

Attendee List Order Form



Exhibits: April 12-15, 2010
Las Vegas Convention Center
Las Vegas, NV

Increase Booth Traffic with Pre-Show Invitations • Immediate Post-Show Contact with Attendees

PRICE

2010 NAB Show Pre-Registered Attendee List

Available beginning February 26, 2010. List includes all records available at time of order.

MS Excel or CSV File **\$700**

\$.15/record for data breakouts
(2,000 name minimum)

2010 NAB Show Final Registration Attendee List

Available beginning April 23, 2010. List includes all records available at time of order.

MS Excel or CSV File **\$850**

\$.15/record for data breakouts
(2,000 name minimum)

2009 NAB Show Final Registration Attendee List

Available now

MS Excel or CSV File **\$600**

\$.15/record for data breakouts
(2,000 name minimum)

*PLEASE NOTE: Lists do not include email, phone or fax.

TOTAL

IMPORTANT: Process for Ordering and Terms and Conditions

TERMS AND CONDITIONS:

Step 1: To receive a list quote and count, please complete the *Attendee Mailing List Rental Order Form* and return to CDS. You will be contacted with a list count and provided a copy of the *NAB Show Attendee Mailing List Agreement*.

Step 2: Sign and return the List Agreement with mailing sample (PDF preferred) to Bob Blau at NAB; (202) 429-5403; rblau@nab.org. Upon receipt and approval, CDS will be notified to process your order. All orders must be prepaid in full prior to processing the order. Checks, made payable to CDS, and major credit cards are accepted. Purchase orders are not accepted. No refunds will be given for orders that are cancelled after processing.

The NAB Show attendee mailing list will include name, address, and demographics. Lists will not include email addresses, phone or fax numbers. There is a \$300 minimum order. The NAB Show attendee mailing lists are rented and not sold. They are for one-time use only. Discount rates are available for second and multiple usage. Data will only be released to a secured, bonded mail house or a bonded data management company. This bonded agency must be retained prior to release of data.

DELIVERABILITY

NAB does not guarantee the deliverability of its lists.

ELIGIBILITY

The NAB Show attendee list is available for use by contracted exhibitors, sponsors, conference and promotional partners only to promote electronic-media related products or services as well as their participation in the NAB Show. A sample of your intended mailing must be submitted with your order for list approval. NAB reserves the right to refuse rental of the attendee lists at any time.

TURN-AROUND TIME

You can expect to receive the list 3-5 business days from receipt of payment, signed List Agreement and approval from NAB. If you have a more demanding schedule, we will do our best to accommodate it; however, a rush order charge will apply.

CANCELLATION OF ORDERS

No orders may be cancelled after processing and no refunds will be made for orders cancelled after processing.

For ordering information, please call Diane Carter at 800-746-9734 x3 or email dcarter@cdsreg.com. Fax to 508-759-4238, please fax all pages.

COMPANY: _____ BOOTH#: _____
CONTACT NAME: _____
BILLING ADDRESS: _____
CITY: _____
STATE: _____ ZIP: _____ COUNTRY: _____
PHONE: _____ EMAIL: _____

PAYMENT METHOD: ☐ MC ☐ VISA ☐ AMEX ☐ CHECK

CARD NUMBER: _____
NAME ON CARD: _____
EXPIRATION DATE: _____ SECURITY CODE: _____
SIGNATURE: _____

"Convention Data Services" will appear on your credit card statement

Authorization

Your signature denotes acceptance of the Terms & Conditions on both pages of this order form and is required prior to processing.

COMPANY: _____
CONTACT NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
EMAIL: _____
PHONE: _____ FAX: _____



**CONVENTION
DATA SERVICES®**

Make checks payable to:
Convention Data Services, Inc.
107 Waterhouse Road, Dept. 210
Bourne, MA 02532

SIGNATURE: _____
PRINT NAME: _____ DATE: _____

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Please select from the following demographics and registration

What products/services are you coming to see at the NAB Show?

Acquisition and Production

- ☐ 114 3D Stereoscopic Equipment
- ☐ 8 Cameras and Lenses
- ☐ 14 Capture Accessories, Devices and Software
- ☐ 9 Film and Tape
- ☐ 10 Lighting and Grip
- ☐ 12 Mobile/Vehicle Production
- ☐ 115 Motion Picture/Film Production
- ☐ 118 Motion Capture/Virtual Production
- ☐ 13 Set Design/Props/Furniture and Fixtures
- ☐ 16 Workflow Software and Solutions

Content

- ☐ 116 Advertising and Commercials
- ☐ 56 Content Aggregators/Syndicators
- ☐ 77 Content Publishers
- ☐ 120 Interactive and Cross-platform: TV/Web/Mobile
- ☐ 78 Motion Picture: Film and Documentary
- ☐ 58 News/Weather/Traffic Services
- ☐ 59 Radio Programming
- ☐ 121 Short-form Programming
- ☐ 76 Social Networking/UGC
- ☐ 79 Sports/Sportscasting
- ☐ 22 Stock Footage
- ☐ 60 Television Programming
- ☐ 75 Videogames

Distribution and Delivery

- ☐ 65 Advertising/Analytics/Media Sales Solutions
- ☐ 34 Antennas, Transmitters and Towers
- ☐ 83 Broadband Applications/Infrastructure/Equipment
- ☐ 35 Broadband/Connectivity
- ☐ 36 Cable Equipment and Headend
- ☐ 113 Content Delivery Network (CDN)
- ☐ 39 Digital Cinema
- ☐ 40 DTV/HDTV
- ☐ 89 Encoding
- ☐ 41 Fiber
- ☐ 42 IPTV/IP Video/Broadband Video
- ☐ 43 Microwave/RF Accessories
- ☐ 71 Mobile TV/Video Management Platforms/Applications
- ☐ 122 Mobile Video Distribution Technologies
- ☐ 123 Online Video Platforms
- ☐ 45 Satellite
- ☐ 72 Set Top Boxes/Customer Premise Equipment
- ☐ 117 Software/Applications/Middleware
- ☐ 46 Streaming/Webcasting
- ☐ 49 Test and Measurement Equipment/QoS
- ☐ 92 Video on Demand (VOD)
- ☐ 124 Web-enabled Devices
- ☐ 110 Website Development
- ☐ 93 Wi-Fi
- ☐ 94 Wi-MAX
- ☐ 96 Wireless Applications/Infrastructure/Equipment

Display Systems

- ☐ 111 Stereoscopic/Auto stereoscopic 3D
- ☐ 53 Digital Signage (Hardware and Software)
- ☐ 54 TV Sets/Monitors
- ☐ 125 Projectors and Projection Screens
- ☐ 55 Video Display

Industry Resources

- ☐ 102 Business and Technology Consultants
- ☐ 100 Research/Data Services
- ☐ 106 Sales and Marketing Support Tools
- ☐ 103 Trade Publications/Events/Web sites

Management and Systems

- ☐ 24 Digital Asset Management and Storage
- ☐ 112 Interactive Television
- ☐ 25 IT/Network Infrastructure and Security
- ☐ 26 Multicasting
- ☐ 126 Signal Management and Processing
- ☐ 117 Software/Applications/Middleware
- ☐ 30 Systems Integration
- ☐ 31 Television Master Control
- ☐ 32 Television/Newsroom Automation Systems
- ☐ 15 Video Processing
- ☐ 33 Video/Content Servers
- ☐ 16 Workflow Software and Solutions

Post-Production

- ☐ 127 Animation and VFX
- ☐ 128 Digital Intermediate
- ☐ 17 Editing
- ☐ 18 Format Conversion
- ☐ 19 Motion Graphics
- ☐ 20 Mastering and Duplication
- ☐ 21 Music and Sound Libraries
- ☐ 23 Subtitling and Closed Captioning
- ☐ 119 Workflow Solutions

Pro Audio

- ☐ 1 Audio Editing
- ☐ 2 Audio Mastering
- ☐ 3 Audio Mixers
- ☐ 4 Audio Post-Production
- ☐ 5 Audio Processing and Effects
- ☐ 6 Audio Production
- ☐ 7 Audio Recording

Radio

- ☐ 82 Advertising and Media Sales Solutions
- ☐ 38 DAB/IBOC/HD Digital Radio
- ☐ 27 Radio Automation Systems
- ☐ 28 Radio Master Control

What is your role within your company/organization?

Creative Professionals

- ☐ 10 Animation/VFX/Motion Graphics Artist
- ☐ 11 Camera Operator or Assistant
- ☐ 30 Colorist
- ☐ 3 Creative/Content Management
- ☐ 14 Director of Photography
- ☐ 15 Director/Producer
- ☐ 19 Editor
- ☐ 16 Production Designer/Art Director/Crew
- ☐ 17 Programming/Content Development
- ☐ 31 Visual Effects/DI/Postproduction Supervisor/Producer
- ☐ 32 Other Creative/Content Professionals

Executive/Corporate Management

- ☐ 1 CEO/President/COO/Executive Director
- ☐ 2 CTO/CIO/CFO
- ☐ 5 Station Management
- ☐ 33 Other Corporate Management

Sales and Marketing Professionals

- ☐ 8 Advertising/Marketing
- ☐ 22 Corporate Communications/PR
- ☐ 7 Sales/Business Development

Technical Professionals

- ☐ 12 Audio/Video Engineer
- ☐ 27 Broadcast Engineer
- ☐ 23 Educator/Trainer/Coach
- ☐ 4 Engineering Management
- ☐ 13 IT/IS/Corporate MIS
- ☐ 6 Technical Management
- ☐ 18 Technician

Other

- ☐ 21 Consultant
- ☐ 24 Finance/Investment
- ☐ 28 Government Official
- ☐ 25 Legal
- ☐ 29 Student
- ☐ 26 Other

What business/industry best represents the organization for which you work?

- ☐ 13 Advertising/Public Relations/Marketing
- ☐ 5 Audio Production/Post-Production

Broader-casting

- ☐ 6 Cable MSO
- ☐ 38 Online/Internet/Streaming
- ☐ 1 Radio
- ☐ 8 Satellite
- ☐ 9 Telco (Wireless/Wireline)
- ☐ 2 Television

Content

- ☐ 16 Content Aggregator/Publisher
- ☐ 15 Content Owner/Programmer/Channel (Network/Studio/Syndicator)
- ☐ 29 News/Weather/Traffic
- ☐ 39 Digital Asset Management/Storage
- ☐ 18 Display/Digital Signage

Enterprise

- ☐ 14 Consumer Electronics
- ☐ 17 Corporate AV/Communications
- ☐ 19 Education
- ☐ 24 Finance/Investment
- ☐ 20 Gaming (Video)
- ☐ 26 Healthcare/Medical
- ☐ 50 Legal
- ☐ 27 Manufacturing and Retail
- ☐ 30 Non Profit Organization/Association
- ☐ 42 Publishing and Research
- ☐ 32 Religious Institution
- ☐ 34 Sports: Team/League/Venue
- ☐ 47 Other Enterprise
- ☐ 23 Film/Motion Pictures
- ☐ 25 Government/ Military
- ☐ 41 IPTV/IP Video/Broadband Video
- ☐ 7 Mobile TV/Personal Content/Services
- ☐ 21 Performing Arts/Live Entertainment
- ☐ 33 Software/Applications/Middleware
- ☐ 36 Systems Integration/Reseller

Video Production/Post-production

- ☐ 49 3D Graphics/Animation
- ☐ 4 Video Post-Production
- ☐ 3 Video Production
- ☐ 11 Web/Portals/Social Networking
- ☐ 50 Other

TERMS & CONDITIONS

- 1) Convention Data Services, Inc. hereinafter called "CONTRACTOR" agrees to the delivery of services as specified and is to be rendered in a timely and professional manner according to standard industry practices.
- 2) The method of payment shall be in United States dollars and submitted with the order for service. CONTRACTOR will only accept checks drawn on banks located in the United States of America or certified funds.
- 3) Advance orders must be received on or before deadlines and paid in full. Orders received without payment or after the discount deadlines will be charged at the appropriate published price based on order deadline dates. SERVICES WILL NOT BE RENDERED UNTIL PAYMENT IN FULL IS RECEIVED. No refunds on advance orders.
- 4) Customer is responsible to pay all applicable Federal, State or Local taxes.
- 5) Contractor's liability for damage of any cause whatsoever will be limited to the total price for the goods and services provided by CONTRACTOR.
- 6) It is agreed that the governing law pertaining to this contract will be the laws of the State of Massachusetts, with venue exclusively in Barnstable County.