Exhibitors and Sponsors

Connect with students before and after Convention with Postal/Email Mailing Lists.

Boost your booth traffic, generate excitement, and offer special promotions to students who visit your booth. Send attendees a message before Convention to invite them to your booth. Statistics show that attendees are more likely to visit specific booths if they have been invited by the exhibitor. Also, contact students after Convention with special promotions. Through MGI Lists, you have the opportunity to connect with students before and after the Convention.

**POSTAL LISTS**

3 versions available!

**Postal List 1 February**
- Available during February 2020
- Estimated 400 names
- $315 base price + $85 fulfillment = $400

**Postal List 2 March**
- Available during March 2020
- Estimated 800 names
- $615 base price + $85 fulfillment = $700

**Postal List 3 After Convention**
- Available starting May 2020
- Estimated 1,100 names
- $815 base price + $85 fulfillment = $900

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

Additional $50 for rush handling faster than 3 days from receipt of initial request

**EMAIL MESSAGES**

3 versions available!

**Email Message 1 February**
- Available during February 2020
- Estimated 350* opt-in names
- $630 base price + fees itemized below

**Email Message 2 March**
- Available March – April 14, 2020
- Estimated 700* opt-in names
- $1,200 base price + fees itemized below

**Email Message 3 After Convention**
- Available starting May 2020
- Estimated 900* opt-in names
- $1,200 base price + fees itemized below

**Required on all email messages:**
- Convention 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

**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

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Fax: 703-549-0697 Attn: Candy Brecht
Postal Mailing List Order Form for Exhibitors and Sponsors

☐ Postal List Option 1: February
  - Available during February 2020
  - estimated 400 names
  - $315 base price plus $85 fulfillment cost

☐ Postal List Option 2: March
  - Available during March 2020
  - estimated 800 names
  - $615 base price plus $85 fulfillment cost

☐ Postal List Option 3: After the Convention
  - Available starting May 2020
  - estimated 1,100 names
  - $815 base price plus $85 fulfillment cost

✔ Required: $85 fulfillment fee required for all conference postal mailing lists.
  Additional $50 for rush handling if mailer needs the list faster than 3 days from receipt of initial request.

- Lists are fulfilled to you by email in Excel format.
- Provide the email address where we will ship your list _________________________________________
- Pre-registration lists are available for purchase by exhibitors or sponsors; others may purchase the post-conference list.
- The number of names available (the counts) changes throughout the registration period and opt-outs are excluded. Your final count and actual cost will be confirmed before your order ships to provide your printing and postage quantity.
- These are POSTAL lists for one-time direct mail use only; no phone, fax, or email included or permitted.
- Your sample mail piece is required before your order can be confirmed. If you plan to use the list for reference only, provide a statement to that effect.

What is your scheduled Mail Date? ________________  Your Need-By Date? ________________

Billing information:
- I am a new MGI customer and will prepaid 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 ______________________

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

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.
Email Message Order Form
for Exhibitors and Sponsors

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.

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

☐ Email Option 1
Available during February 2020
estimated 350* names
$630 base price plus setup costs

☐ Email Option 2
Available March – April 14, 2020
estimated 700* names
$1,200 base price plus setup costs

☐ Email Option 3
Available starting May 2020
estimated 900* names
$1,200 base price plus setup costs

Transmission costs for email messages:
☐ $100 for each setup (required)
☐ $50/M transmission fee (required)
☐ $200 suppression list (optional)
☐ $100 personalization (optional)
☐ $100 host sender’s images (optional)
☐ $100 per split (optional)
☐ $25 per tracking report (optional)

Once a HTML has tested, if cancelled there is a $100 charge

* MGI is CASL compliant: Canadian email records are excluded from the quoted counts and are not available for email messages.

● 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 _____________________________________

● REQUIRED Information on every email Message:

a. Whose name is displayed as the SENDER of your message? Your email will be: FROM: _______________________
   The active email for bounces will be noreply@mgilists.net
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.

● 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 ________________________ @ ________________________
   Note: all final email messages are automatically seeded to monitor usage.

● YOUR DESIRED EMAIL DELIVERY DATE: ______________________________________________________

Please direct all questions and list orders to Candy Brecht at MGI Lists.

2020 AMSA
convention & exposition
april 16-19 / washington dc

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MGI/lists

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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.