

\_\_\_\_\_ **EMAIL MARKETING GUIDELINES**

Exhibitor Invites will be responsible for complying with the CAN-SPAM Act of 2003 when providing Email marketing services (list rental and/or Email blast services) to \_\_\_\_\_. In addition, Exhibitor Invites will adhere to the following \_\_\_\_\_ Guidelines:

**1. Email List Management Requirements:**

1.1 Exhibitor Invites may only send Emails using lists that have been pre-approved by the \_\_\_\_\_ Project Manager.

**2. Confidential Information:**

2.1 Exhibitor Invites agrees to (i) keep secret and retain in confidence all Confidential Information, (ii) not disclose Confidential Information to any third party unless such disclosure is specifically authorized in writing by \_\_\_\_\_, and (iii) not use any Confidential Information for any purpose other than performance of services for \_\_\_\_\_.

**3. Email Content Requirements:**

3.1 Email content will contain the following list source identification in the content footer:

You're receiving this e-mail because you are a \_\_\_\_\_ customer. If you prefer not to receive further information about [trade show name] from \_\_\_\_\_, please [click here](#) to unsubscribe.

3.2 The Exhibitor Invites' unsubscribe statement will be included in the content, as shown above in Section 3.1.

**4. CAN-SPAM Compliance**

4.1 Exhibitor Invites and/or its applicable third party contractors providing email services shall:

(a) Assure compliance with \_\_\_\_\_ Email Marketing Guidelines; and

(b) Exhibitor Invites's unsubscribe statement will be included in the content, as shown above in Section 3.1.

(c) Such Commercial Opt-out template is not required for "transaction" email. Transaction email is any email message of which the primary purpose is (i) to facilitate, complete or confirm a

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commercial transaction that the recipient has previously agreed to enter into with the sender; (ii) to deliver goods or services, including product updates or upgrades, that the recipient is entitled to receive under the terms of a transaction that the recipient has previously agreed to enter into with the sender; (iii) to provide warranty information, product recall information, safety or security information with respect to a commercial product or service used or purchased by the recipient, and/or to fulfill other information requested from the recipient; and (iv) to provide (I) notification concerning a change in the terms or features of a subscription, membership, account, loan or comparable ongoing commercial relationship involving the ongoing purchase or use by the recipient of products or services offered by the sender.

I have read and agreed to adhere to the requirements contained in this document.

For Exhibitor Invites:

Signature:



Name: Evan Shubin, President

Date: \_\_\_\_\_

For \_\_\_\_\_:

Signature: \_\_\_\_\_

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

Date: \_\_\_\_\_