



Marketing Requirements

V.09.19

Please ensure the following guidelines are followed when contacting* our TIPS Members, utilizing our Membership List

Needed Information:

- TIPS logo
- Your TIPS Contract Number(s)
- Contract Name(s)
- A link to your TIPS profile page on our website (for online marketing)
- TIPS Verbiage (Sample below)
- Reminder to ask for a TIPS Quote (Sample below)
- Insert an “Opt-Out” option for email communication

Verbiage Sample:

- ▶ “[Insert Vendor Name] is now an Awarded Vendor through the TIPS Purchasing Cooperative. As an Awarded Vendor, [Insert Vendor Name] offers TIPS Members the opportunity to purchase products at discounted pricing without the delay and expense of going out to bid. Through the TIPS program, [Insert Vendor Name] is able to save agencies both time and money, while delivering {Insert product/services promises}.” [\(View other samples\)](#)
- ▶ “For a TIPS Quote, Contact: 555-555-5555” or “Contact us for a TIPS Quote: 555-555-5555”

In an effort to limit unnecessary communication to our Members, only send marketing materials to Members in your target market. Use our [filtering key](#) to sort through our Member List to obtain those Members in your target market.

Please submit to tips@tips-usa.com for approval before sending out any communication to our Members.

Need Assistance? Contact TIPS 866-839-8477