

ATTENDEE EMAIL MARKETING OPPORTUNITIES

CONTRACT & ORDER FORM

***All Terms & Payments MUST be agreed to before emails are sent**



NECA is offering an email marketing service that will allow confirmed 2020 NECA Exhibitors to send an approved email to NECA Convention and NECA Show registrants. The exhibiting company will send the requested email message to NECA Show Management in advance for approval. NECA will send your approved message to the following lists, upon receipt of this completed Contract and Payment.

(Fill in Company Name) _____

recognizes any/all email lists are the property of NECA and providing this "one-time use" provided all terms are met.

Primary Contact (print) _____

NECA 2020 Booth # _____ email: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____ Fax: _____

COST: \$1,600 per email timeslot. 100% due at signing of this agreement

DISTRIBUTION LISTS:

Emails for targeted dates of 8/25/2020 – 10/3/2020 will include 2020 Pre-Registration Only

Emails for targeted dates of 10/14/2020 – 10/31/2020 will include 2020 Final Registration list

A confirmation email will be sent upon receipt of this completed contract. It will include all specifications and deadlines. However, for your planning process, here are a few details / suggestions:

- No maximum length or number of links
- Must send the files at least five (5) business days in advance of email timeslot
- Open rate analytics will be available one week following the email
- File format must be HTML
- Create an html email template with messaging and graphics
- Send either the actual html code as a package with .jpg or .png images to link, or hosted on your website and send link
- The email will be distributed through MailChimp
- We suggest creating a custom landing page, so you will be able to track web activity.
- NECA is not responsible for any formatting issues sent from exhibitor.
- If formatting issues are not resolved by contracted date, NECA is not responsible for missing email opportunity and it will not be rescheduled.

We understand that this is a binding contract upon acceptance by NECA and is subject to all the terms, conditions, rules, and regulations that hereto constitute a part of, or are included in this contract. NECA reserves the right to reject this application for any reason. Full payment must be received before any email is distributed. Initial here: _____

SELECT THE TIMESLOTS HERE:

Exhibitor may only purchase 1 timeslot per week, and a maximum of three total timeslots.

PLEASE GO TO THE NECA WEBSITE FOR CURRENT AVAILABILITY: [Email Marketing](#)

Day	Send Date
Tuesday	25-Aug _____
Wednesday	26-Aug _____
Saturday	29-Aug _____

Tuesday	1-Sep _____
Wednesday	2-Sep _____
Saturday	5-Sep _____

Wednesday	9-Sep _____
Saturday	12-Sep _____

Tuesday	15-Sep _____
Wednesday	16-Sep _____
Saturday	19-Sep _____

Tuesday	22-Sep _____
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Wednesday	23-Jun _____
Saturday	26-Sep _____

Tuesday	29-Sep _____
Wednesday	30-Sep _____
Saturday	3-Oct _____

Saturday	10-Oct _____
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Wednesday	14-Oct _____
Saturday	17-Oct _____

Tuesday	20-Oct _____
Wednesday	21-Oct _____
Saturday	24-Oct _____

Wednesday	28-Oct _____
Saturday	31-Oct _____

CREDIT CARD INFORMATION (type or print clearly) Authorized amount \$ _____

Card Type: _____ Card Number: _____

Exp. Date: _____ CV2 Security Code: _____

Name on Card (print): _____

Signature: _____ Date: _____

- PAYMENT BY MAIL: Make checks payable to NECA, P.O. Box 17033, Baltimore, MD 21297-1033 (include copy of check)
 - note on the check that the payment is for “email marketing”.

Send your completed form to: bobbie.scott@necanet.org
Signed Contract & Payment must accompany this order form.
 Questions? Contact Bobbie Scott at 770-632-0044

For Accounting Only: Paid Date form received Date lists (s) sent