

ORGANIZATIONAL POLICY

October 7, 2013 (v2)



eNEWS: VENDOR SPECIALS

The Vendor eNews a service of the HSCG to provide a venue for Vendor Members to inform HSCG members of special offers or new products, and to give HSCG members the opportunity to take advantage of special offers provided by the Vendor members. It is a win-win for all concerned.

SCHEDULE

The Vendor eNews is sent on the 1st of the month to all HSCG members. It is not sent to non-members.

CONTENT

The content for the Vendor eNews is comprised of listings submitted monthly by Vendor Members.

The intent of the Vendor eNews is to provide unique, limited special offers and discounts that are for HSCG members only. While general discounts or generic “ads” may be accepted at the discretion of the Vendor eNews Administrator, Vendor Members are encouraged to provide new and different offers each month in order to keep interest and Member participation high.

SUBMISSION PROCESS

A monthly listing for inclusion the Vendor eNews must be submitted using the form provided in the Members Only area of the HSCG website, following the instructions provided. The form must be submitted prior to the cut-off date, which is normally several days before the end of the month. Submissions may be made for upcoming months, up to six (6) months in advance.

An image may be submitted to be included with the special offer in the Vendor eNews. It may not be larger than be 200px by 200px in jpg, gif or .png format. The image may be the Vendor’s logo or an image pertaining to the special offer for that month’s issue. Images received that are of the wrong size or incorrect file type may, at the discretion of the Vendor eNews Administrator, be modified or rejected.

The submission is NOT reviewed, edited or otherwise corrected by HSCG staff, other than to ensure that the requirements for the special offer (as above) have been met. It is the vendor’s responsibility to ensure the content is correct, without typographical errors and that links and email addresses are correct.

eNEWS FORMAT

Special offers are placed in the Vendor eNews in random order by Vendor Tier. In other words, listings by Tier 1 Vendor Members are randomly ordered and placed in the Vendor eNews first, followed by listings Tier 2 Vendor Members in random order and then Tier 3 Vendor Members’ listings. The

randomizing is done by the computer program that generates the listings from the database. Using randomized listings without human intervention ensures fairness and equity in the display of special offers in the Vendor eNews.

ONLINE LINK

A link to the most current edition of the Vendor eNews is provided on the “Where to Buy Supplies” page on the HSCG Website. It is visible only to HSCG members who are logged in.

ADMINISTRATION

The Vendor Specials eNews is administered by an HSCG employee or contractor as designated by the Executive Director.

Approved by the
Board of Directors

History:

Oct 7, 2013	Original Publication Date.
Jul 1, 2018	Revised to clarify and update the schedule, content and who is responsible for sending the eNews.