

LaSalle College

May 4, 2017

Subject: Natalya Scarlett – Internship

To whom it may concern,

This letter is to detail responsibilities of the internship that we have awarded to Natalya Scarlett.

She will be working the National Stationery Show (NSS) at the Jacob Javits Convention Center, New York.

Date of Internship: Monday May 22 – Wednesday May 24, inclusive

Trade show hours 9 AM to 6 PM

Duties:

Assist in distribution of marketing materials to attendees

Assist in order taking / sales pitch on trade show floor

Input prospect contact information on to sales funnel

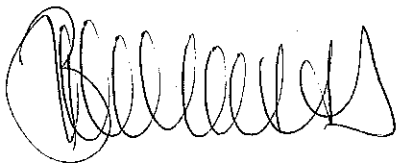
Assist in follow up, sample sending, emails

Tear down trade show booth, coordinate logistics with assigned forwarder

Tabulate and review ROI (cost / benefits analysis)

Total number of hours projected: 30 hours

Sincerely,



Rosie Benedetti  
Sales Manager  
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