

Distinguished Members

Platinum

- Digital Equipment Corporation
- ** InterSystems Corporation

Gold

- Micronetics Design Corporation

Silver

- Antrim Corporation
- Brigham & Women's Hospital
- Greystone Technology Corporation
- ** Sentient Systems
- Systems Automation Technology

Bronze

- Arnet Corporation
- Collaborative Medical Systems (CoMed)
- CompScientia Informática Tecnologia, Ltda.
- The Compucare Company
- CyberTools, Inc.
- Data Innovations, Inc.
- Data Methods, Inc.
- Educational Systems, Inc.
- * Henry Elliott & Company
- IBM Corporation
- * Interactive Systems & Management Corporation
- KB Systems, Inc.
- Kennedy Memorial Hospitals
- McIntyre Consulting, Inc.
- MDS Laboratories
- Motec, Inc.
- MUMPS AudioFAX, Inc.
- National Systems Corporation
- Networkers, Inc.
- Omega Computer Systems, Inc.
- Paragon Training, Inc.
- Patterson, Gray & Associates

Platinum Corporate Membership	\$10,000
Gold Corporate Membership	\$ 5,000
Silver Corporate Membership	\$ 2,500
Bronze Corporate Membership	\$ 1,000

- * NEW
- ** UPGRADE

BRIEFINGS

PUBLIC RELATIONS

M Technology Marketing Campaign Takes Off

by Peggy Hoffman



Peggy Hoffman

It's official. The first industry-wide M Technology marketing campaign is off and running. The March issue of *Dr. Dobb's Journal* carried a half-page ad touting the power of M. (See *MTA Notebook*.) MTA has been logging inquiries since it hit the newsstand.

Over the next four months, we'll take M Technology to the IT community in an all new way through advertising, exhibiting, and press exposure. Here's the schedule:

- March—*Software Magazine* and *Dr. Dobb's* carry M ads and MTA calls on editors to spread the good word about M Technology success.
- April—Repeat advertising in national magazines and follow-up calls on the press. Release the White Paper on M Technology.
- May—Repeat advertising in *Dr. Dobb's* and continue follow-up with editors. Release software demo as introduction to M Technology. Exhibit at Spring COMDEX in Atlanta.

For this campaign, we have chosen to focus on M's remarkable database capabilities, using the slogan "The world's most portable, scalable and interoperable databases begin with M." We'll repeat this slogan in every public relations message.

I've had a lot of questions about the demo disk. It's an interactive software demo to take viewers on a tour of the technology, where they will discover the true power of M. With the click of the mouse, the viewer may listen to a user's story, get an update on the standard, or delve into the details of this database wizard we know as M. The demo disk is going to be the mainstay of the campaign going out to people stopping at the COMDEX booth or responding to the ads.

This campaign is indicative of the many innovative ways the MTA Promotions Program strives to educate about and attract attention to our technology. Many MTA members have put their support behind this marketing campaign to ensure its success. So stay tuned for our next report. Or, you can call MTA anytime for an update.

In June, you can look forward to a report to the Association membership on these efforts while we convene at the Annual Meeting in Reno. ■

Peggy Hoffman is MTA's communications director. She manages the organization's industry promotion and Distinguished Member programs in addition to other PR functions.