

Partnership Program Checklist (FOR EXHIBITOR USE)



Ad Requirement (either A or B or C)

A. Ad in MHI approved trade publication

- Published before MODEX 2020
- Includes MODEX 2020 logo
- Online ads appear outside of exhibitor's website
- Submitted for approval prior to January 29, 2019

B. Purchase \$500 or more in MODEX 2020 advertising/sponsorships

(Contact Donna Streicher at dstreicher@mhi.org for more information.)

C. Sponsor a paid On-Floor Theater Seminar Sponsorship

(Contact Chinét Bernier at education@mhi.org for more information.)

Forms

- Partnership Program Order Form - page 9
- Exhibitor Agreement - page 11
- List License Agreement *(only if using outside mailing house)* - page 12

Direct Marketing Requirement (either A or B)

A. Email to your customer/prospect database and/or purchased list

- Prospect list is approximately 500 records or more
- Includes MODEX 2020 logo
- Links to Modexshow.com
- Email submitted for approval prior to sending
- Email sent to your customer/prospect database prior to January 29, 2019
- Proof of email, including number of records and date sent, submitted prior to January 29, 2019

B. Postal mailing to your customer/prospect database

- Prospect list is approximately 500 records or more
- Includes MODEX 2020 logo
- Sample (digital is ok) submitted for approval prior to sending
- Proof of mailing, including number of records and date sent, submitted prior to January 29, 2019

**MATERIALS MUST BE SUBMITTED BY
JANUARY 29, 2020 TO ENSURE BENEFITS**