

Essentially Women Vendor Due Dates



2022 is here and I wanted to make sure everyone is aware of important dates for marketing submissions. Below you will find information on monthly email updates and the quarterly Buyer's Guide.

Important Updates

Essentially Women sends an email to members containing important vendor partner updates on a monthly basis. This monthly email update is curated to provide the most current and relevant pricing, products, and services on our vendor partners.

Who does this email go to?

All members that have requested to receive vendor update emails when signing up on www.essentiallywomen.com.

What does this email contain?

New partner announcements, contract cancellations, pricing updates, rebate, or program information along with product changes/replacements/discontinuations. This type of information is highly valued by the membership. We strongly encourage you to provide us these types of updates and changes in a timely fashion. *Please provide a brief description, supporting document such as excel or pdf, image or link to an article, pdf etc.* You may reference your contract for specific stipulations.

Where do I submit my content?

Content should be submitted to VGMAVendors@vgm.com. Once the information is received we will update your supplier page on website and applicable portal(s).

When do I need to submit my content?

EW Important Updates are sent the 4th Wednesday of each month.

Content is due on or before noon the 5th of every month on or before 12 p.m. CT. If the 5th falls on a weekend, content is due the Friday before. *Content submitted after that time and date will be included in the next month's email.*

NOTE: Please do not confuse this email with the quarterly Buyer's Guide submissions. All promos and related information to be included in the buyer's guide should be submitted separately.

Buyer's Guide

The VGM & Associates Buyer's Guide is a collection of promotional products and services specific to each member community, seasons, corresponding disease states, holidays, industry events, trends and quarterly planning. This is your opportunity to submit content that is relevant to each issue. This guide is something our members look forward to receiving and use as a reference throughout the quarter. There is a dedicated section for each of our communities. Each issue will be released in the first month of each new quarter. The content will be for the quarter in advance. You may reference dates on pages 12-13 of the attached 2022 media kit.

- ✓ The buyer's guide is dedicated to a specific product and including a member exclusive promo or special offers is ideal.
- ✓ Content needed would be product photo, brief description, and any attachment or link you would like to include.
- ✓ Publishes quarterly, first month of each quarter: January, April, July and October.
- ✓ Promoted via email, social media and website banner ads
- ✓ Must have an active member number to download

Q1 2022

- January 28 launch date

Q2 2022

- April 29 launch date: **due date March 28**

Q3 2022

- July 29 launch date: **due date June 27**

Q4 2022

- October 28 launch date: **due date September 26**

To participate, simply provide a brief description, supporting document such as excel or pdf, image or link to an article, pdf, etc. Please limit your submission to no more than 5 products/services. Content should be submitted to VGMAVendors@vgm.com.

USE THIS TEMPLATE FOR YOUR SUBMISSION

Logo: *{{enter logo/company name}}*

Corresponding Image: *{{enter image name from documents & image screenshot below}}* please also make sure that the image file is named with your company name and the name of the item.

Promo Introduction (optional):

Promo Heading (all CAPS):

Promo Description:

Learn More Button Link: *{{tell us where you want to direct traffic}}*

Example:

Logo: Umbrella Company, LLC

Corresponding Image: UmbrellaCompany_Golf_UmbrellaQ2-2022.png



Promo Introduction (optional): As the national leader in the sale of umbrellas, Umbrella Company is excited to introduce bigger umbrellas.

Promo Heading (all CAPS): GULF UMBRELLAS AVAILABLE NOW

Promo Description: Special offer available to only VGM members.

Learn More Button Link: {{tell us where you want to direct traffic}}

For more information or resources please visit [VGM & Associates: Vendor Partner Resources](#).

I look forward to your submissions,

Amy



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Director of Strategic Partnerships

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