

# National Science Teachers Association

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## Exhibitor's INSERTION ORDER FORM for Email Blast 6<sup>th</sup> Annual STEM Forum & Expo hosted by NSTA Orlando/Kissimmee, FL July 12<sup>th</sup>- 14<sup>th</sup>, 2017

PO # \_\_\_\_\_

Company \_\_\_\_\_

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

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Proposed Email Header \_\_\_\_\_

\* **Please provide for testing purposes**

\***Test emails will only be sent to the email address provided on the insertion order form**

### Selection Criteria:

NSTA conference attendees provide the following demographical information when registering. Click or check all criteria you wish to receive from each column. You may choose as many as you want.

<b>Discipline</b>	<b>Position</b>	<b>Assignment</b>		<b>School/Institution</b>
A Earth /Space	A Teacher	A Pre/Kind	I Grade 8	A Public School
B Biology	B Professor	B Grade 1	J Grade 9	B Private School
C Chemistry	C Dept Head/Chair	C Grade 2	K Grade 10	C Laboratory
D Physics	D Principal	D Grade 3	L Grade 11	D Business
E Environmental Science	E Supervisor/Coord	E Grade 4	M Grade 12	E Informal Ed
F Physical Science	F Administrator	F Grade 5	N College	F Home School
G General Science	G Student	G Grade 6		G Library
M Computer Science	H Scientist	H Grade 7		H 2 Yr College
N Technology Education	I Consultant			I 4 Yr College
O Mathematics				J Grad School
p Engineering				

### Base Price:

Conference Registrant E-mails \$325/M M = 1,000 names  
1,000 name minimum

### Selection Surcharges:

Grade	\$11/M	School/Institution Type	\$16/M
Position	\$16/M	Geographic	\$11/M
Discipline	\$16/M		

### Other:

Test 1	no charge
Test 2 or more	\$75/F
Set-up & Processing	\$75/F
Administrative Change Fee	\$75/F

I have read NSTA's E-mail Policy and agree to abide by all policies. I understand that my failure to comply with the Policy will result in forfeiture of e-mail message and full payment of the list and set-up fee. \* **Please note material deadlines when choosing your date and the file format.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

For Questions, call Danielle McNeill at the number above. **Final note: Email blast service sends out the email on your company behalf, email addresses are not given out per NSTA company policy.** FAX this Order Form to (703) 841-8329 at least **3 weeks** before you wish to have e-mail message sent.

## **NSTA E-mail Blast Policy**

**\*\*NOTE: If a budget is set, please message that in the initial communication with Danielle McNeill.**

- Use of the NSTA conference registrant e-mail blast service is available to **confirmed conference exhibitors only. No exceptions.**
- NSTA does not share e-mail addresses. All e-mail blasts are sent by NSTA on your behalf.
- E-mails blasts are scheduled on a first-come, first-serve basis. Availability will be identified between Client and NSTA. (see Page 3)
- E-mails blasts are sent in the morning and mid-afternoon Eastern Time unless otherwise requested.
- **All e-mail creative must be in HTML format with all images embedded in file. No exceptions.** Any additional fixative of the file handle by NSTA may incur administrative fees. There are currently no limits on the size of the file. However, please note that larger files take longer to deliver. Larger files are also more likely to get caught in spam folders.
- NSTA reserves the right to reject creative deemed inappropriate or unsuitable for our audience.
- Client must include required wording provided by NSTA and opt-out links in each e-mail message. Wording will be provided once reservation has been confirmed.
- NSTA performs one (1) test at no charge. **Each additional test is \$75.**
- **A \$75 administrative fee will be charged each time a client change is made to HTML file.**
- **Test emails will only be sent to email(s) provided on the insertion order form.**
- Client has 72 hours to approve message. If approval is not received and content meets requirements, the e-mail blast will be sent and **client is responsible for all fees.**
- The minimum order is 1,000 recipients. If Client orders fewer than the minimum, the minimum fee will still be charged to the client.
- Invoices are sent after the client's e-mail blast has been delivered. Invoices will only reflect e-mails (or 1,000 minimum) that were delivered. Client will not be charged for undeliverable or bounced back emails. Metrics of delivered amount, open rates and click-thru-rate will be provided with the invoice.
- **CANCELLATION POLICY All cancellations must be received in writing by NSTA at least two weeks prior to scheduled date. Full list and set-up fees based on criteria selected by client will be charged for cancellations received after the two weeks deadline.**

Available Dates for E-mail Messages

Space Reservation      Material Deadline

3 weeks prior to e-mail

2 weeks prior to e-mail

<b>Date</b>	<b>Preferred Date*</b>	<b>Space Reservation Deadline</b>	<b>Material Deadline</b>
Week of June 26 <sup>th</sup> -30 <sup>th</sup> , 2017		Wednesday, June 14 <sup>th</sup> , 2017	<b>Wednesday June 21<sup>st</sup>, 2017</b>
Week of July 3 <sup>rd</sup> -7 <sup>th</sup> , 2017		Wednesday, June 21 <sup>st</sup> , 2017	<b>Wednesday, June 28<sup>th</sup>, 2017</b>
Week of July 10 <sup>th</sup> - 14 <sup>th</sup> , 2017		Wednesday, June 28 <sup>th</sup> , 2017	<b>Wednesday, July 5<sup>th</sup>, 2017</b>
<b>Orlando/Kissimmee, FL STEM Forum &amp; Expo July 12<sup>th</sup>-14<sup>th</sup>, 2017</b>			
Week of July 17 <sup>th</sup> - 21 <sup>st</sup> , 2017		Wednesday, July 5 <sup>th</sup> , 2017	<b>Wednesday, July 12<sup>th</sup>, 2017</b>
Week of July 24 <sup>th</sup> - 28 <sup>th</sup> , 2017		Wednesday, July 12 <sup>th</sup> , 2017	<b>Wednesday, July 19<sup>th</sup>, 2017</b>
Week of July 31 <sup>st</sup> – August 4 <sup>th</sup> , 2017		Wednesday, July 19 <sup>th</sup> , 2017	<b>Wednesday, July 26<sup>th</sup>, 2017</b>

**\*NSTA cannot guarantee placement. In the event of conflict, sponsors will be notified. Exact send date of e-mail messages is determined by NSTA depending on availability and timely submission of material. Please check with NSTA for availability. If material is not received in a timely manner, your date of deployment will be moved to the next open available date of deployment.**