

Distributor has ordered SMA truck logos from SMA	25 points for each logo ordered
Distributor has actually put SMA logos on their trucks (photo evidence sent to SMA Marketing at <a href="mailto:marketing@smasolutions.com">marketing@smasolutions.com</a> )	100 points for each truck
Wordmark or Delta imprinted on business cards (photo proof required)	25 points for each business card sent
Imprinted on company forms and letter head (document examples sent to SMA Marketing)	50 points for each separate example of a form or letter head
Included in company catalog, flyers or other print collateral or training materials	100 points for each example
Displayed on company mobile apps or distributed selling tools	100 points for each example
Wordmark or Delta included in company signage	500 points
Other creative example not conceived of here	500 points

In addition to recognition at the Alliance 2016 conference in June, contest winners receive prizes:

- **THIRD PLACE**(for the third highest points total) - an iPad or Surface tablet (winners choice, up to a \$1,000 value)
- **SECOND PLACE**(for the second highest points total) - a flat screen TV monitor (up to a \$1,200 value)
- **FIRST PLACE** (for the highest points total) - an SMA-paid trip to either ISSA 2016 or NRA 2017 (Winner's choice of conference, package includes conference registration fee, airfare, three nights hotel, ground transport, up to a \$2,500 value)

## ATTN: SALES MANAGERS

Sales Managers, are your DSRs receiving the monthly edition of the SMARTNEWS?

If not, they are missing out on great articles and updates. To ensure that your DSRs are kept up to date with SMA's current events and are on the SMARTNEWS distribution list, please submit their name and email address to Jamie Wingate at [jwingate@smasolutions.com](mailto:jwingate@smasolutions.com).

## ALLIANCE 2016