



SLA

Connecting People
and Information

SLA 2009

Mailing List Information

SLA 2009 Annual Conference & INFO-EXPO

14–17 June 2009 • Washington, DC

Pre-Registration Lists for Use by Exhibitors

Use this form to order postal or e-mail lists.

LIST OPTIONS, AVAILABLE DATES, AND PRICING

Postal List:

- *Version 1* is available approximately the week of 1 April.
US\$595 flat fee
- *Version 2* is available approximately the week of 1 May.
US\$695 flat fee

E-mail* List:

- *Version 1* is available approximately the week of 1 April.
Minimum US\$1595 flat fee; no selects other than Nth name; e-mails are prepay only
- *Version 2* is available approximately the week of 1 May.
Minimum US\$1995 flat fee; no selects other than Nth name; e-mails are prepay only
- *Version 3* is available approximately 1 June–14 June.
Minimum US\$2595 flat fee; no selects other than Nth name; e-mails are prepay only

* E-mail quantities confirmed when order is placed; counts will reflect unsubscribe requests by registrants and are not representative of overall registration counts.

NEW! Post-Convention Lists Available for General Usage

The post-convention lists are now available for all users, no longer limited to exhibitors *and* your options now include *e-mail*. You may rent the postal list and/or schedule e-mail messages to the final registration lists, which will include all on-site registrations to give you maximum reach for this important centennial audience after the show is over.

You may order postal lists or schedule e-mail transmissions in advance; actual delivery dates will be confirmed after the final lists are available in July 2009.

- *Post-Convention Postal list*: **US\$695 flat fee**; no selects
- *Post-Convention (Version 4) E-mail transmission*: **Minimum US\$2995 flat fee**; no selects; e-mails are prepay only



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SLA 2009 Mailing List Order Form

Contact Name: _____

Company: _____

List Broker Contact (if applicable): _____

Street (Billing) Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____ Phone: _____ Fax: _____

E-mail for contact person: _____

Postal List ships by e-mail only.

Ship-to e-mail address: _____

Method of Payment (Check One)

Note that all e-mail transmissions must be paid in advance of transmission date.

Purchase Order (give P.O. number) _____

Check

Credit Card (Check One): MasterCard Visa American Express

Card Number: _____ Expiration Month & Year: _____

Name as it appears on the card: _____

To Rent Postal Lists:

1. Submit sample mailpiece to list manager Candy Brecht (cbrecht@mgilists.com; fax +1.703.549.0697; phone +1.800.899.4420 ext 383 or +1.703.706.0383).
2. First-time customers must prepay before the list is shipped.
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

To Schedule E-mail Transmissions:

1. Submit your sample e-mail message in **both HTML and text version, including the subject line and complete body text and/or graphics** to list manager Candy Brecht (cbrecht@mgilists.com; fax +1.703.549.0697; phone +1.800.899.4420 or +1.703.706.0383)
2. **For all e-mail blasts, include "SLA" in the subject line.**
3. When usage and message approved, MGILists 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.
4. All e-mail transmissions must be prepaid before the message releases.

Please direct all questions and orders to:

Candy Brecht, list manager
MGILists, a division of Marketing General Inc.
209 Madison Street, Suite 300
Alexandria, Virginia 22314-1764

Phone +1.800.899.4420 ext 383 or
+1.703.706.0383; Fax +1.703.549.0697
cbrecht@mgilists.com
www.mgilists.com or www.marketinggeneral.com



SLA 2009 E-mail List Order Form

Complete and return this page for each e-mail list rental request

If you plan to send an e-mail message to the SLA convention pre-registration or post-convention list, then you must complete all sections below and return this form to MGILists so your request can be processed without delay. Note that certain information must be included with the actual transmission, including an "unsubscribe" option and your physical address.

To improve deliverability, provide both HTML and text versions of the proposed e-mail message; this also functions as your sample mailpiece for list owner approval before your order can be processed.
Note: E-mail transmission slots will be scheduled as orders are placed up to the daily maximum permitted.

1. Select Your SLA E-mail List

- Version 1 for e-mail transmissions during April**
 - Minimum US\$1595 flat fee for first 2,000 records transmitted; add US\$550 per additional thousand names
 - Nth name is only select available on e-mail transmissions
- Version 2 for e-mail transmissions during May**
 - Minimum US\$1995 flat fee for first 2,100 records transmitted; add US\$550 per additional thousand names
 - Nth name is only select available on e-mail transmissions
- Version 3 for e-mail transmissions until 14 June**
 - Minimum US\$2595 flat fee for first 2,400 records transmitted; add US\$550 per additional thousand names
 - Nth name is only select available on e-mail transmissions
- Version 4 for post-convention e-mail transmissions starting in July**
 - US\$2995 flat fee for first 3,000 records transmitted; add US\$550 per additional thousand names

2. Mailer Contact Information

Company Name: _____
 Contact Person: _____
 Telephone: _____ E-mail: _____

3. Required Information for the Outbound E-mail Transmission

You **must** provide an e-mail address at your organization where recipients who request to opt-out (unsubscribe) will be forwarded to create a suppression file for your future messages. Identify that e-mail address:

_____@_____

Specify how you want the sender of your mail identified: This e-mail is

From: _____

Provide the **subject line** of your e-mail; this must include "SLA":

Subject Line: _____

Identify a complete physical mailing address for your organization; this 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 the physical address to be included on the e-mail transmission:

Company name: _____

Company street address: _____

Company city/state/zip code/country if not U.S.: _____

4. Test Message

MGILists and you, as mailer, will receive and approve a test message before the e-mail blast is cleared to transmit. Specify one or more e-mail addresses to receive and approve the test message in advance of the actual transmission.

cbrecht@mgilists.com _____@_____

_____@_____

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

5. Identify your desired e-mail date (Tuesday, Wednesday, or Thursday only on Versions 1 and 2): _____

6. Do you have any special instructions about your e-mail? _____

Please direct all questions and orders to:
 Candy Brecht, list manager
 MGILists, a division of Marketing General Inc.
 209 Madison Street, Suite 300
 Alexandria, Virginia 22314-1764

Phone +1.800.899.4420 ext 383 or +1.703.706.0383
 Fax +1.703.549.0697
cbrecht@mgilists.com
www.mgilists.com or www.marketinggeneral.com