

Solomon Marketing Plan Contest Entry Form

Name of Entrant: _____

Address: _____

Telephone: _____ Email Address: _____

What School do you attend? _____ What is your instructor's name? _____

About Your Marketing Plan

Title: _____

What is the company that you profile? _____

Why did you choose this company? _____

Did you collect the data for this case yourself? _____

Did you write the Marketing Plan yourself? _____

Do you give permission for Pearson Canada to publish this Marketing Plan in an upcoming Marketing text? _____

Please read the information attached and sign the release form to allow us to publish your Marketing Plan.
You will be acknowledged as the author of this plan.

Permission To Publish

I (we) give permission to Pearson Canada to include my (our) original Marketing Plan titled _____ in Solomon/Stuart/Smith/Sirsi, Marketing: Real People, Real Decisions, 3rd Canadian edition, and in future revisions and editions thereof, in print and in any electronic format, including non-exclusive Canadian rights in the English language. As used herein, the term "electronic format" shall mean any method of copying, recording, storage, retrieval, or delivery of the work, by any means now known or hereafter devised, including by electronic or electromagnetic means, or by analog or digital signal, on any physical media, now known or hereafter devised including, for example, magnetic tape, floppy disks, CD-I, CD-ROM, laser disk, optical disk, IC card or chip, and any other human or machine readable medium; and the broadcast and/or transmission thereof by any and all means now known or hereafter devised.

Sincerely, _____

I (we) grant permission for the use requested above.

Date: _____ Name: _____

Preferred acknowledgment: _____ Title: _____

Signature: _____

COMPANY PROFILE AND DATA RELEASE FORM

I hereby consent to the use of a company profile and data in the Marketing Plan titled

I hereby consent to the Marketing Plan titled _____
to be published in Marketing: Real People, Real Decisions, by Solomon/Stuart/Smith/Sirsi,
published by Pearson Education Canada.

I understand that this consent applies to the sale, reproduction, and use of the Marketing Plan
in this and all future revisions and editions of these books by the publisher in all forms and
media, and in all manners including advertising, display, editorial, packaging and
promotion purposes.

Name: _____

Title: _____

Company title: _____

Address: _____

Signature: _____

Date: _____