

# 55th MSA Retail Conference & Expo

Hosted by the Museum Store Association



## April 17-19, 2010 - Austin Convention Center Mailing List Options and Prices for MSA Retail Conference 2010

### POSTAL LISTS 3 versions available

- 1. Early-Bird Pre-Registration Postal List**
  - Available for mail dates Feb. 8-March 18, 2010
  - \$150 flat fee plus \$70 shipping
- 2. Regular Registration Postal List**
  - Available for mail dates March 22-April 8, 2010
  - \$200 flat fee plus \$70 shipping
- 3. Post-Conference List with on-site registrations**
  - Available after May 10, 2010
  - \$175 flat fee plus \$70 shipping

*Mailers – If you need NCOA certificate for postal discounts:*

- request it as part of your original order
- additional \$35 will be added to shipping cost

*No broker discount on MSA conference list rentals.*

#### To Rent Postal Lists:

1. Complete the Conference Mailing List Order Form and submit it with your sample mailpiece to MGI list manager Elena Hawkins (ehawkins@MGILists.com; fax 703.549.0697; phone 800.899.4420 or 703.703.0325).
2. First-time customers must prepay before list is shipped.
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

### E-MAIL BLASTS 2 versions available

- 1. Early-Bird Pre-Registration E-mail Blast**
  - Available Feb. 8-March 18, 2010
  - \$225 flat fee plus HTML setup (see below)
- 2. Last-Minute Pre-Registration E-mail Blast**
  - Available March 22-April 16, 2010
  - \$400 flat fee plus HTML setup (see below)

*On all e-mail messages to Austin pre-registrants:*

- Message is sent by MGI; list is not shipped to mailer
- E-Mail messages must be pre-paid
- Flat-fee price includes text format
- Opt-in names only; opt-outs have been removed from counts
- \$100 additional for each HTML setup
- \$100 additional if personalized
- \$200 additional for suppression list
- \$100 testing fee after 3 tests
- Bouncebacks and opt-outs not shared with mailer

#### To Schedule E-Mail Blasts:

1. Complete the E-Mail Order form page and the Conference Mailing List Order Form and submit both pages to MGI list manager Elena Hawkins.
2. When usage and message are approved, MGI will schedule your e-mail transmission to the opt-in names on the convention pre-registration list. You will receive a test message that you must approve before the blast transmits.
3. All e-mail transmissions must be prepaid before the message releases.



A division of Marketing General Inc.  
209 Madison Street, Ste 300, Alexandria VA 22314

**1.800.899.4420** ext 325  
Fax 703.549.0697  
Attn: Elena Hawkins  
email: [EHawkins@MGILists.com](mailto:EHawkins@MGILists.com)  
[www.MGILists.com](http://www.MGILists.com)

# Museum Store Association 55th Retail Conference & Expo



## 2010 Conference Mailing List Order Form

I want to rent:  Postal  E-mail  Both

Send me information on the MSA Masterfile available all year.

Contact Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

List Broker\* Contact (if applicable): \_\_\_\_\_

Street (Billing) Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail for contact person: \_\_\_\_\_

*Postal Lists ship by e-mail only; \$70 handling fee. NCOA, if requested, is additional \$35.*

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

If Double order, what is your second **Mail Date?** \_\_\_\_\_ 2nd Need-By Date? \_\_\_\_\_

**Method of Payment (Check One):** *Note that all e-mail blasts must be paid in advance of transmission date.*

Purchase Order # \_\_\_\_\_ **Total cost\*\* for this list rental:** \_\_\_\_\_

Check

Credit Card, check one>>>:  MasterCard  Visa  American Express  
Card Number: \_\_\_\_\_ Exp month/year: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

*\* No broker discount on conference list rentals. \*\* First-time and pre-pay orders will receive a pro forma invoice itemizing costs for advance payment.*

### To Rent Postal Lists:

1. Submit sample mailpiece to list manager Elena Hawkins (ehawkins@MGILists.com; fax 703.549.0697; phone 800.899.4420 or 703.703.0325).
2. First-time customers must prepay before list is shipped. \*\*
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

### To Schedule E-Mail Blasts:

1. Complete the E-Mail Order form page and return it with this Order Form to list manager Elena Hawkins.
2. When usage and message are approved, MGI will schedule your e-mail transmission to the opt-in names on the convention pre-registration list. You will receive a test message that you must approve before the blast transmits.
3. All e-mail transmissions must be prepaid before the message releases.

**MGI Lists**

THE ASSOCIATION LIST COMPANY

A division of Marketing General Inc.

209 Madison Street, Ste 300, Alexandria VA 22314

**1.800.899.4420** ext 325

Fax 703.549.0697

Attn: Elena Hawkins

email: [EHawkins@MGILists.com](mailto:EHawkins@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)

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## Official Order Form for E-Mail Blasts to 2010 Conference Pre-Registrants



If you plan to send an e-mail message to the 2010 MSA pre-registration list, then you must complete all sections below and **return this form along with the Conference Mailing List Order Form to MGI** to process your request. Certain information must be included with the actual e-mail blast, including an "unsubscribe" option and your physical address.

To improve deliverability, **provide both HTML and text versions** of the proposed e-mail message; the HTML and text versions also function as your sample mailpiece for list owner approval before your order can be processed.

### STEP 1: Select version

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Early-Bird Pre-Registration E-mail Blast</b> | <input type="checkbox"/> <b>Last-Minute Pre-Registration E-mail Blast</b> |
| ▪ Available Feb. 8-March 18, 2010;<br>you may order in advance           | ▪ Available March 22-April 16, 2010;<br>you may order in advance          |
| ▪ \$225 flat fee plus HTML setup   | ▪ \$400 flat fee plus HTML setup  |
| <b>On all e-mail blasts:</b>   | ▪ \$100 for each HTML setup   |
|  | ▪ \$200 suppression list  |
|  | ▪ \$100 testing fee after 3 tests   |
|  | ▪ \$100 if personalization requested                                      |

### STEP 2: Mailer Contact Information

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### STEP 3: Required Information for Outbound E-mail Blasts:

- Unsubscribe address (required) where recipients who ask to opt-out will be forwarded to create a suppression file for your future messages: Your unsubscribe email address is: \_\_\_\_\_
- Identify how you want the SENDER of your message identified. Your e-mail will be:  
**FROM:** \_\_\_\_\_
- Specify the SUBJECT line (required) of your outbound message.  
**SUBJECT LINE:** \_\_\_\_\_
- Your organization's complete physical address must appear on the outbound e-mail message. If the address is the same as on the billing section, check here:   
If different, provide complete street address as part of your email message.

**STEP 4: Test Message.** MGI and you – as the mailer – will receive and approve a test message before the e-mail blast is cleared to transmit. Specify one or more email addresses to receive and approve the test message.

[EHawkins@mgiilists.com](mailto:EHawkins@mgiilists.com) \_\_\_\_\_ @ \_\_\_\_\_

Note: all final e-mail messages are automatically seeded to monitor usage.

**STEP 5: Identify your desired e-mail date and time:** \_\_\_\_\_

*Please direct all questions and list orders to the MGI List Division of Marketing General Inc.*

*List Manager for MSA & the 2010 conference is Elena Hawkins.*



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