



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

## PRE-SHOW E-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 e-mail 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!

**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).

### E-MAIL LIST RENTAL ORDER FORM

| To Order   | Price/M (*5,000 name minimum) |
|--|-------------------------------|
| ___ The entire registration list including on-site registrants | \$425/1,000 names             |

**Date Ordered:** \_\_\_\_\_

**List Name:** PDN PhotoPlus International 2008 Attendees

**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:** \_\_\_\_\_

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

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Use of List:** \_\_\_\_\_

\_\_\_ Sample e-mail piece enclosed (**required for ALL orders**)

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



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## PDN'S PHOTOPLUS INTERNATIONAL 2008 E-MAIL 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 e-mail list is the exclusive and valuable property of Nielsen Business Media, of a highly confidential nature, and that we will send only a single e-mail 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

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### 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) _____                |  |

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

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

Questions: 703-488-2742

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