meeting starts at 6:30pm, and you can take a break and drink a cup of coffee if you wish while we do a questions and answers session and do WRUG business until 7:00. Then we take a break, and you'll be on about 7:15pm.

PRESENTATION. As you can see on our Web page (www.wrug.org), your presentation will start about 7:15pm, and last until not later than 8:20. You'll find that our members are curious, friendly, and not particularly shy, so you'll certainly get questions. Also, members love to have a door prize and/or special pricing on product if you can arrange this. Please bring product to sell directly at the event if you wish.

PUBLICITY. Our meetings are free and open to the public. We have between 50 and 75 loyal members who show up to all our meetings, and we're pleased when visitors show up. Here's how we attract the visitors:

- * We publicize your presentation on our web-page, and link to your web-site.
- * We send notices of our meetings to the Denver and Boulder daily and weekly papers, who sometimes print them, and to the local computer magazines, who always print them.
- * We send our newsletter, with a prominent play about your presentation, to 300 computer-interested subscribers.

We'd welcome your co-operation in making sure even more people know about your visit. Here are some ideas:

- * If you have a Mailing list for the area (zip codes 800xx-803xx) and wish to do your own mailing, we can suggest wording for an invitation that might go out jointly from you and us inviting your customers to the event.
- * We can use your mailing list to send copies of our newsletter (download a current copy, in .pdf format, from www.wrug.org/view.pdf). The cost to you will be \$0.75 for each address. (Deadline for a go-ahead on this is six weeks before your presentation.)
- * You can buy a full-page ad in our newsletter for \$90, half-page for \$50. Or we can stuff your own pre-printed 8 1/2 x 11 sheet in our newsletter for an additional \$0.10 each. (Deadline for the delivery of camera-ready copy or the sheet is six weeks before your presentation.)

We're open to additional promotion/publicity/ marketing ideas.

HOTELS.

The Seminary is located in a part of Denver that has no nearby hotels. The best place to stay is in Downtown Denver, about 10 miles from the meeting location. There are many hotel chains, from the expensive but excellent Brown Palace (800-321-2599) to Comfort Inn on 17th Street (800-228-5150). Or some lovely B&Bs; let us know if you need help with a reservation. Downtown there are good restaurants, museums, theater and week-end concerts.

TRANSPORTATION. Denver International Airport is not living up to the bad press it received during construction. The baggage system works; signage is good; and millions of passengers are pleased with their experience there. However, it is BIG, and sometimes lines are long. So if you plan to arrive on Tuesday afternoon, make sure your plane is scheduled at the gate by 1:00pm if you want to check into your hotel before the meeting.

Getting to the Meeting. We're happy to pick you up at your downtown hotel at 5:00pm if you'd like us to, and take you back afterwards.

GENERAL. WRUG's philosophy is that we're very pleased that you've agreed to make a presentation, and we want to make your trip as pleasant as we can. Don't hesitate to e-mail us (info@wrug.org) or phone (303) 449-8474 if you have any questions. We'll check with you again about six weeks before the presentation to make sure everything's in order from your end.

Christopher Sarson
Program Chair, WRUG
3031 Fifth St., Boulder, CO 80304
303 449-8474
c_sarson@hotmail.com
www.wrug.org