



Conference Dates: February 4-7, 2008
Exhibition Dates: February 5-6, 2008
Santa Clara Convention Center
Santa Clara, California

DesignCon 2008 Email Database Agreement

The DesignCon 2008 database is provided to exhibiting companies for your use in announcing important company information prior to the event. Exhibitors are encouraged to invite DesignCon attendees along with your customers to visit your technical demonstrations, seminars, and private corporate meetings during DesignCon.

This exclusive DesignCon 2008 email database is available to DesignCon 2008 exhibitors and sponsors for the sole purpose of assisting you in your marketing awareness efforts.

The broadcast email database is available for one time usage only and will be released to a third party broadcast email vendor. The email message must follow the email guidelines on the following page and must be approved by the IEC prior to the release of the list.

In addition, a maximum of two email messages will be sent per day. Days will be assigned after the signed agreement has been received and the email message has been approved. Days will be assigned on a first-come, first-served basis. Emails must be sent on the assigned date. Assigned dates cannot be changed without IEC approval.

In recognition of the usage of the IEC email database, the following mutual co-marketing activities are required:

- Company agrees to recognize DesignCon 2008 on their company Web site with a link to www.designcon.com/2008.
- Company agrees to send a DesignCon email to their customer and prospect databases or to include DesignCon information in a newsletter or other communication.

The IEC is pleased to offer this marketing opportunity in appreciation of your support of DesignCon and we look forward to working with your organization in promoting this premier industry event.

Please sign and fax this agreement to Daniel Opine at +1-312-559-3308.

Signature

Name

Title

Company

Phone

Email Address

Date



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DesignCon 2008 Email Guidelines

The IEC requires that all emails sent to the DesignCon database are sent in accordance with anti-spam regulations. In addition, the IEC has in place its own guidelines which are designed to increase our database retention rate. The following guidelines have been set forth to ensure that all of these regulations are met.

- The official conference name must be included in the email. The official conference name is “DesignCon” and must be represented as such. Please note proper capitalization and spacing in the DesignCon name.
- Emails may be sent in text or HTML format. HTML emails must contain the official DesignCon conference logo.
- The conference exhibition dates and location must be included in the email text. Inclusion of the exhibition hours is recommended, but not required. The event location is “Santa Clara Convention Center, Santa Clara, California”. The dates and exhibition hours are: Tuesday, February 5 – Wednesday, February 6 from 12:30 pm –6:30 pm.
- The maximum email file size is 40 KB (images cannot be embedded).
- The “from” field in the header portion of the electronic message must accurately identify the person or company who initiated the message. The DesignCon conference name is not permitted in the “from” field. In addition, the originating electronic email address must be legitimate.
- The “subject” line in the header portion of the electronic message must not be misleading.
- The email message must clearly and conspicuously contain the following unsubscribe message: “You are receiving this email because you have registered to attend DesignCon 2008 or have attended a DesignCon event in the past. The IEC does not sell or rent its lists, but has made this list available to exhibitors at DesignCon to inform you of the products they will be showcasing at DesignCon. If you do not wish to receive these third party DesignCon Emails, click here to unsubscribe.” This must link to <http://www.designcon.com/em/index.asp>
- The email message must include clear and conspicuous identification that the message is an advertisement or solicitation.
- The email message must contain the physical postal address of the sender.
- All bounceback messages must be routed to IEC2007BB@eduexhibit.com.