



CONTACT INFORMATION

Date: Company: BD / FMO:

Name: Primary Contact:

Email: Bus. Phone: Cell:

Address: City:

State: Zip: Found us how?

CAMPAIGN INFORMATION

Invite Code: Quantity: Mail on:

Reply Cards? EFT/ E-check Routing #: Account #:

Tickets? Credit Card (2.75% fee) Type: Card #: Exp: CVV:

Mail Check *(Payable to Seminar Innovations, Inc. Order will not mail until the check clears)*

***You will receive an email with an invoice detailing the campaign charges**

Account Holder's Name: Same as above? or:

Statement Address: Same as above? or:

City: State: Zip:

Remarks:

PAYMENT

MAILING LIST DEMOGRAPHICS

Use a radius around the following zip code: (preferably the venue location zip code) -or-

Pull from the following zip codes:

Pull equally from zip codes - or- Pull in the listed order until quantity is met. Some zips might not be used.

Age Range - from: to: Min. Income: Home-ownership:

**Setting the income level too high may eliminate many retired folks who are not working but may have a large nest egg.*

Premium Selects (additional fees apply):

*Define Premium Select Value (example - min. networth):

Data Hygiene (list scrubbing):



SEMINAR EVENT INFORMATION

Event #1 Date: Start Time: P.M. A.M. Type: Room Capacity:

Venue: Address:

City: State: Zip: Website:

Event #2 Date: Start Time: P.M. A.M. Type: Room Capacity:

Same Venue? Venue: Address:

City: State: Zip: Website:

Event #3 Date: Start Time: P.M. A.M. Type: Room Capacity:

Same Venue? Venue: Address:

City: State: Zip: Website:

Event #4 Date: Start Time: P.M. A.M. Type: Room Capacity:

Same Venue? Venue: Address:

State: City: Zip: Website:

**Tuesdays, Wednesdays and Thursdays are the best days for seminars. Events without a meal almost always have very low turnout.*

Remarks:

RESERVATION SERVICE INFORMATION

I will use Seminar Innovation's 24/7, live-answered R.S.V.P. service (Included in our package pricing). A unique toll-free telephone number will be assigned and reservations can be viewed in real time on a web log-in screen.

* If callers have detailed questions about the seminar that our operators can't answer, please have them call:

Name: at the following telephone #

I will take my own reservation calls. Please print the following number on my invitations:

We recommend that you or your assistant make reminder calls to your attendees a day or two before each event. This will help to increase your attendance. Seminar Innovations offers this service a-la-carte should you not have the time or inclination to make the calls. Ask your seminar consultant for details.



INVITATION COPY

I will email or fax over the copy for my invitation -or- Design invitation with the following copy:

Headline:

Optional Sub-Headline:

Bullet # 1:

Bullet # 2:

Bullet # 3:

Bullet # 4:

Bullet # 5:

Bullet # 6:

Bullet # 7:

Bullet # 8:

Brief Bio:

con't:

con't:

Closing Text:

con't:

con't:

STOP! READ DISCLOSURE BEFORE SIGNING

I willfully enter into this contract with Seminar Innovations, Inc. for services which may include: invitation design, printing, postage, mail-list procurement and reservation answering. I accept that mailing with the United States Postal Service has inherent risks since they offer no guarantee of timeliness or deliverability. I assume all financial risk associated with delivery issues including late mail and possible lost or wholly undelivered mail. Seminar Innovations, Inc. can furnish upon request dated postal receipts to verify that an order has been entered into the U.S.P.S. mail chain. I accept that mail lists purchased from data compilers on my behalf are not 100% accurate and that much of the data modeling is inferred. I also acknowledge that the deliverable rate of the mail list may be in the 97-98% range. I agree that response rates are largely unpredictable and that Seminar Innovation, Inc. does not guarantee the response rate for any seminar mailing campaign, and I assume all financial risks associated with a larger than expected or a smaller than expected response rate. I also assume responsibility for any typos or mistakes that are printed on the invitation after I approve the proof for printing. Furthermore, I certify that the advertising copy is in compliance with all applicable federal, FINRA or individual state advertising laws, and agree to hold Seminar Innovations, Inc. harmless for any monetary fines or judgments arising from the mail campaign. I also certify that I have permission to use any logos or text printed on the invitation. This contract with Seminar Innovations, Inc, is entered in Berwyn, Pennsylvania, and I agree that in the event of a contractual dispute all parties shall be governed and bound by Pennsylvania law and court jurisdiction. By signing, I agree to the terms and conditions outlined herein.

Signature: Date: