



**May 3-5, 2016, Boston Convention Center  
Boston, Massachusetts USA**

## **Exhibitor Email Promotion Order Form**

Take advantage of IDEA's marketing momentum to send your company's email when it will get the most attention - Pre-show dates April 18 - 29 and post-show dates May 9 - 20. You'll reach 20,000+ IDEA email contacts from INDA's database. Only 40 sponsored emails (two each day) will be available to IDEA exhibitors.

**Cost:** \$1,150/ per individual email

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_

**Return this form to:** Joe Tessari, [jtessari@inda.org](mailto:jtessari@inda.org) or fax to +1 919 459 3701.

### **Payment:**

Credit Card (MC, Visa, Amex) # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Check (Made payable to INDA in US dollars drawn on a US bank.) Contact INDA for wire transfer details.

**Each exhibitor email sponsor must provide the following information to [jtessari@inda.org](mailto:jtessari@inda.org); or [jtodd@inda.org](mailto:jtodd@inda.org):**

- HTML email file: Please note all images must previously be hosted on the Exhibitor's server
- Subject line of the email
- Sender's name (the name as it should appear on an email inbox)
- A reply email address
- Preferred date/time (morning/afternoon) for email launch (between dates April 18 - 29 and May 9 - 20)
- All materials and information must be received five business days prior to launch date

