Targeted E-mail Marketing Program

Are you looking for a direct way to promote your exhibit booth products and activities to MLA convention attendees before the convention in January? If so, I invite you to take advantage of the targeted e-mail marketing program for the 2012 convention. For the first time, MLA exhibitors can create e-mail messages that will be sent directly to MLA convention registrants in early December. See details below for additional information. To place your order, complete and return the attached order form to Stacey Courtney by 1 December 2011.

1. The MLA will send e-mail messages to convention registrants on the exhibitor's behalf. E-mail lists will not be sent to exhibitors.
2. The exhibitor sends the MLA the e-mail content, subject line, and e-mail send date. E-mail messages can include graphics and the exhibitor logo.
3. Each exhibitor's message will be sent in an individual e-mail and will include the exhibitor's logo and, if provided, a link to the company's Web site.
4. This is a pilot program, so we cannot segment the lists of e-mails this year. We will consider offering segmented lists for future conventions.
5. Message text and graphics and full payment are due by 1 December 2011 (e-mail messages will be sent the week of 5 December or the week of 12 December 2011).
6. The cost for the e-mail message is $175 per 1,000 names. A deposit of $700 is required, with the total amount due based on the total number of attendee e-mail addresses available at the time the message is sent (early-December registration numbers are estimated at between 6,000 and 7,000).

2012 MLA Convention
Targeted E-mail Marketing Rental Form

Completed form and payment must be received by 1 December 2011.

Exhibit booth number_____

Company name _____
(Please send logo file electronically.)

Web site_____

Contact person_____

E-mail/Phone_____

Preferred e-mail send date_____
(E-mail messages will be sent between 5 and 16 December 2011.)

E-mail subject line_____

E-mail text _____
(Please send graphics electronically.)

_____

_____

_____

Payment information on following page

2012 MLA Convention
Targeted E-mail Marketing Rental Form

Indicate payment type:

- ☐ **American Express**
- ☐ **MasterCard**
- ☐ **Visa**
- ☐ **Discover**
- ☐ **Check**

Amount to be charged $_____ ($700 deposit required)

($175 per 1,000 names. The total amount due is based on the total number of attendee e-mail addresses available at the time the message is sent; the current estimate is 6,000–7,000.)

Account number _____

Expiration date _____

Signature _____

Billing address_____

_____

Checks should be made payable to the Modern Language Association in US dollars drawn on US banks within the continental United States.

Return completed form and payment to:
Stacey Courtney
Manager, Exhibits and Special Sessions
Modern Language Association
26 Broadway, 3rd floor
New York, NY 10004
scourtney@mla.org
Fax: 646 835-4087