

Exhibitor Invites™

AN EMAIL INVITATION SYSTEM

New this year, we are offering exhibitors a great opportunity: a free customized email campaign! This campaign allows you to send up to three emails to an unlimited number of your customers and prospects, offering them valuable discounts and a friendly reminder to stop by your booth during RSNA 2009. The system will launch in early September, so start getting your email lists together now!

- Send up to three emails to an unlimited number of your customers and prospects, offering them customized information about your company, free registration for the show, and a friendly reminder to stop by your booth during RSNA 2009.
- Upload your customer and prospect file to our bonded and licensed third-party email service, Global IntelliSystems.
- Your company name, logo, booth number, and customized message are all included as part of the three separate html emails -- you approve the message and the schedule. And RSNA pays for the whole thing!
- More timely than snail mail, easy to track, and more effective than other marketing methods.
- It's a great way to boost awareness about your company, and help ensure that all your key customers and prospects attend RSNA 2009, and visit your booth.

Here's more information about the **Easy 4 Step Process**.

Step 1: Upload Your Email List

Get your customer and email list(s) ready to upload into your Exhibitor Invites account. The system provides you with three options to upload your list, (1) Auto-upload tab delimited file, (2) Copy and Paste email addresses or (3) Submit an excel file.

Each list you upload into your Exhibitor Invites requires that you acknowledge that you are in compliance with the Federal CAN SPAM ACT. The message below will appear each time you upload a new list.

CAN SPAM Compliance Notice: Please confirm that the email list you have submitted on behalf of your company is comprised of customers and prospects with which your company has a prior business relationship, and that you are aware of the regulations and requirements of the CAN

SPAM ACT. Click OK to acknowledge your list is in full compliance with the Federal CAN SPAM ACT regulations and requirements.

Step 2: Your Custom Information

This is where you can customize each invitation by including specific company information such as your company logo and personalized company text. You can also adjust your company name and include contact information. Finally, you can also choose to include a product image and product text for email invitation #3 (optional).

Step 3: View & Approve Invites

This is where you can view each invitation in your web browser. We strongly recommend that you send yourself a test email to see how each invitation will appear in your email client.

Step 4: Schedule Your Invitation

This is where you specify the list, delivery date and time for each email invitation. A default schedule is included for your convenience, which you can adjust. We do require a seven day separation between each email invitation in the series.

If you have any questions about the benefits of the Exhibitor Invites program, contact Jason Siefken at 319 550 8203.

If you have any problems using the system once it goes live, send an email to: services@exhibitorinvites.com