

Marketing Materials Inventory 2015-2016

- **How to select and have specific marketing materials sent to you to distribute** at any conference, meeting or event you are planning to host or attend:
 - i. Decide on which items you would like to have based on the expected audience for the event.
 1. Example: Don't bring DSpace materials to a primarily Fedora audience event.
 - ii. How many do you need and how will they be distributed?
 1. Example: If 100 people are expected you probably need 50-75 pieces if you have an exhibit table.
 2. Example: If items will be included in a conference packet you need to find out how many people are registered from conference organizers and send that number.
 - iii. Check the inventory to find out how many are in stock.
 - iv. If there are not enough in stock add to MarComm agenda for revise/re-order action

General DuraSpace Materials

Item	Description	Status (Keep, Update, Out of Date, Revise)	Quantity	Staff member who has item(s)	Date Last Updated	PDF/jpg print file
DuraSpace small "rainbow" banner/display	pull-up, free standing	K	2	Debra, Carissa	6/2015	DuraSpace_display_2015.tif (66.7 MB—see Carol for print file) Mock-up
DuraSpace "rainbow" table cloth	for informational exhibit tables	K	1	Carissa	6/2015	Table_runner.pdf (204.3MB—see Carol for print file) Mock-up
DuraSpace general info rainbow card	8 1/2" x 5 1/2", for informational exhibit tables	K			6/2015	OR2015_info_card_ticm.pdf
DuraSpace Membership Brochure (2014)	3-panel, has Michele's name	K, O, R (throw out!)	39	Val	10/2014	NA (out of date)
Fedora Membership inserts "Fedora Governance Benefits"	half page single	K, O, R	30	Val	10/2014	Fedora_gov_benefits_insert.pdf (156 KB)
VIVO Membership inserts	half page single	K, O, R			9/2014	VIVO_gov_benefits_insert.pdf (173 KB)
DSpace Membership inserts "DSpace Governance Benefits"	half page single	K, O, R	50	Val	9/2014	DSpace_gov_benefits_insert.pdf (143 KB)

Cloud Services Materials

Projects and Services Materials

Item	Description	Status (Keep, Update, Out of Date, Revise)	Quantity	Staff member who has item(s)	Date Last Updated	PDF/jpg print file
DSpace Palm Card	4 x 6 hand-out	K, O, R	~250	Val	7/2014	NA (out of date)
DuraSpace Palm Card	4 x 6 hand-out	K, O, R (throw out! replaced by rainbow card)	~275	Val	10/2014	NA (out of date)
DuraCloud Palm Card	4 x 6 hand-out	K, O, R			10/2014	NA (out of date)
Fedora Palm Card (old)	4 x 6 hand-out	K, O, R			7/2014	NA (out of date)

Fedora4 Palm Card	4 x 6 hand-out	K, O, R	325	Val	12/14	F4_palmcd_front.jpg (14.1MB) F4_palmcd_back.pdf (3.5MB)
DSpaceDirect Palm Card	4 X 6 hand-out	K, O, R			10/2014	NA (out of date)
VIVO Palm Card	4 x 6 hand-out	K		Mike	8/2015	VIVO_palm_cardf_tickm.pdf (148 KB)
VIVO Flyer	8 1/2 x 11" flier	K		Mike	8/2015	VIVO_flyer_finalFF.pdf (752 KB)

SWAG Materials

Item	Description	Status (Keep , Update , Out of Date , Revise)	Quantity	Location	Date Last Ordered	PDF/jpg print file
DuraSpace Pens		K	20 Blue 30 Red 200 Blue 33 Blue 65 Red	Carissa Carissa Kristi Debra Debra	5/2015	
DuraSpace Stickers		K, R	116	Debra	9/2014	New_sticker_diecut.pdf
Old? DuraSpace Sticker			66	Debra		
DuraCloud Stickers		K	90 + 300	Carissa, Val	2012	New DC_sticker_diecut.pdf
DSpace Stickers		K, R				
DuraSpace Tattoos			69	Debra		
DuraSpace Post Its		K	38 90 164	Val Kristi Debra	6/2015	DS_sticky_note_print.pdf
DuraSpace USB plugs		K	100 79	Kristi Debra	6/2015	plug_artwork.pdf
Luggage tag		K	1	Val		Luggage_tag.pdf (202 KB)
DuraSpace grocery bags		K	30	Val		NA (out of date)

Miscellaneous

Item	Description	Status (Keep , Update , Out of Date , Revise)	Quantity	Location	Date Last Ordered	PDF/jpg print file
Sponsor Thank You Cards	fold out card plus envelope	K, R (NEED MORE!)	41 cards, 20 envelopes	Val	2011	thank_you_card_11.pdf (760 KB)
Bubble wrap to wrap up pens/items for mailing	12in x 25 ft		1 roll	Val		
Envelopes	8 1/2 x 5 3/4 in, pool blue	K	48		2015 from Paper Source	
Clip on nametag holders		K	17	Val		