



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

### POSTAL LISTS: 4 versions available

#### Postal Option 1: May

- Available during May 2014
- Estimated 900 names
- \$615 base price plus \$85 fulfillment = \$700 total

#### Postal Option 2: June

- Available during June 2014
- Estimated 1,100 names
- \$715 base price plus \$85 fulfillment = \$800 total

#### Postal Option 3: July

- Available during July 2014
- Estimated 2,800 names
- \$815 base price plus \$85 fulfillment = \$900 total

#### Postal Option 4: After the Conference

- Available starting September 2014
- 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: 4 versions available

#### Email Option 1: May

- Available during May 2014
- Estimated 900 names
- \$1,595 base price plus setup/transmission fees

#### Email Option 2: June

- Available during June 2014
- Estimated 1,100 names
- \$2,195 base price plus setup/transmission fees

#### Email Option 3: July

- Available through July 2014
- Estimated 2,800 names
- \$2,995 base price plus setup/transmission fees

#### Email Option 4: After the Conference

- Available starting September 2014
- 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.*



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## JSM 2014 Postal Mailing List Order Form for Exhibitors

**Postal Option 1: May**

- Available during May 2014
- Estimated 900 names
- \$615 base price plus \$85 fulfillment cost = \$700 total

**Postal Option 2: June**

- Available during June 2014
- Estimated 1,100 names
- \$715 base price plus \$85 fulfillment cost = \$800 total

**Postal Option 3: July**

- Available during July 2014
- Estimated 2,800 names
- \$815 base price plus \$85 fulfillment cost = \$900 total

**Postal Option 4: After the Conference**

- Available starting September 2014
- 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 new MGI customer and will prepay 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 2014 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: May**  
Available during May 2014  
\$1,595 base plus tx/setup costs  
estimated 900 names

**Email Option 2: June**  
Available during June 2014  
\$2,195 base plus tx/setup costs  
estimated 1,100 names

**Email Option 3: July**  
Available during July 2014  
\$2,995 base plus tx/setup costs  
estimated 2,800 names

**Email Option 4: After**  
Available starting Sept 2014  
\$2,595 base plus tx/setup costs  
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)

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.

❹ **TEST 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.*



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A DIVISION OF MARKETING GENERAL INCORPORATED

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.
  - Limited usage is okay; avoid repeated usage.
- Avoid SPAM trigger words in the subject line or email content.
  - 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.
  - These tags will display if the recipient has disabled images.
  - This will increase the ratio of text-to-images and help SPAM filters determine the email content.
- **Avoid putting text inside images.**
  - *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.
  - Most email programs will only display images in their true size.
  - 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.
  - Most email programs will ignore background images.
  - If you do use background images, be sure to set a default background color.
- Use nested tables for the email layout.
  - 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.
  - Avoid left and right margin settings. Those settings will be ignored by many email programs.



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