

INSTRUCTIONS FOR USE OF ITC 2010 EMAIL LIST

We are committed to helping our exhibitors maximize their experience at ITC, and have put in place a number of opportunities and programs to add value to your exhibition. As an example, current exhibitors are permitted a one-time use of the ITC email list to deliver a message promoting their participation at this year's ITC. E-mails are sent directly by ITC. The email list contains people who have preregistered for the 2010 conference and those who had attended the 2009 conference. Nothing is sent to those who have opted-out of receiving such email.

Broadcasts take place between September 29, 2010 and October 27, 2010. The number of available slots is limited—reservations are accepted on a first-come first-served basis. ITC will try to honor requests for specific broadcast dates, but reserves the right to adjust the schedule if it conflicts with previously committed mailings. In such cases the exhibitor will be notified.

Please follow these steps:

1. Submit a completed Exhibitor Email Use Request Form to reserve a distribution date. Send the form to: mpurtell@intersil.com , ddenburg@rcn.com and bzintrnatl@aol.com
2. Supply the required items exactly as specified **at least one week** before your distribution date. Failure to do so may result in the loss of your requested slot or in no distribution at all. The ITC marketing committee will evaluate the appropriateness of the material based on:
 - The material properly reflecting the image of ITC.
 - Proper use of the ITC name and associated sponsors.
 - Consistent use of the registered ITC logo and TestWeek™ references.
3. Required items (send to mpurtell@intersil.com , ddenburg@rcn.com and bzintrnatl@aol.com)
4.
 - Email content in either text or HTML format.
 - Subject line for the message.
 - Test email list of up to four persons.
5. A test email will be sent to the list that you supply. Respond to the test email without delay to insure on-time distribution.

Either text or HTML may be sent. Text messages are most likely to reach their destination unaltered as graphics downloaded from a URL are sometimes stripped by the recipient's mail server.

SPECIFICATIONS

Size: Less than 15 KB

Text

Compose in a purely text editor like MS Notepad. No attachments are permitted. Hyperlinks are permitted in the form of complete path names, e.g., <http://www.itctestweek.org> or testweek@rcn.com . Remember that the final appearance will depend upon the settings of the recipient's mail tool. Send material in text (.txt) format as an email attachment.

HTML

No embedded graphics are permitted. Images must be stored on a server and referenced for download by their full path name. It is recommended that individual images be sized to download quickly. Include the subject line for the broadcast as the HTML <title>. The HTML code should be sent in text (.txt) format as an e-mail attachment. The text file should look like:

```
<html>
<head>
<title>Test Week 2010 -- ITC Paper Deadline Only Weeks Away</title>
:
:
</body>
</html>
```

2010 EXHIBITOR EMAIL USE REQUEST FORM

Each year ITC constructs an email list of attendees from the previous year's conference and pre-registrants for the current conference. The list is available to companies exhibiting in the current conference year to promote their participation in ITC.

We request the one-time rental of the 2010 ITC e-mail list:

Company _____

Contact Name _____ Title _____

Phone _____ E-mail _____

Purpose of Email _____

Requested Distribution Date _____ Alternate Date _____

Special Requests _____

1. Send this Exhibitor Email Use Request Form to mpurtell@intersil.com , ddenburg@rcn.com and bzintrnatl@aol.com

Consult the instruction sheet and supply the required items exactly as specified **at least one week before your distribution date**. Failure to do so may result in the loss of your requested slot or in no distribution at all. The ITC marketing committee will evaluate the appropriateness of the material based on:

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