

PRE- AND POST-MEETING ATTENDEE REGISTRATION LIST REQUEST FORM AGREEMENT

PRE-Meeting List Request Deadline: October 11, 2024  
POST-Meeting List Request Deadline: October 18, 2024

Maximize your presence at the 2024 AABB Annual Meeting by sending a direct mail piece to registered attendees who have chosen to receive promotions (opt-in) OR receive a registration list pre- or post-meeting to better understand the AABBB24 audience. The registration list is an exclusive benefit available to 2024 AABBB Annual Meeting exhibiting companies and will only be distributed by AABBB and the AABBB official partners for the 2024 AABBB Annual Meeting. No other outside vendor will have access to this list, and we advise exhibitors and sponsors not to purchase any list from an outside source.

Please review the instructions below to receive a mailing list:

- 1. Review the terms and conditions below, complete and sign on page 2 indicating your agreement.
- 2. Return this signed form (with sample PDF proofs if doing a direct mailing piece) to [Megan Haynes](#).
- 3. Choose one of the following options:

DIRECT MAILING PIECE	REGISTRATION LIST
<div><ul style="list-style-type: none"><li>1. A PDF proof of the final mailing piece, including envelopes and any reply mechanisms, must be approved by AABBB before the list is provided.</li><li>2. The mailing list will be sent directly to sponsor’s preferred third-party mail house by AABBB and is only acceptable for one-time use.<ul style="list-style-type: none"><li>a. Sponsor will not have access to or be provided with this list. The list will not be copied, reproduced, or used in an unauthorized manner.</li><li>b. The list renter understands that AABBB does not guarantee and shall not be responsible for the success of the list renter’s mailing.</li></ul></li><li>3. Sponsor is required to work directly with third party mail house on design, printing, and distribution date of mailer piece. Sponsor is responsible for all costs associated with direct mailer piece with third party mailer.<ul style="list-style-type: none"><li>a. There are limitations to the use of AABBB’s name: “2024 AABBB Annual Meeting” or “AABBB24” are acceptable.</li><li>b. Use of AABBB’s logo – including the AABBB Annual Meeting logo – is <u>strictly prohibited</u>.</li></ul></li></ul></div>	<div><ul style="list-style-type: none"><li>1. Registration list will be provided directly to the exhibit/sponsor for planning purposes to include: First Name, Last Name, Credentials, Title, Company, City, State, Country.</li><li>2. NO personal contact information will be included.</li></ul><div><p>PLEASE NOTE:</p><ul style="list-style-type: none"><li>• Email addresses ARE NOT provided for any registration list.</li><li>• Registration lists will only include AABBB attendee registrants who have “opted in” to receive messaging.</li><li>• Additional guidelines for use and rental apply and are included in this form.</li><li>• A ONE-TIME use fee applies to the requested list: <b>Pre-Meeting List Fee \$1,000; POST-Meeting List Fee \$1,500</b></li></ul></div></div>

2024 AABBB ANNUAL MEETING EXHIBITOR LANGUAGE USAGE GUIDELINES

All promotional materials (including advertisements, announcements, emails, flyers, invitations, postcards, posters, signage, and websites) must be approved by AABBB prior to printing or electronic use. Please use the submission deadlines found on the insertion order forms, event applications and exhibit materials. If unsure, please contact [Megan Haynes](#).

Allow a minimum of five (5) business days for approval on direct mailing piece creative. Please refer to the examples below for acceptable language to be used on any promotional or booth material pertaining to the AABBB Annual Meeting.

ACCEPTABLE	UNACCEPTABLE
2024 AABB Annual Meeting (after the initial use of “2024 AABB Annual Meeting”, “AABB Annual Meeting” or “AABB24” can be used)	2024 AABB AM or 24 AABB AM
	2024 Annual Meeting or 24 Annual Meeting
	2024 AM or 24 AM
	AABB Annual Meeting 2024 or AABB Annual Meeting 24
	Annual Meeting 2024 or Annual Meeting 24
	AM 2024 or AM 24
AABB Supporter (After the initial use of “AABB Supporter”, “supporter” can be used)	2024 AABB or AABB 24 Corporate Affiliate sponsor Sponsor
	AABB sponsor Annual Meeting sponsor or AM sponsor
#AABB24	#AABB2024
	#AnnualMeeting2024

**PLEASE NOTE:** AABB provides the 2024 AABB Annual Meeting Attendee Pre- or Post- Registration Mailing List for ONE-TIME USE only.

#### LIST AGREEMENT – DIRECT MAILING PIECE

AABB agrees to provide the AABB24 pre- or post-meeting attendee registration mailing list to the party identified below (“List Renter”) solely for the use set forth in this Registration List Request Form Agreement, and subject to the terms and conditions of this Agreement. The List Renter acknowledges the List and all the information it contains are, and shall remain, the exclusive property of AABB.

The Third-Party Mail House “List Renter” may not use the List for any purpose other than for the attached order, which must be submitted with a digital format sample-mailing piece for AABB’s written approval before the mailing list is released. The sample mailing piece must be of professional value to the recipient and must not reference AABB in any way without prior written consent from AABB. If consent is granted, a copy of the consent must accompany the order.

#### LIST USE LIMITATIONS – DIRECT MAILING PIECE

AABB provides the List for ONE-TIME USE ONLY. The Third-Party Mail House “List Renter” warrants that: (i) it will use the List only to accomplish a single mailing of the approved mailing piece; (ii) it will not reuse the List or use it for any purpose not specified on the Order Form; (iii) it will not copy or electronically reproduce the List, or sell, lease, or otherwise distribute it; (iv) it will not make any record of the names, addresses, or other information contained in the List; and, (v) it will not contact any person named on the List (or arrange for any other party to do so) without prior written consent from the AABB.

Third-Party Mail House “List Renter” agrees this list order is for one-time use only and is to be used only to send material herewith submitted for review on the date of the mailing specified herein. A separate order form must be submitted and approved **before each list use**. Neither the list nor excerpts thereof are to be duplicated, reproduced, reused, or transferred without AABB’s prior written authorization. Third-Party Mail House “List Renter” understands that list orders are seeded with decoy names to detect unauthorized use. If unauthorized use is detected, Third-Party Mail House “List Renter” agrees to pay, within ten business days of notification by AABB, 10 times the value of this list order as partial damages to AABB for breach of this Agreement. Additionally, AABB may pursue any other actions or remedies at law or in equity. Any lawsuit, claim, or other legal proceeding arising out of or relating to this Agreement shall be governed exclusively by the laws of the State of Maryland and brought exclusively in the federal or state courts located in or covering Montgomery County, Maryland. Third-Party Mail House “List Renter” agrees to submit to the exclusive jurisdiction and venue of the state and federal courts located therein. **Please note:** AABB Show Management does not mail your marketing piece.

Upon completion of this mailing, Third-Party Mail House “List Renter” shall immediately destroy the medium by which the AABB delivered the List as well as all unused mailing labels, letters, envelopes, and other matter containing names and addresses supplied by the AABB. Lists must be used within 6 months of date of receipt.

The List Renter understands that AABB does not guarantee and shall not be responsible for the success of the List Renter’s mailing. After you have read this Agreement, please complete the form, and return with your sample mailing piece via e-mail as specified above. Your request will NOT be processed without this signed Agreement and the sample mailing piece.

## PAYMENT TERMS

It is understood the List Fee must be paid in full before the List will be sent to Third-Party Mail House "List Renter".

### AGREEMENT & SIGNATURE

We have read and agree to abide by the terms of this Agreement for the AABB Annual Meeting. Circle your choices and **PLEASE PRINT CLEARLY:**

DIRECT MAILING PIECE?	Yes	No	N/A
DIRECT MAILING PIECE PDF SUBMITTED?	Yes	No	N/A
REGISTRATION LIST REFERENCE GUIDE?	Yes	No	N/A

EXHIBITING COMPANY: \_\_\_\_\_ BOOTH#: \_\_\_\_\_

PRIMARY  
CONTACT NAME: \_\_\_\_\_ EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

PRINT NAME (if different from primary contact): \_\_\_\_\_