

NSTA E-mail Policy

- Use of NSTA conference registrant e-mails pre-show will be available to **confirmed conference exhibitors** only, no exceptions.
- NSTA will not provide any e-mail addresses to Client. All e-mail messages will be sent in-house by NSTA personnel only.
- E-mails will be only be sent on specified dates agreed to by NSTA and Client.
- E-mail dates are assigned on a first-come, first-served basis.
- E-mails will be sent in the morning and mid-afternoon Eastern Time unless otherwise requested.
- All e-mail creative should be in HTML format. There are currently no limits on the size of the file. However, please note that the larger the file, the longer delivery will take and the more likely it will get caught in spam folders.
- NSTA reserves the right to reject any creative or HTML we deem to be inappropriate or unsuitable for our audience.
- Client must include required wording and opt-out links in each e-mail message. Wording and opt-out links will be provided to Client by NSTA upon receipt of signed insertion order.
- If messages are incorrect or not approved, client must provide updated creative to NSTA at least three (3) business days before final email message is to be sent out.
- NSTA will perform one (1) test at no charge. All other tests will incur a \$75 fee per test.
- Client must send approval of test message before final e-mail is sent. Client will have 72 hours to notify NSTA of message's approval. If no approval is received and email meets requirements, message will be sent out and **Client will be accountable for cost of the email blast.**
- The minimum order is 1,000 e-mails. If Client chooses to order less than the minimum, they will still be charged for 1,000 e-mails.
- All reporting and invoicing will be completed after Client's e-mail message has been delivered. If Client orders more than the 1,000 minimum, they will only be billed for those e-mails that were delivered. Undeliverable or bounced back messages will not be charged to Clients who order more than the 1,000 minimum.
- **Cancellation Policy:** If Client wants to cancel email message, they must do so at least 2 weeks before message is to be sent out. If email message is cancelled after the 2 week deadline, Client **owes NSTA the full list and set-up fee.**