



2019 MAILING LIST RENTAL



MATS MAILING LISTS FORM THE FOUNDATION FOR SUCCESSFUL DIRECT-MAIL CAMPAIGNS TARGETING TRUCKING PROFESSIONALS

One of the best ways to enhance your company's impact at the 2019 Mid-America Trucking Show is to promote your company with pre-show and post-show mailings. Prior to the show, targeted mailings promote company products and services, highlight new products and services, outline changes within the company and increase booth traffic by describing booth location, activities, and offerings. After the show, Exhibitors can use a post-show mailing to get in touch with Attendees that may have missed their booth or to provide additional information regarding products displayed at the show.

Exhibit Management Associates, Inc. offers the names and contact information of registered Attendees to Exhibitors to help with their pre-show and post-show marketing. This information is made available in electronic format via email as an Excel or ASCII tab delimited text file.

A DIRECT-MARKETING CAMPAIGN CAN ONLY BE EFFECTIVE IF YOUR MAILING LIST IS CURRENT AND ACCURATE. ATTENDEES UPDATE OR SUBMIT THEIR CONTACT INFORMATION EVERY YEAR, MAKING THE MATS LISTS THE MOST UP-TO-DATE IN THE INDUSTRY.

For additional information or to order by phone, please call Toby Young at 800-626-2370 or via e-mail at toby.young@truckingshow.com. To order please fill out the form on the reverse side and send with payment to Exhibit Management Associates, Inc.

ORDER FORM ON REVERSE



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SPECIFY ELECTRONIC FORMAT:

- ASCII Tab Delimited Text File
- Excel

CHOOSE ONE OUTPUT:

- Via Email (please specify email that list should be sent to below)
- Email: _____

CHOOSE A LIST:

- PRE-SHOW (Available Now)
- 2018 Customized List (Check appropriate areas of interest below)

SORT BY:

- Zip Code
- State
- Company
- Last Name

POST-SHOW (Available 3 weeks after show)

- 2019 Customized List (Check appropriate areas of interest below)

Each Record Contains: Attendee Name, Company, Address, City, State, Zip
 * PHONE FAX, EMAIL are not included.

SPECIAL AREAS OF INTEREST:

- | | |
|--|--|
| <input type="checkbox"/> OWNER-OPERATOR..... \$1,200.00 | <input type="checkbox"/> MECHANIC/TECHNICIAN..... \$250.00 |
| <input type="checkbox"/> COMPANY DRIVER..... \$700.00 | <input type="checkbox"/> DEALER/DISTRIBUTOR..... \$200.00 |
| <input type="checkbox"/> FLEET ADMINISTRATION/PURCHASING \$150.00 | <input type="checkbox"/> MANUFACTURER/SUPPLIER..... \$400.00 |
| <input type="checkbox"/> FLEET MAINTENANCE MANAGEMENT \$150.00 | <input type="checkbox"/> SALES \$150.00 |
| <input type="checkbox"/> FLEET OPERATION/SAFETY \$150.00 | <input type="checkbox"/> STUDENT/INSTRUCTOR \$150.00 |
| <input type="checkbox"/> FLEET OWNER..... \$500.00 | |

PAYMENT:

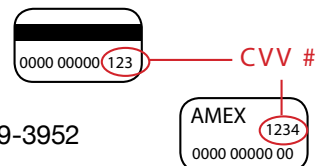
Subtotal \$ _____
 Shipping and Transmission..... \$ 25.00
 Total..... \$ _____

PLACE YOUR ORDER BY:

All orders must include this Mailing List Order Form, the Mailing List Rental Agreement, and a copy of the Mailing Piece. Refunds will not be issued once the list has been sent.

- Check - Make check payable to: Exhibit Management Associates, Inc.,
1404 Browns Lane, Suite E, Louisville, KY 40207

- Credit Card - Email/Fax credit card orders to: Toby Young
toby.young@truckingshow.com / fax: 502-899-3952



Please specify credit card information: Visa Mastercard American Express

Signature: _____
 Cardholder Name: _____
 Credit Card Number: _____ Expiration Date: _____ CVV #: _____
 Billing Address: _____ Zip Code: _____

EXHIBITOR INFORMATION:

Name: _____ Title: _____ Booth #: _____
 Company: _____
 Address: _____
 City: _____ State/Province: _____ Zip Code: _____
 Telephone: _____ Fax: _____ E-mail: _____