



# 2010 Re-Imagining TESOL

## The 44th Annual Convention & Exhibit

Hosted by Teachers of English to Speakers of Other Languages

### NEW Conference Mailing List Options for 2010

- More choices on quantity & dates
- E-mail blast to pre-registrants

### March 24-27, 2010 ▪ Boston Convention & Exhibition Center Pre-Registration Lists for Use by Exhibitors and Sponsors

#### Mailing List Price Information and Availability for 2010 Re-Imagining TESOL.

##### POSTAL LISTS 4 versions available

#### 1. NEW January Early-Bird Pre-Registration Option!

- Available for mail dates Jan. 8-Feb. 12; est. 900 names
- \$175 flat fee plus \$70 shipping

#### 2. New! February Pre-Registration List

- Available for mail dates Feb. 15-March 3; est. 3,500 names
- \$700 flat fee plus \$70 shipping

#### 3. New! March Final Pre-Registration List!

- Available for mail dates March 4-12; est. 5,000 names
- \$1,125 flat fee plus \$70 shipping

#### 4. Post-Conference List with on-site registrations

- Available for mail dates after mid-April
- \$200 per thousand names plus \$70 shipping

*Mailers – If you need NCOA certificate for postal discounts:*

- request it as part of your original order
- additional \$35 will be added to shipping cost

*No broker discount on conference list rentals*

##### E-MAIL BLASTS 2 versions available

TESOL adds value to your Boston presence with a new way to communicate with pre-registrants!

#### 1. Early Pre-Registration E-mail Blast

- Available March 3-March 12
- \$1,000 flat fee; additional fees apply for orders over 3,000 names

#### 2. Final Pre-Registration E-mail Blast

- Available March 12-March 26
- \$1,300 flat fee; additional fees apply for orders over 3,500 names

*On all e-mail messages to TESOL pre-registrants:*

- Message is sent by MGI; list is not shipped to mailer
- E-Mail messages must be pre-paid
- Flat-fee price includes text format
- Opt-in names only; opt-outs have been removed from counts
- \$100 additional for each HTML setup
- \$100 additional if personalized
- Bouncebacks and opt-outs not shared with mailer

*Order postal and e-mail blasts through list manager  
Elena Hawkins at the MGI List Division of Marketing  
General Inc.*



THE ASSOCIATION LIST COMPANY

A division of Marketing General Inc.

209 Madison Street, Ste 300, Alexandria VA 22314

**1.800.899.4420** ext 325

Fax 703.549.0697

Attn: Elena Hawkins

email: [EHawkins@MGILists.com](mailto:EHawkins@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)



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### 2010 Conference Mailing List Order Form

I want to rent:  Postal  E-mail  Both

Send me information on the TESOL Masterfile available all year.

Contact Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

List Broker\* Contact (if applicable): \_\_\_\_\_

Street (Billing) Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail for contact person: \_\_\_\_\_

*Postal Lists ship by e-mail only: \$70 handling fee. NCOA, if requested, is additional \$35.*

What is your scheduled **Mail Date?** \_\_\_\_\_ Your Need-By Date? \_\_\_\_\_

#### Method of Payment (Check One):

*Note that all e-mail blasts must be paid in advance of transmission date.*

Purchase Order # \_\_\_\_\_ Total cost\*\* this list rental: \_\_\_\_\_

Check

Credit Card (check one):  Master Card  Visa  American Express  
Card Number: \_\_\_\_\_ Exp month/year: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

*\* No broker discount on TESOL conference list rentals. \*\* First-time & pre-pay orders will receive a pro forma invoice itemizing costs.*

#### To Rent Postal Lists:

1. Submit sample mailpiece to list manager Elena Hawkins (ehawkins@mgilists.com; fax 703.549.0697; phone 800.899.4420 or 703.703.0325).
2. First-time customers must prepay before list is shipped. \*\*
3. Postal lists are for one-time usage for list-owner approved direct mail purposes only.

#### To Schedule E-Mail Blasts:

1. Complete the E-Mail Order form page and return it with this Order Form to list manager Elena Hawkins.
2. When usage and message are approved, MGI will schedule your e-mail transmission to the opt-in names on the convention pre-registration list. You will receive a test message that you must approve before the blast transmits.
3. All e-mail transmissions must be prepaid before the message releases.

**Please direct all questions and list orders to the MGI List Division of Marketing General Inc.  
List Manager for TESOL and the Boston 2010 Conference is Elena Hawkins.**



A division of Marketing General Inc.  
209 Madison Street, Ste 300, Alexandria VA 22314

**1.800.899.4420** ext 325

Fax 703.549.0697

Attn: Elena Hawkins

email: [EHawkins@MGILists.com](mailto:EHawkins@MGILists.com)

[www.MGILists.com](http://www.MGILists.com)



# 2010 Re-Imagining TESOL The 44th Annual Convention & Exhibit

## Order Form for E-Mail Blasts to Boston 2010 Pre-Registrants

If you plan to send an e-mail message to the 2010 Re-Imagining TESOL pre-registration list, then you must complete all sections below and **return this form along with the Conference Mailing List Order Form to MGI** to process your request. Certain information must be included with the actual e-mail blast, including an "unsubscribe" option and your physical address.

To improve deliverability, **provide both HTML and text versions** of the proposed e-mail message; the HTML and text versions also function as your sample mailpiece for list owner approval before your order can be processed.

### STEP 1: Select version

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Early Pre-Registration E-mail Blast</b><br><input type="checkbox"/> Available March 3-March 12;<br>you may order in advance<br><input type="checkbox"/> \$1,000 flat fee<br><input type="checkbox"/> plus \$200/M for orders over 3,000 names | <input type="checkbox"/> <b>Last-Minute Pre-Registration E-mail Blast</b><br><input type="checkbox"/> Available March 12-March 26;<br>you may order in advance<br><input type="checkbox"/> \$1,300 flat fee<br><input type="checkbox"/> plus \$300/M for orders over 3,500 names |
|---|--|

- On all e-mail blasts:**
- |  |   |
|--|---|
| <input type="checkbox"/> \$100 for each HTML setup | <input type="checkbox"/> \$100 testing fee after 3 tests    |
| <input type="checkbox"/> \$200 suppression list    | <input type="checkbox"/> \$100 if personalization requested |

### STEP 2: Mailer Contact Information

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

### STEP 3: Required Information for Outbound E-mail Blasts:

- a. Unsubscribe address (required) where recipients who ask to opt-out will be forwarded to create a suppression file for your future messages: Your unsubscribe email address is: \_\_\_\_\_
- b. Identify how you want the SENDER of your message identified. Your e-mail will be:  
**FROM:** \_\_\_\_\_
- c. Specify the SUBJECT line (required) of your outbound message.  
**SUBJECT LINE:** \_\_\_\_\_
- d. Your organization's complete physical address must appear on the outbound e-mail message. If the address is the same as on the billing section, check here:   
 If different, provide complete street address as part of your email message.

**STEP 4: Test Message.** MGI and you – as the mailer – will receive and approve a test message before the e-mail blast is cleared to transmit. Specify one or more email addresses to receive and approve the test message.

[EHawkins@mglists.com](mailto:EHawkins@mglists.com) \_\_\_\_\_ @ \_\_\_\_\_

Note: all final e-mail messages are automatically seeded to monitor usage.

**STEP 5: Identify your desired e-mail date and time:** \_\_\_\_\_

*Please direct all questions and list orders to the MGI List Division of Marketing General Inc.  
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