

Technical Article Specifications ***ENews* / MPI Upstate NY Newsletter**

We are pleased that you are interested in writing an article for MPI NENY's quarterly newsletter. Please review our policy and specifications below in preparation of your article.

ENews provides a way for your message to reach meeting planners and suppliers in New York State. It is e-mailed to every MPI NENY active, paid member. It is a full-color online e-blast that includes text, images and advertisements. It is sent quarterly – Winter, Spring, Summer and Fall and documents what is happening in our chapter; highlighting members, upcoming programs, and meeting trends and initiatives. We also provide information on what MPI Global is working on and how it benefits members.

Specifications:

1. Your article will appear in the month that you selected – Spring (Due end of February); Summer (Due End of May); Fall (Due end of August); Winter (Due end of November). We will need final copy of your technical article e-mailed by the dates stated above for editing and layout.
2. Your article should be approximately between 500 words or less and can include images in .jpg format. We can also include a logo.
3. You are being asked to write an article as an expert in your field, not as a representative of your product. For example, an article on recent innovations in technology for meeting planners or suppliers would be welcome, a sales pitch or description of a single product would not. You must **ONLY** provide information that is “product neutral.” Quoting MPI NENY members who have been a part of the innovation would be an added benefit and create credibility for your organization.
4. Your article will be reviewed and edited by the *ENews* editor and our MPI NENY Communications Committee prior to being published. You may be asked to rewrite portions of your article or information may be updated automatically.
5. You will receive a by line at the beginning of the article stating your name and company.
6. Please e-mail your article to A. Patricia Hughes, Newsletter Editor, pathughes@nycap.rr.com by the deadline date. Reminder e-mails will be sent a few weeks prior to the deadline you selected.
7. At the end of the article you may state:
 - “For more information about this article, please contact “*name*” at “*company name*” at “*e-mail address*” and “*telephone number*.”

Thank you very much for sharing your knowledge and expertise with our members.