DENVER, COLORADO
JSM2019
JULY 27–AUGUST 1

Marketing Tools Help Drive Booth Traffic in Denver!
Pre-Registration Lists for Use by Exhibitors and Sponsors

POSTAL LISTS:

Postal Option 1: June
- Available during June 2019
- Estimated 1,100 names
- $715 base price plus $85 fulfillment = $800 total

Postal Option 2: July
- Available during July 2019
- Estimated 2,800 names
- $815 base price plus $85 fulfillment= $900 total

Postal Option 3: After the Conference
- Available starting September 2019
- Estimated 3,500 names
- $715 base price plus $85 fulfillment = $800 total

Mailers – If you need the NCOA certificate to qualify for postal discounts on your mailpiece:
- request it as part of your original order
- additional $125 will be added to fulfillment cost

Optional email services available:
- $100 per additional setup of message contents
- $100 additional if personalized within content
- $100 additional per split
- $100 additional to host images for sender
- $200 additional to run mailer-provided suppression list
- $25 per tracking report

EMAIL MESSAGES:

Email Option 1: June
- Available during June 2019
- Estimated 1,100 names
- $2,195 base price plus setup/transmission fees

Email Option 2: July
- Available during July 2019
- Estimated 2,800 names
- $2,995 base price plus setup/transmission fees

Email Option 3: After the Conference
- Available starting September 2019
- Estimated 3,500 names
- $2,595 base price plus setup/transmission fees

Required on all email messages:
- Conference email messages must be pre-paid in full
- $50 per-thousand-names transmission fee
- $100 per setup (HTML + text = 1 setup)
- Approved message is transmitted for you
- Messages go to opt-in names only
- Base price includes 2 tests; $100 each additional test
- $100 rush fee if faster than 3 day turnaround required

Also see optional email services shown at left.

Conference list prices are not commissionable as published; qualified brokers may call to discuss arrangements.

MGI/LISTS™

A division of Marketing General Incorporated
625 N. Washington St.| Suite 450 | Alexandria VA 22314

703.706.0383
email: CBrecht@MGILists.com
Fax 703.549.0697 Attn: Candy Brecht
www.MGILists.com

JSM 2019 <u>Postal</u> Mailing List Order Form for Exhibitor

☐ **Postal Option 1: June**
- Available during June 2019
- Estimated 1,100 names
- $715 base price plus $85 fulfillment cost = $800 total

☐ **Postal Option 2: July**
- Available during July 2019
- Estimated 2,800 names
  - $815 base price plus $85 fulfillment= $900 total

☐ **Postal Option 3: After the Conference**
- Available starting September 2019
- Estimated 3,500 names
- $715 base price plus $85 fulfillment cost = $800 total

☑ $85 fulfillment fee required for all conference postal mailing lists.
☐ **Optional:** NCOA certificate available on request, for additional $125.

- Lists ship to you by email. Give the email address to receive your list _____
- Pre-registration lists are available for purchase by exhibitors or sponsors.
- The number of names changes during the registration period; your final count will be confirmed before your order ships. All list counts exclude names who opted-out of third-party mailings.
- These are POSTAL lists for direct mail only; no phone, fax, or email included or permitted.
- **Your sample mail piece is required before your order can be confirmed.**

What is your scheduled **Mail Date?** _____   Your Need-By Date? _____

Billing information:

☐ I am a <u>new MGI customer and will prepay</u> by check or credit card (Visa, MasterCard, or AMEX).

   ☐ Send me a credit card payment form.   ☐ I will mail a check.

☐ I am a regular customer of MGI Lists; bill me.

Your Organization/Company Name_____
Bill to the Attention of: _____
Street Address _____
City/State/Zip_____
Phone _____ Fax _____

Prices quoted above are not commissionable; qualified brokers may call to inquire about terms.
MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing.
In no event will MGI's liability exceed the cost of the list. List rentals are for one time use only.

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JSM 2019 Convention
Email Message
Order Form for Exhibitors

Complete & return this form to MGI and email the HTML and text versions of your proposed email message.
Also check MGI's Guidelines for HTML Design.

❶ Select the general timing for delivery of your email message.

☐ **Email Option 1:June**	☐ **Email Option 2: July**	☐ **Email Option 3: July**
Available during June 2019	Available during July 2019	Available starting Sept 2019
$2,195 base plus tx/setup costs	$2,995 base plus tx/setup costs	$2,595 base plus tx/setup costs
estimated 1,100 names	estimated 2,800 names	estimated 3,500 names

Transmission costs for email messages: ☑ $100 for each setup (required) ☑ $50/M transmission (tx) fee (required)
☐ $100 testing fee after 2 tests   ☐ $200 suppression list (optional)   ☐ $100 personalization (optional)
☐ $100 host sender's images (optional)   ☐ $100 per split (optional)   ☐ $25 per tracking report (optional)
$100 fee for cancelled orders that have been tested

❷ Billing information. Conference email messages must be prepaid before the message is deployed.

☐ Send me a credit card payment form for MasterCard, Visa, or American Express.   ☐ I will mail a check.
Organization/Company Name_____
Bill to the Attention of: _____
Street Address _____
City/State/Zip_____
Phone _____ Fax _____

❸ REQUIRED information on every email message:
a. Whose name should be *displayed as the sender* of your message—this is not an email address, but identifies the author of the message, either your company or the name of an individual? *Note that the active email for bounces will be noreply@mgilists.net.*
        Your email will be: **FROM:** _____
b. What is your SUBJECT line? (Recommended length 35 characters or shorter.)
        SUBJECT LINE: _____
c. Remember to include your organization's **complete physical address** on the outbound email message.

❹TEST MESSAGE. MGI and you–as the sender–will receive and *must approve* a test message before the email message is cleared to transmit. Specify one or more email addresses to receive and approve the test message (*Tests go out immediately prior to your selected delivery date. If you will be traveling then, tell us who can approve the test if you are not available).*
        CBrecht@MGILists.com   _____ @ _____

Important Note: We will setup and queue your message to accommodate your requested delivery date. Each setup carries a $100 nonrefundable setup cost; if the email is cancelled after test setup, you will owe the setup fee.

❺ YOUR REQUESTED EMAIL DELIVERY DATE: _____
        Please direct all questions and list orders to Candy Brecht at MGI Lists.

We offer some basic guidelines to help improve the deliverability of your message to an email list managed by MGI.

Guidelines Group 1, to help your message avoid being marked as SPAM.

- Avoid using exclamation points (!), dollar signs ($), and ALL CAPS in the subject line.
- Keep your subject line brief and to the point.
- Avoid using exclamation points (!) and dollar signs ($) in the email body.
    - o Limited usage is okay; avoid repeated usage.
- Avoid SPAM trigger words in the subject line or email content.
    - o Examples of these are "free," "guarantee," "guaranteed," "dear," "50%," "100%," "click," "click here."
- Use an equal balance of images and text.
- Use alt tags (alternative text tags) on all images.
    - o These tags will display if the recipient has disabled images.
    - o This will increase the ratio of text-to-images and help SPAM filters determine the email content.
- **Avoid putting text inside images.**
    - o *Email clients cannot read text embedded within images, so when an email has little other text it is typically marked as SPAM.*

Guidelines Group 2, to help your message deliver successfully across many email clients in popular use (including Microsoft, Gmail, Hotmail).

- Use standard HTML. Do not use Javascript.
- Use alt tags (alternative text tags) on *all* images. These tags will display if the recipient has disabled images.
- Avoid setting image width or height.
    - o Most email programs will only display images in their true size.
    - o It is best to include the image height and width settings to keep the email spaced properly when images are disabled.
- Avoid using background images.
    - o Most email programs will ignore background images.
    - o If you do use background images, be sure to set a default background color.
- Use nested tables for the email layout.
    - o CSS is a style sheet language used for defining the formatting of a document. Most cascading style sheets (or CSS) styling will not render correctly.
    - o Avoid left and right margin settings. Those settings will be ignored by many email programs.

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