

MAILING LIST RENTALS

Oct. 20–23 ▪ Orlando
ASA Convention & Expo

Make Contact for Free

ASA will make available to exhibitors one complimentary rental of a list of those staffing company representatives registered for Staffing World 2009 by the advance registration deadline. This list will be available for delivery Sept. 16. Exhibitors may instead select one complimentary list rental of the ASA active member headquarters. Both of these lists are offered for direct mail purposes exclusively to promote the exhibiting company's participation at Staffing World 2009. Use one of these complimentary list rentals to invite customers to stop by your booth for an in-person demonstration and to take advantage of your special "show-attendees only" promotions. Expand your marketing by purchasing additional list rentals.

Send mailers before the show to introduce your company, explain the new products and services you'll debut at Staffing World, and let attendees know where your booth will be located in the expo hall. Download Staffing World 2009 and ASA logos from the ASA Web site to add graphic punch to your mailer.

To take advantage of this free offer (to exhibitors only), mailers must be sent to ASA for approval by Oct. 1 and postmarked by Oct. 10.

List Requests

Check the appropriate box to select one complimentary mailing list rental and to purchase additional mailing list rentals for your Staffing World 2009 promotional campaign. A sample mailer must be sent to ASA for approval by **Oct. 1**.

- Complimentary ASA Active Member Headquarters List
- The list will include the contact name, title (when provided), company name, and address.
 - Each mailed piece must contain all of the following four items:
 1. Name of the show: Staffing World 2009
 2. Dates of the show: Oct. 20–23
 3. Location of the show: Orlando World Center Marriott Resort & Convention Center, Orlando, FL
 4. Staffing World 2009 Web site: staffingworld.org
 - All pieces mailed to this list must be postmarked by **Oct. 10**.

OR

- Complimentary Staffing World 2009 Preregistrant List
- The list will include the name, title (when provided), company name, and address of each attendee as the information was provided on the registration form of those staffing company representatives registered by the advance registration deadline of Sept. 11. This list will be available for delivery Sept. 16.
 - Each mailed piece must contain all of the following four items:
 1. Name of the show: Staffing World 2009
 2. Dates of the show: Oct. 20–23
 3. Location of the show: Orlando Convention Center, Orlando, FL
 4. Staffing World 2009 Web site: staffingworld.org
 - All pieces mailed to this list must be postmarked by **Oct. 10**.
- ASA Active Member Headquarters
Includes contact name, title (when provided), company name, and address. Approximately 1,200 records. Price per rental is \$495. *Nonmembers add 50%.*
- ASA Active Member Headquarters and Branch Offices
Includes company name and address. Approximately 7,100 records. Price per rental is \$995. *Nonmembers add 50%.*

Terms and Conditions

- All lists are provided for one-time use only. Multiple usage of a list is considered a breach of contract. The exhibitor authorizes ASA to charge the credit card provided for each unauthorized use of the list, whether in whole or in part. The amounts that will be charged are as follows:
 - ASA Active Member Headquarters List—\$495, *nonmembers add 50%*
 - Staffing World 2008 Preregistrant List—\$495, *nonmembers add 50%*
- Lists are nominally seeded to audit usage.
- Exhibitors shall not store or reproduce lists in any manner or medium.
- Exhibitors shall not forward or share any list with any other company. Lists may be used only by the exhibitor to whom it is sent by ASA and only for the purposes outlined in this contract.
- Exhibitors shall not use lists to recruit the regular employees of staffing firms, or to buy or sell staffing firm interests, franchises, or licenses.
- Lists will be e-mailed to the person indicated as the exhibitor representative on the Exhibit Space Application & Contract.
- A sample of the mailer must be sent to ASA for approval to the ASA sales office, no later than Oct. 1. Samples may be provided as a PDF. ASA reserves the right to determine the suitability of all advertisements or offerings submitted for publication or distribution.
- No complimentary list will be sent to an exhibitor that has cancelled its exhibit space contract.

Signature

I have read, understand, and agree to abide by the above terms and conditions. I authorize ASA to charge the credit card listed below if, in ASA's sole discretion, my company uses the ASA-provided list(s) in any manner that is inconsistent with or otherwise violates any part of this agreement. I have checked the boxes of the lists that I am requesting. In addition, I authorize ASA to charge the credit card listed here for my additional list orders in the total amount of \$ _____

Signature _____ Date _____

Name _____

Title _____

Company name _____

Credit Card Information for Free Lists and Optional List Rental

American Express MasterCard Visa

Card number _____ Exp. date _____

Name on card _____

Mailing address _____

Signature _____

Submit Contract, Credit Card Information, and Samples

Address questions, forms, samples, and any payment to the ASA sales office, by fax to 703-253-2053, by mail to American Staffing Association, 277 S. Washington St., Suite 200, Alexandria, VA 22314-3675, by phone to 703-253-2020, or by e-mail to sales@americanstaffing.net.