

MAXIMIZE YOUR IMPACT

Reach Registered Attendees
Pre and Post Show

LIMITED TIME
OFFER
EXHIBITORS ONLY

Direct Mail
Campaign



IDDBA | 2024
Houston
June 9-11

Direct Mail
and
Email
Campaign



Email
Campaign



Increase Booth Traffic

CONNECT WITH US TODAY AND DRIVE RESULTS!

AM Solutions

Print Communications | Direct Mail

Dawn Huff Client Service Specialist

Direct 608.884.0638 DawnHuff@amsolutionswi.com

www.amsolutionswi.com

Targeted Marketing Packages for Pre & Post Show

Take your marketing efforts to the next level with targeted marketing strategies! At AM Solutions, we specialize in helping exhibitors like you reach their ideal audience with precision and efficiency.

Direct Mail Campaign

- Registered Attendee List*
- 6" x 11" Postcard, high quality, full-color printing with USPS delivery
- **Total Cost: \$2,250 per Campaign**

Direct Mail & Email Campaign

- Registered Attendee List*
- 6" x 11" Postcard
- Email Campaign – 1 time
- Creative (HTML) supplied by customer
- **Total Cost: \$2,850 per Campaign**

Email Campaign

- Registered Attendee List*
- Email Campaign – 1 time
- Creative (HTML) supplied by customer
- **Total Cost: \$985 per Campaign**

Creative Design additional

***The list of registered attendees is exclusively for IDDBA exhibitors and is intended for marketing purposes only. This list is valid for a limited time until July 31, 2024. Please note that the registered attendee list remains the property of IDDBA and will not be leased or sold to exhibitors.**

Artwork

- Acceptable artwork formats: JPG/JPEG, TIFF, PDF, PNG
- Acceptable final file format: print ready PDF

Timelines

- Delivers to the post office 3-5 days from approval
- The last day postcards can be mailed standard is **May 28th, 2024** to ensure delivery, **May 20th** if including foreign/Canadian recipients.

Email Campaign

- Contact AM Solutions for an Email Order Form with each order.
- Acceptable formats: PNG, JPG/JPEG, PDF and HTML. Preferable size: Width 700px, Length no limit.
- **NOTE:** HTML/Text emails will have a better open/read rate than image-based emails. Image-based emails tend to be caught in spam/junk filters more easily.

USPS Regulations & Postage

Postage is additional to our print and mail services.

- Estimated postage for Presorted Marketing Mail = \$0.38 each – Delivery time 6-10 days
- Estimated postage for Presorted First Class = \$0.57 each – Delivery time is 1-4 days
- Estimated Foreign/Canadian = \$1.55 each – Delivery time 10-21 days

Billing Information

- Postcard mailings require all services and postage paid 48 hours prior to the drop date.
- Our preferred method of payment is the ACH wire transfer; however, we do accept checks, and credit cards.
- Please contact our accounting department for method of payment
- There will be a 3.5% surcharge on credit card payments. Checks can be made payable to AM Solutions.

