



Exhibitor Email Blast Instructions for ITC 2018

Rev 2

The popular email blast service is offered for exhibitors and supporters to promote their company, their products, and their activities at ITC. This service is free of charge for supporters, \$400 for exhibitors. Our mailing list includes all who are registered for ITC2018 at least 7 days prior to the email distribution, and all people who were registered for ITC2017. We exclude people who have opted-out of receiving these emails.

We will honor requests on a first-come first-served basis. We will start taking supporter requests for the email blast service on **Wednesday August 1, 2018**. ITC exhibitors may request exhibitor emails starting on **Monday August 20, 2018**.

Exhibitor email blasts will start on **Monday September 3 and conclude on Friday October 26**. You may select any business day within this span of dates. You have the best chance of getting your preferred date if you let us know as early as possible starting on **August 8**. We will promptly confirm the email dates and keep close contact with each company who uses this service. Note that we only send 1 email blast per day, for a total of 19. We recommend getting requests in early to avoid missing out completely.

This is a paperless process. Send the following information by email as your request for an Email Blast, and we will promptly confirm your choices. The information we need to reserve a date is:

- Company Name:
- Contact Name:
- Telephone:
- Email Address:
- First Choice Date:
- Second Choice Date:

Please email this information to Bill Lowd (bzintrnat@aol.com) starting **August 1, 2018**. **Once your request has been confirmed, an INVOICE will be sent with payment due upon receipt to hold the reserved date.**

The following information will be needed **at least one week** before the email will be sent to the ITC mailing list:

- An HTML file with your message, maximum size is 15KB
- Text for the subject line to go with the email. Please visit this page for [tips on writing effective email subject lines](#).
- Up to four email addresses for testing your content. HTML emails often appear different across various email tools, so we prefer a diversity of destination email environments for testing. (ie outlook, gmail, yahoo, etc ..)
- **ITC uses Constant Contact for email. If the software you use to generate ads has a Constant Contact compatible output, please use it for your ad. This will make it easier for us to send a mail with the design that you want.**

Other ground rules:

- We do not allow use of the ITC banner in your email. You may use any smaller ITC logo.
- Our mailing list includes your competitors. Please design your message for public viewing.
- If any Emails promote more than one ITC exhibitor, we will consider each company to have utilized their allotment of 1 email blast per organization. Invoices will only be sent to and accepted from 1 company per email blast, so any exhibitors who wish to send an email blast promoting 2 or more companies must organize the application, invoice processing, and payment among themselves. We will not charge extra for companies that double up in this manner.
- If you wish to include graphics in your html file, you must store them on a publicly viewable site, and provide links to them in your html code. Please check that the links will work from outside of your company.
- Late delivery of your html file, or any major problems with the content may cause us to cancel your email blast. This is a very popular service, and as a volunteer organization we juggle our own work schedule to get these email blasts completed on time.
- These emails must clear spam detection software to reach many recipients. We may reject any email prone to rejection from spam filters. Please visit this page for tips on [how to avoid getting blocked by a spam filter](http://kb.mailchimp.com/article/how-spam-filters-think).<http://kb.mailchimp.com/article/how-spam-filters-think>
- We reserve the right to reject content from any exhibitor for any reason. In the unlikely event that this happens, we will share the reason and work with you to get it right.
- Format requirements are white background, sans serif font, must be outside of any visible table borders.