

# MODEX 2018 PARTNERSHIP PROGRAM



Partner with MHI to promote your participation in MODEX 2018 to your customers and prospects.

## Benefits

### Pre-Show

- Pre-show postal mailing list **sent directly to mailing house** for a one-time direct mailing of an approved mailer (restrictions apply) through exhibitor mailing house or MHI designated mailing house\*\*

### Post-Show

- Post-show attendee postal mailing list **sent directly to mailing house** for a one-time direct mailing of an approved mailer through exhibitor mailing house or MHI designated mailing house\*\*
- Two complimentary email blasts to all or a selection of the MODEX post-show attendee list. MHI will conduct the email blast on the exhibitor's behalf.

## Requirements

To participate you must fulfill ALL of the following requirements by February 27, 2018:

1. Sign and return a completed copy of all Partnership Program forms (see pages 9-11).
2. **Meet Ad Requirement (select one)**
  - Option A:*  
Copies of at least one pre-show advertisement (print or online\*) that includes the MODEX 2018 logo in an MHI approved trade publication, including *MHI Solutions* magazine
  - Option B:*  
Purchase \$500 or more in MODEX 2018 advertising / sponsorships
  - Option C:*  
Sponsor an on-floor theater seminar (Contact Delana Hopkins at [dhopkins@mhi.org](mailto:dhopkins@mhi.org) for more information)
3. **Meet Direct Marketing Requirement (select one)**
  - Option A:*  
Send a sample of at least one direct mailing sent to your customer/prospect database that includes the MODEX 2018 logo
  - Option B:*  
E-mail to your customer/prospect database featuring the MODEX 2018 logo and link to [www.MODEXShow.com](http://www.MODEXShow.com).

\* Online ads must appear on websites outside of your own company's

\*\* Additional fees (from mailing house) apply to execute direct mailings

**Partnership Deadline  
is February 27, 2018**

The MODEX 2018 Partnership Program is the **ONLY** way to access the pre-show postal mailing list.

The Program does **NOT** include pre-show emails to the attendee database.

If exhibitors select the MHI designated mailing house, they are responsible for all associated printing and mailing costs.

For program details, visit [www.MODEXShow.com/marketingkit/partnership.aspx](http://www.MODEXShow.com/marketingkit/partnership.aspx) or contact Alex Batty at [abatty@mhi.org](mailto:abatty@mhi.org) or 704-676-1190.

# MODEX 2018 PARTNERSHIP PROGRAM ORDER FORM

**DEADLINE: February 27, 2018**

**SUBMIT:** Completed forms and signed license agreement with partnership documentation.

**PHONE:** +1 704-676-1190 **FAX:** +1 704-676-1199 **E-MAIL:** abatty@mhi.org

## PARTNER INFORMATION:

COMPANY NAME		BOOTH NUMBER(S)
CONTACT NAME (Person managing application forms/follow up emails)	E-MAIL ADDRESS	
PHONE NUMBER		

### Ad Requirement (circle one - either A or B or C)

- A. Ad in MHI approved trade publication
- B. Purchase \$500 or more in MODEX 2018 advertising/sponsorships.
- C. Sponsor an On-Floor Theater Seminar Sponsorship.

### Direct Marketing Requirement (circle one - either A or B)

- A. Email to your customer/prospect database
- B. Postal mailing to your customer/prospect database

### Mailing House (check one)

- I will be using the MHI designated mailing house
- I will be providing the contact information for a mailing house I partner with (*also submit List License Agreement, page 12*)
- I will only be using the two post-show email blasts and do not need a mailing house

# MODEX 2018 PARTNERSHIP PROGRAM CHECKLIST

**All items on checklist must be submitted by February 27, 2018 to ensure benefits**

## Ad Requirement (either A or B or C)

- A. Ad in MHI approved trade publication
  - Published before MODEX 2018
  - Includes MODEX 2018 logo
  - Online ads appear outside of exhibitor's website
  - Submitted for approval prior to February 27, 2018
- B. Purchase \$500 or more in MODEX 2018 advertising/sponsorships. Contact Donna Streicher at dstreicher@mhi.org for information.
- C. Sponsor an On-Floor Theater Seminar Sponsorship. Contact Delana Hopkins at dhopkins@mhi.org for more information.

## Direct Marketing Requirement (either A or B)

- A. Email to your customer/prospect database and/or purchased list
  - Prospect list is approximately 500 records or more
  - Includes MODEX 2018 logo
  - Links to MODEXShow.com
  - Email submitted for approval prior to sending
  - Email sent to your customer/prospect database prior to February 27, 2018
  - Tracking of email including number of records and date sent submitted prior to February 27, 2018
- B. Postal mailing to your customer/prospect database and/or purchased list
  - Prospect list is approximately 500 records or more
  - Includes MODEX 2018 logo
  - Sample (digital is ok) submitted for approval prior to sending
  - Proof of mailing including number of records and date sent submitted prior to February 27, 2018

## Forms

- Partnership Program Order form - page 9
- Exhibitor Agreement - page 11
- List License Agreement (*only if using outside mailing house*) - page 12

# MODEX 2018 PARTNERSHIP PROGRAM EXHIBITOR AGREEMENT

Please read and sign the following and return to MHI with your **MODEX 2018 Partnership Program Order form (page 9)**.

To become a partner, you must meet the **Ad and Direct Marketing requirements by February 27, 2018** and submit all completed forms along with the signed license agreement before you can be eligible to receive Partnership access to the pre- and/or post-show database.

**Please read carefully and initial to signify your understanding of the following:**

\_\_\_\_\_ I understand that there will be one (1) pre-show mailing. The entire pre-show list direct mail file will only be sent directly to a pre-approved mailing house. Or I can use MHI's provided mailing house. I, the exhibitor, will not personally receive the list.

\_\_\_\_\_ I will **NOT** receive any list directly and the list sent to my mailing house will **NOT** include phone numbers or email addresses for the pre- or post-show lists. Post-show emails will be conducted on my behalf by MHI. There are **NO** pre-show emails.

\_\_\_\_\_ I, the exhibitor, will not receive the pre- or post-show list directly. It will go to my designated mailing house only after they sign the mailing house license agreement.

\_\_\_\_\_ I understand that if I do not meet exhibitor partnership requirements by February 27, 2018, I will not receive the benefits.

**I have read and agreed to the above and understand the fulfilling my Partnership Program requirements on time is my responsibility.**

Contact Name: \_\_\_\_\_

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

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# MODEX 2018 PARTNERSHIP PROGRAM ATTENDEE LIST LICENSE AGREEMENT

**Please have your designated mailing house sign and return to MHI.**

**This form is not required if you are using MHI designated mailing house.**

## Attendee List License For Outside Mailing Houses

**Please read carefully, sign and return with your order form.**

I agree that the names, addresses and other information provided in the database are valuable property of MHI, and protected under the copyright laws. I also agree to abide by the terms of this non-exclusive license to use the list.

I also guarantee that this list will not be copied or reproduced in any way, and that the list will not be sold, distributed, accessed or utilized by anyone other than myself for the purpose of executing a one (1) time pre-show and/or one (1) time post-show direct mailing for MODEX exhibitor \_\_\_\_\_ . I guarantee that I am the mailing house for the named lessee on the MODEX 2018 Exhibit Space Lease for which and only which this list is made available. In order to receive this list, I understand that said lessee must meet all obligations and paid all rental charges and fees necessary to exhibit in MODEX 2018.

For any, and all, uses of this MHI show registration list, exhibitor must honor and respect the prospects' choices not to receive solicitations the first time the request is communicated to the exhibitor. I hereby acknowledge and agree that as a condition of using this MHI show registration list, in accordance with the terms and conditions of this Agreement, that I will, prior to such use, remove, and refrain from contacting in any way all individuals and companies who have opted out and/or requested not to be contacted. This agreement is for direct mail use only. All post-show emails will be executed through MHI.

For any respondents to any direct mailings or emailings to the MHI list, I acknowledge that I will comply with all applicable provisions of federal and state law that regulate the transmission of commercial e-mails, phone calls and mailings, including but not limited to, CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, Pub. L. No. 108-187 (2003)), the Canadian Anti-Spam Law (CASL) and Do Not Call (Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. §§1601-1608 (1994)); Telephone Consumer Protection Act of 1991, 47 U.S.C. §227 (1991)), that may limit or control my ability to use the respondents information for a commercial purpose. I agree that in the event of violation or claimed violation by me of any such statutes and regulations relating to the solicitation of customers in response to a commercial list of attendees, I agree to defend and indemnify MHI and hold it harmless in any litigation or enforcement action.

Mailing House Contact Name: \_\_\_\_\_

Mailing House Contact Email: \_\_\_\_\_

Mailing House Company Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Exhibiting Company Name: \_\_\_\_\_