

## Pre- or Post-Registration Request

To maximize each exhibitor's potential contact with attendees at HydroVision International, PennWell is offering either the Official Delegate Pre- or Post-Registration List at **no charge**. Exhibitors can utilize this list to ensure their top prospects and customers have registered to attend or you can follow-up on your show presence with a post-show mailing. The list will include the company name, contact name, address, city, state, zip and country.

**LIST POLICY:** The list will include the company name, contact name, address, city, state, zip and country. It is provided on a one-time use and will be only sent to the designated third-party Mailhouse. No list will be sent direct to the exhibitors.

**Pre-Registration List Deadline: June 22, 2012**

**The Pre-Registration List will be e-mailed to the third party mail house on Thursday, June 28, 2012 to all exhibitors who have completed and returned this request form, the List User Agreement (on the following page), and a sample mailing piece by June 22, 2012.**

**Post-Show List Deadline: August 2, 2012**

**The Post-Show List will be e-mailed out approximately 4 weeks after the show to the third party mail house to all exhibitors who have complete and returned this request form, the List User Agreement (on the following page), and a sample mailing piece by August 2, 2012.**

### E-Mail Blast

If you would like to do an e-mail blast to the pre- or post-registration list, PennWell will be glad to send the e-mail out on your behalf. The cost is \$595 for the pre-registration list or \$995 for the post-registration list..

- E-mail Blast Pre-reg
- E-mail Blast Post-reg

**I would like the (Select one only):**

- Pre-Registration List
- Post-Show List

### EXHIBITOR

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

**Please complete forms and return to:**

Kelli Berry  
Kellib@PennWell.com  
Phone: +1-918-831-9782

# List User Agreement

As part of the [insert event name and year] Exhibit Space Agreement that [insert exhibitor company name] "EXHIBITOR" has entered into with **PennWell Corporation ("PennWell")**, EXHIBITOR understands that EXHIBITOR may be supplied names and addresses of attendees and/or potential attendees of the [insert name of event] (the "List"). EXHIBITOR agrees that the List furnished by **PennWell** shall remain the property of **PennWell** and are provided to EXHIBITOR solely for a **single one-time mailing of only the direct mail piece supplied to PennWell prior to mailing, and forming an attachment to this Agreement, provided that such mail piece is approved in writing by PennWell prior to mailing.** EXHIBITOR agrees that the List will be delivered by **PennWell** only to a third party mailhouse acceptable to **PennWell** and bound to **PennWell's** satisfaction to the nondisclosure provisions of this Agreement (the "Mailhouse"), including, without restriction, a provision prohibiting the Mailhouse from disclosing any of the names and addresses to EXHIBITOR. EXHIBITOR guarantees that the names and addresses will not be disclosed to or transferred to anyone other than the Mailhouse, or used by or on behalf of anyone other than EXHIBITOR and the Mailhouse, nor will the names be copied or retained in any way, reused, or resold. EXHIBITOR agrees (i) to inform its employees, agents, and the Mailhouse of the provisions of this Agreement, (ii) to bind its employees, agents, and the Mailhouse to such provisions for the benefit of **PennWell**, and (iii) to be fully responsible for each such employee's, agent's, and the Mailhouse's observance of such provisions. EXHIBITOR further agrees that in order to protect **PennWell's** proprietary rights to the List, the List will be sent only and directly to the Mailhouse identified below or to another Mailhouse selected by **PennWell**.

EXHIBITOR agrees that the List may only be merged with other lists by the Mailhouse for the sole purpose of eliminating duplicate names for this one-time use, and the List will not be enhanced or tagged without the prior written permission of **PennWell**. We further agree that no personal telephone or facsimile solicitations will be made from any List provided by **PennWell** unless prior permission has been provided in writing from **PennWell**. No mention will be made in any promotion, or in any other way, of **PennWell**, any **PennWell** employees, the list(s) rented, or any **PennWell** products.

On completion of the one-time mailing, EXHIBITOR agrees to ensure that the Mailhouse (i) returns to **PennWell** all magnetic tapes, floppy disks, or any other electronic media containing the List or any portion thereof, (ii) deletes all electronic files that have been transmitted by **PennWell** and all electronic files subsequently created that contain the List or any portion thereof, and (iii) destroys all unused mailing labels, letters, envelopes, or other typed or printed matter which contains any names or addresses from the List.

EXHIBITOR understands that each mailing is monitored by decoy names and EXHIBITOR agrees not to, and shall ensure that the Mailhouse does not, attempt to detect or eliminate any decoy names in the List. EXHIBITOR acknowledges that any violation of the restrictions set forth in this Agreement will result in irreparable damage to **PennWell**, and EXHIBITOR understands that **PennWell** may resort to suspension of our mailing privileges, or any remedy or monetary relief permitted in equity, by statute, or under the common law.

**PENNWELL** DISCLAIMS AND NEGATES ANY AND ALL EXPRESS OR IMPLIED WARRANTIES, INCLUDING THE WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. **PENNWELL** SHALL NOT BE LIABLE FOR ANY LOSS OR DAMAGE THAT MAY ARISE IN CONNECTION WITH THE FURNISHING, PERFORMANCE, OR USE BY US OF THE NAMES AND ADDRESSES SUPPLIED, INCLUDING, WITHOUT LIMITATION, ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, ECONOMIC, LOST PROFIT, OR CONSEQUENTIAL DAMAGES, EVEN IF **PENNWELL** HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

EXHIBITOR acknowledges that no representation not set forth in this Agreement has been made or relied upon by either party.

## EXHIBITOR

By: \_\_\_\_\_ Name: \_\_\_\_\_  
Title: \_\_\_\_\_ Date: \_\_\_\_\_

Exhibitor Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_  
Exhibitor Contact E-Mail: \_\_\_\_\_

Exhibitor Mail House: \_\_\_\_\_  
Address \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Attention: \_\_\_\_\_ E-Mail: \_\_\_\_\_