

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 2021 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 sole property of NECA.

Primary Contact (print) _____

NECA 2021 Booth # _____ email: _____

Address: _____

City _____ State: _____ Zip: _____

Phone: _____ Fax: _____

COST: \$1,600 per email timeslot

DISTRIBUTION LISTS:

Emails for targeted dates of 9/1/2021 – 10/2/2021 will include 2021 Pre-Registration Only

Emails for targeted dates of 10/9/2021 – 11/6/2021 will include 2021 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.

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](#)

Select (X)	Day	Date
	Wed	9/1/2021
	Fri	9/3/2021
	Sat	9/4/2021
	Wed	9/8/2021
	Fri	9/10/2021
	Sat	9/11/2021
	Wed	9/15/2021
	Fri	9/17/2021
	Sat	9/18/2021
	Wed	9/22/2021
	Fri	9/24/2021

Select (X)	Day	Date
	Sat	9/25/2021
	Wed	9/29/2021
	Fri	10/01/2021
	Sat	10/2/2021
	Wed	10/6/2021
	Fri	10/8/2021
	Wed	10/13/2021
	Fri	10/15/2021
	Sat	10/16/2021
	Wed	10/20/2021

Select (X)	Day	Date
	Fri	10/22/2021
	Sat	10/23/2021
	Wed	10/27/2021
	Fri	10/29/2021
	Sat	10/30/2021
	Wed	11/3/2021
	Fri	11/5/2021
	Sat	11/6/2021

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

Card Type: _____ Card Number: _____

Exp. Date: _____ CV2 Security Code: _____

Name on Card (print): _____

Signature: _____ Date: _____

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. Please initial here: _____

- 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”.

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

Send your completed form to: bobbie.scott@necanet.org

Signed Contract & Payment must accompany this order form.