



# MAILING LIST RENTAL



## **MATS MAILING LISTS FORM THE FOUNDATION FOR SUCCESSFUL DIRECT-MAIL CAMPAIGNS TARGETING TRUCKING PROFESSIONALS**

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One of the best ways to enhance your company's impact at the 2023 Mid-America Trucking Show is to promote your company with pre-show and post-show mailings. Prior to the show, targeted mailings promote company products and services, highlight new products and services, outline changes within the company and increase booth traffic by describing booth location, activities, and offerings. After the show, Exhibitors can use a post-show mailing to get in touch with Attendees that may have missed their booth or to provide additional information regarding products displayed at the show.

Exhibit Management Associates, Inc. offers the names and contact information of registered Attendees to Exhibitors to help with their pre-show and post-show marketing. This information is made available in electronic format via email as an Excel or ASCII tab delimited text file.

**A DIRECT-MARKETING CAMPAIGN CAN ONLY BE EFFECTIVE IF YOUR MAILING LIST IS  
CURRENT AND ACCURATE. ATTENDEES UPDATE OR SUBMIT THEIR CONTACT INFORMA-  
TION EVERY YEAR, MAKING THE MATS LISTS THE MOST UP-TO-DATE IN THE INDUSTRY.**

For additional information or to order by phone, please call Toby Young at 502.702.2001 or via e-mail at [toby.young@truckingshow.com](mailto:toby.young@truckingshow.com). To order please fill out the form on the reverse side and send with payment to Exhibit Management Associates, Inc.

**ORDER FORM ON REVERSE**



# MAILING LIST RENTAL

## SPECIFY ELECTRONIC FORMAT:

- ☐ ASCII Tab Delimited Text File  
☐ Excel

## CHOOSE ONE OUTPUT:

- ☐ Via Email (please specify email that list should be sent to below)  
Email: \_\_\_\_\_

## CHOOSE A LIST:

- PRE-SHOW (Available Now)  
☐ 2022 Customized List (Check appropriate job titles below)

## SORT BY:

- ☐ Zip Code ☐ State  
☐ Company ☐ Last Name

## POST-SHOW (Available 3 weeks after show)

- ☐ 2023 Customized List (Check appropriate job titles below)

**Each Record Contains: Attendee Name,  
Company, Address, City, State, Zip  
\* PHONE FAX, EMAIL are not included.**

## ATTENDEE JOB TITLE:

- |  |  |
|--|--|
| <input type="checkbox"/> OWNER-OPERATOR..... \$1,200.00                | <input type="checkbox"/> MECHANIC/TECHNICIAN..... \$250.00   |
| <input type="checkbox"/> COMPANY DRIVER..... \$700.00                  | <input type="checkbox"/> DEALER/DISTRIBUTOR..... \$200.00    |
| <input type="checkbox"/> FLEET ADMINISTRATION/PURCHASING .... \$150.00 | <input type="checkbox"/> MANUFACTURER/SUPPLIER..... \$400.00 |
| <input type="checkbox"/> FLEET MAINTENANCE MANAGER ..... \$150.00      | <input type="checkbox"/> SALES ..... \$150.00                |
| <input type="checkbox"/> FLEET OPERATION/SAFETY ..... \$150.00         | <input type="checkbox"/> STUDENT/INSTRUCTOR ..... \$150.00   |
| <input type="checkbox"/> FLEET OWNER/EXECUTIVE ..... \$500.00          |  |

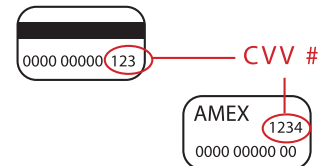
## PAYMENT:

Subtotal.....\$ \_\_\_\_\_  
Shipping and Transmission.....\$ 25.00  
Total.....\$ \_\_\_\_\_

## PLACE YOUR ORDER BY:

All orders must include this Mailing List Order Form, the Mailing List Rental Agreement, and a copy of the Mailing Piece.  
Refunds will not be issued once the list has been sent.

- ☐ Check - Make check payable to: Exhibit Management Associates, Inc.,  
1404 Browns Lane, Suite E, Louisville, KY 40207  
☐ Credit Card - Email/Fax credit card orders to: Toby Young  
toby.young@truckingshow.com



Please specify credit card information: ☐ Visa ☐ Mastercard ☐ American Express

Signature: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_  
Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV #: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ Zip Code: \_\_\_\_\_

## EXHIBITOR INFORMATION:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Booth #: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Mid-America Trucking Show**  
**1404 Browns Lane, Suite E**  
**Louisville, KY 40207**  
**Phone: 502-899-3892 Fax 502-899-3952**

**Mid-America Trucking Show Mailing List Rental Agreement**

This Agreement is made by and between Exhibit Management Associates, Inc. (EMA) and (Customer). Customer wishes to rent a **mailing list** consisting of the names and addresses of Mid-America Trucking Show (MATS) attendees members (the **list**) in order to distribute materials (the **mailing**) to individuals on **List**, and EMA wishes to rent **list** to Customer. In consideration of the mutual promises set forth herein, the parties agree as follows with respect to the **rental** of **List**:

1. **List** is furnished to Customer for one-time use only. **List** is only made available for one (1) **Mailing** which must contain materials of particular interest to those working in the trucking industry.
2. Customer agrees to pay to EMA the amount invoiced by EMA to Customer. Customer will pay EMA for **rental** of **List** within thirty (30) days of Customer's receipt of EMA's invoice.
3. **List** contains unique information, and is the sole and exclusive property of EMA. EMA reserves all rights to **List**, and nothing contained in the Agreement transfers or assigns any proprietary right in **List** from EMA to Customer.
4. Customer shall not release, copy, alter, assign, transfer, sell or extract data from **List** for any purpose, and shall not publish **List** or any portion of **List** in any form. Customer shall not use **List** for telephone solicitation of any kind, solicitation of funds, or data collection.
5. At the time Customer requests **List**, Customer shall submit to EMA for its review and approval a complete copy of the text which Customer plans to distribute (the **Mailing Piece**) that will be sent to individuals on **List**. If Customer fails to submit a complete copy of **Mailing Piece** to EMA, EMA will not release **List** to Customer.
6. Without the express written permission of EMA, Customer shall not:
  - a: purport in any way to represent EMA in any **Mailing**;
  - b: use EMA's name, or any logo, trademark, or trade name associated with EMA; or
  - c: disclose the source of **List**.
7. Customer shall not use **List** in any way which does not comply with an and all applicable laws or regulations, or which violates any right of any third party.
8. Customer shall indemnify and hold harmless EMA against any claim, damage, expense, liability, or obligation incurred by reason of use of.
9. Customer shall not distribute any material, including any modification of, or addition to, material to a **Mailing Piece** already approved by EMA, to individuals on **List** without EMA's prior written approval.
10. If Customer uses **List** for distribution of materials in addition to, or different from, **Mailing Piece**, or violates any of the terms outlined in this agreement, Customer will be liable to EMA for liquidated damages in the amount of \$25,000, which Customer expressly agrees is a reasonable amount.

11. EMA reserves the right to deny **rental** of **List** to any entity, with or without cause.

IN WITNESS WHEREOF, EMA and Customer have executed this Agreement  
on \_\_\_\_\_ (Date).

Customer's Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

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