

Partnership Program



PARTNER WITH MHI TO PROMOTE YOUR PARTICIPATION IN MODEX 2020 TO YOUR PROSPECTS.

BENEFITS

Pre-Show

Pre-show postal mailing list sent directly to mailing house for a one-time direct mailing of an approved mailer (restrictions apply) through exhibitor mailing house or MHI designated mailing house*

Post-Show

Post-show attendee postal mailing list sent directly to mailing house for a one-time direct mailing of an approved mailer through exhibitor mailing house or MHI designated mailing house*

Two complimentary email blasts to all or a selection of the MODEX post-show attendee list. MHI will conduct the email blast on the exhibitor's behalf.

PARTICIPATION DEADLINE

January 29, 2020

The MODEX 2020 Partnership Program is the **ONLY** way to access the pre-show postal mailing list.

The Program does **NOT** include pre-show emails to the attendee database.

If exhibitors select the MHI designated mailing house, **they are responsible** for all associated printing and mailing costs.

REQUIREMENTS

To participate you must fulfill **ALL** of the following requirements by January 29, 2020:

Sign and return a completed copy of all Partnership Program forms (see pages 9, 11-12).

Meet Ad Requirement (select one)

Option A: Copies of at least one pre-show advertisement (print or online**) that includes the MODEX 2020 logo in an MHI approved trade publication, including MHI Solutions magazine

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

Option C: Sponsor an on-floor theater seminar (Contact Chinét Bernier at education@mhi.org for more information)

Meet Direct Marketing Requirement (select one)

Option A: Send a sample of at least one direct mailing sent to **your customer/prospect database** that includes the MODEX 2020 logo

Option B: E-mail to **your customer/prospect database** featuring the MODEX 2020 logo and link to modexshow.com.

For program details, visit modexshow.com/marketingkit/partnership.aspx or contact Alex Batty at abatty@mhi.org.

* Additional fees (from mailing house) apply to execute direct mailings

** Online ads must appear on websites outside of your company site

Partnership Program Order Form



DEADLINE: JANUARY 29, 2020

CONTACT NAME

COMPANY NAME

BOOTH NUMBER(S)

PHONE NUMBER

EMAIL ADDRESS

PHONE NUMBER

Ad Requirement (circle one - either A or B or C)

- A. Ad in MHI approved trade publication
- B. Purchase \$500 or more in MODEX 2020 advertising/sponsorships
- C. Sponsor a paid On-Floor Theater Seminar Sponsorship

Direct Marketing Requirement (circle one - either A or B)

- A. Email to your customer/prospect database
- B. Postal mailing to your customer/prospect database

Mailing House (check one)

- I will be using the MHI designated mailing house
- I will be providing the contact information for a mailing house I partner with (also submit List License Agreement, page 12)
- I will only be using the two post-show email blasts and do not need a mailing house

GDPR Compliance

Please read carefully and check to signify your understanding of the following:

- I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

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**

Partnership Program Exhibitor Agreement



Please read and sign the following and return to MHI with your MODEX 2020 Partnership Program Order Form (page 9).

To become a partner, you must meet the Ad and Direct Marketing requirements by January 29, 2020 and submit all completed forms before you can be eligible to receive Partnership access to the pre- and/or post-show database.

Please read carefully and initial to signify your understanding of the following:

____ I understand that there will be one (1) pre-show mailing. The entire pre-show list direct mail file will only be sent directly to a pre-approved mailing house, or I can use MHI's provided mailing house. I, the exhibitor, will not personally receive the list.

____ I will **NOT** receive any list directly and the list sent to my mailing house will **NOT** include phone numbers or email addresses for the pre- or post-show lists. Post-show emails will be conducted on my behalf by MHI. There are **NO** pre-show emails.

____ I, the exhibitor, will **NOT** receive the pre- or post-show list directly. It will go to my designated mailing house only after they sign the mailing house license agreement.

____ I understand that if I do not meet exhibitor partnership requirements by January 29, 2020 I will not receive the benefits.

____ I understand that due to GDPR regulations, MHI cannot guarantee a certain number of records in the attendee list due to compliance to opt-in requirements for our registrants.

I have read and agreed to the previous and understand that fulfilling my Partnership Program requirements on time is my responsibility.

Contact Name: _____

Contact Email: _____

Company Name: _____

Signature: _____

Date: _____

Partnership Program List License Agreement



I agree that the names, addresses and other information provided in the database are valuable property of MHI, and protected under the copyright laws. I also agree to abide by the terms of this non-exclusive license to use the list.

I also guarantee that this list will not be copied or reproduced in any way, and that the list will not be sold, distributed, accessed or utilized by anyone other than myself for the purpose of executing a one (1) time pre-show and/or one (1) time post-show direct mailing for MODEX exhibitor _____.

I guarantee that I am the mailing house for the named lessee on the MODEX 2020 Exhibit Space Lease for which and only which this list is made available. In order to receive this list, I understand that said lessee must meet all obligations and paid all rental charges and fees necessary to exhibit in MODEX 2020.

For any, and all, uses of this MHI show registration list, exhibitor must honor and respect the prospects' choices not to receive solicitations the first time the request is communicated to the exhibitor. I hereby acknowledge and agree that as a condition of using this MHI show registration list, in accordance with the terms and conditions of this Agreement, that I will, prior to such use, remove, and refrain from contacting in any way all individuals and companies who have opted out and/or requested not to be contacted. This agreement is for direct mail use only. All post-show emails will be executed through MHI.

For any respondents to any direct mailings or emailings to the MHI list, I acknowledge that I will comply with all applicable provisions of federal and state law that regulate the transmission of commercial e-mails, phone calls and mailings, including but not limited to, CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003, Pub. L. No. 108-187 (2003)), the Canadian Anti-Spam Law (CASL) and Do Not Call (Telemarketing and Consumer Fraud and Abuse Prevention Act, 15 U.S.C. §§1601-1608 (1994)); Telephone Consumer Protection Act of 1991, 47 U.S.C. §227 (1991)); EU General Data Protection Regulation (2018), that may limit or control my ability to use the respondents information for a commercial purpose. I agree that in the event of violation or claimed violation by me of any such statutes and regulations relating to the solicitation of customers in response to a commercial list of attendees, I agree to defend and indemnify MHI and hold it harmless in any litigation or enforcement action.

Mailing House Contact Name: _____

Mailing House Contact Email: _____

Mailing House Company Name: _____

Signature: _____

Date: _____

Exhibiting Company Name: _____

Please have your designated mailing house sign and return to MHI.

This form is not required if you are using MHI designated mailing house.