All fields with the red bar up front are mandatory fields. These are the official global naming rules for the source code:

It is important that everyone follow the source code convention in Salesforce.com when a campaign is entered so it is easily distinguishable as to whose it is, what it is about, and when it was done.
So, if Europe had a program at ERC in May 2021 it would look like this.

EU H ERC 0514 or EUHERC0521

The first two letters represent the country.

I = International or multiple regions	UK = United Kingdom	EUD = Europe distribution
DE = Germany	EU = Europe	MEA = Middle East and Africa
BNL = Benelux	FR = France	AP = Asia Pacific
IT = Italy	AU = Australia	LA = Latin America
CH = China		

The next part is made up of one or two letters representing the market.

E = EMS	PS = Public Safety
H = Hospital	AC = Alternate Care
TMS – Temperature Management	

Third part is the description of the campaign or tradeshow.
This is a four letter (hopefully) description of the program. For example if it was a show, give the name of the show like ERC or ICEM.

The fourth part is the timeframe.
Four digits represent the time frame with two digits for the month and two for the year, for example 0521 for May 2021.

You will need the source code for InMotion Projects and HubSpot lists if you want leads to go automatically into SFDC. When ready, click on "Save".