



October 23-25, 2008
 Jacob Javits Convention Center
 New York City
 www.photoplusexpo.com

POST-SHOW DIRECT MAIL LIST ORDER FORM

**Market your products and services to PDN PhotoPlus International 2008 attendees all year long!
 Take advantage of this exclusive offer available only to PDN PhotoPlus International 2008 exhibitors.**

At PDN PhotoPlus International 2008, you'll meet thousands of industry professionals who need and will buy your products and services. But, whether your booth is too busy or your prospects have other appointments, no matter how hard you try, you won't meet them all. Now, thanks to the PDN PhotoPlus International 2008 post-show mailing list, you can reach every prospect with your special message and show offer — at a BIG discount. Order your list of *hot* PDN PhotoPlus International 2008 attendees today and save!

To receive the fastest service, please remit this form by October 4, 2008. Don't forget:

- To sign and complete the form (both pages) including the mailing list rental agreement on page 2.
- Your fax number. We'll fax your invoice to you to speed up delivery (do not include payment; your invoice will be based on confirmed quantities).
- A sample of your mailing (**very important** — list cannot be released without a sample).
- Your mail house information (lists will only be released to third-party mail houses).

DIRECT MAIL LIST RENTAL ORDER FORM

To Order	Price/M (*5,000 name minimum)
<input type="checkbox"/> The entire registration list including on-site registrants	\$135/1,000 names

Date Ordered: _____

List Name: PDN PhotoPlus International 2008 Attendees

Format: (please check one)
 Pressure Sensitive Labels (\$10/M)
 CD Rom (\$65 flat fee)

Selection:
 All Available
 Random Sort Quantity: _____ (5,000 min.)
 Key Coding (\$3/M)
 Other (please indicate below)

Ordered By (Available only to PDN PhotoPlus International 2008 Exhibitors):

Name: _____

Title: _____

Company: _____ **Booth #:** _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

E-mail: _____

***3rd Party Ship To:** Please supply street address; we cannot ship to PO Boxes. A 3rd party mailhouse is required for all orders.

Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Fax:** _____

E-mail: _____

Use of List: _____

Sample mailing piece enclosed (**required for ALL orders**)

Signature: _____



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PDN PHOTOPLUS INTERNATIONAL 2008 MAILING LIST RENTAL AGREEMENT

The following waiver must be signed to obtain list:

We hereby certify to Edith Roman Associates* and Nielsen Business Media that we understand that the PDN PhotoPlus International 2008 mailing list is the exclusive and valuable property of Nielsen Business Media, of a highly confidential nature, and that we will send only a single mailing from this list and will not copy or duplicate this list and/or future lists in any way or make it available to any other person, firm or corporation.

Accepted by: _____ Title: _____
Print Name Signature

On behalf of (Company): _____ Date: _____

* List is managed by Edith Roman Associates

List selection (by Job Function):

- | | |
|--|--|
| <input type="checkbox"/> Professional Photographer | <input type="checkbox"/> Studio Manager |
| <input type="checkbox"/> Photographer's Assistant | <input type="checkbox"/> Multimedia Producer/Developer |
| <input type="checkbox"/> Educator/Student | <input type="checkbox"/> Production/Pre-Press Manager |
| <input type="checkbox"/> Graphic Artist/Creative | <input type="checkbox"/> Video Producer |
| <input type="checkbox"/> Corporate Communications/Marketing Director | <input type="checkbox"/> Lab Manager/Owner/Technician |
| <input type="checkbox"/> Other (please specify) _____ | |

Please send both signed and completed pages of this form, including mail house information and fax number to speed up invoicing process, with mailing sample to:

Melissa Kittson
FAX: 703-488-2725
OR
melissa.kittson@nielsen.com

Questions: 703-488-2742

<p>DEADLINE: PLEASE RETURN THIS FORM BY OCTOBER 4, 2008 FOR EXPEDITED SERVICE.</p>
