



Dear Showroom Owner/Tenant/Exhibitor:

Thank you for your interest in the **AmericasMart■Atlanta** mailing list. The **AmericasMart■Atlanta** Database can be a very valuable tool in creating your own marketing promotions. It will enable you to keep in touch with the **AmericasMart■Atlanta** Customer database. Please note that these records are not to be used to compile or prepare any other mailing lists for any other parties.

The following rules apply:

- **A one time non-refundable set up fee of \$25.00 per order payable at time of request.**
- **A minimum order of 1000 labels (\$100.00) payable at time of request.**
- **Additional payment due within five business days of order or order will be cancelled and \$100.00 refunded.**
- **Order will be mailed within three business days of payment receipt.**

Due to the large volume of orders placed just before markets -- Purchasers of our mailing labels are encouraged to place their orders as early as possible. It is our goal to provide as much service possible to you by helping you reach your customers in a timely manner. Therefore in an effort to satisfy all needs required, we ask that you adhere to the following deadlines:

<b>Order Deadlines For Apparel Shows:</b>	<b>Order Deadlines For Gift and Home Furnishings Markets:</b>
January 2010 – January 7, 2010	January 2010 – December 23, 2009
April 2010 – March 25, 2010	March 2010 – March 6, 2010
June 2010 – May 27, 2010	July 2010 – June 30, 2010
August 2010 – August 5, 2010	September 2010 – August 27, 2010

We anticipate an exceptional year and look forward to doing business with you on a continued basis. Please feel free to call with any questions or to place an order at **(404) 220-2456**.

Sincerely,  
**Bonnie Kidd**  
**Label Sales Coordinator**  
**Email: [labels@americasmart.com](mailto:labels@americasmart.com)**  
**Fax: (678) 686-5125**

## LABELS FOR YOUR MARKETING PROMOTIONS

LABELS OF SPECIALIZED LISTS FROM THE AMERICASMART•ATLANTA CUSTOMER DATABASE CAN BE PURCHASED AT \$.10 PER RECORD.

FOR MORE INFORMATION OR TO PLACE YOUR ORDER FOR LABELS, PLEASE CALL (404) 220-2849

TO ALLOW YOURSELF PLENTY OF TIME FOR MAILING, PLACE YOUR ORDERS AT LEAST 45 DAYS PRIOR TO THE MARKET OR SHOW YOU ARE PROMOTING.

PLEASE REMEMBER THE FOLLOWING WHEN MAKING YOUR REQUEST:

- ORDERS ARE TAKEN ON A FIRST COME FIRST SERVED BASIS.
- PRE-PAYMENT OF ORDERS IS REQUIRED
- ALLOW FOR BUSY HOLIDAY MAILING PERIODS.

LABELS MAY BE SELECTED ACCORDING TO ANY OF THE FOLLOWING:

- STATE(S), ZIP CODE RANGES (limit of 10) OR REGION(S)
- SPECIFIC MARKET ATTENDANCE
- PRIMARY INDUSTRY PRODUCT CODES:

2___ Area Rug	9___ Gourmet	16___ Bridal
3___ Children's Apparel	10___ Holiday Floral	17___ Women's Apparel
4___ Fashion Access/Fine Jewelry	11___ Home Accents	18___ Shoes
5___ Textiles	12___ Interior Design	19___ Hospital Gift
6___ Furniture	13___ Men's Apparel	
7___ Gardens	14___ Resort Souvenir	
8___ General Gift	15___ Tabletop	

OUTPUT FORMATS AVAILABLE:

- 4-UP MAILING LABELS: 3"x 1" PRESSURE SENSITIVE (PEEL & STICK)
- ELECTRONIC FILE –A THIRD PARTY MAILING HOUSE MUST BE USED FOR LABEL PROCESSING WITH A SIGNED CONFIDENTIALITY AND NON-DISCLOSURE AGREEMENT REQUIRED OF PURCHASER/LICENSEE AND MAILHOUSE REPRESENTATIVE.

**Note:** Purchaser of list must be a current AMC exhibitor. All lists purchased, regardless of quantity, are for **one-time use only**. Names are furnished for the confidential use of the purchaser only. They are not to be used to compile or prepare mailing lists, marketing aids, classified directories, classified advertising conveyed by any telephonic, mechanical or electronic means, or any other compilations that are sold or otherwise provided to third parties. All lists are seeded with decoy names to protect against unauthorized use.

Our lists are compiled and verified to the best of our ability. However, due to the nature of the industry, we cannot guarantee the accuracy of the information provided and are not liable for any loss caused by our lists or mailing labels.

**All Purchases are FINAL.**



**LABEL ORDER FORM**

DATE ORDERED: \_\_\_\_\_

DATE RECEIVED FAX: \_\_\_\_\_

CURRENT TENANT FOR: BLDG 1  BLDG 2  BLDG 3   
OR

(IF) TEMPORARY EXHIBITOR, INDICATE SHOW: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV

COMPANY / BOOTH NAME: \_\_\_\_\_

SPACE #: \_\_\_\_\_ (MUST BE PROVIDED TO PROCESS ORDER)

CONTACT: \_\_\_\_\_ E-MAIL ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

MAILING / BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

**LABEL SELECTIONS**

PLEASE INDICATE BELOW THE PARAMETERS NECESSARY FOR YOUR LIST NEEDS. YOU CAN LIMIT LISTS BY ANY COMBINATION OF STATES OR ZIP CODES, MARKET ATTENDANCE, AND PRIMARY INDUSTRY PRODUCT CODES.

CHOOSE INDUSTRY THAT APPLIES APPAREL  AREA RUGS  ATLANTA GIFT

AMC, INC. /AMERICASMART ATLANTA MARKET(S) JAN  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV

SHOW(S) SELECTED MUST BE WITHIN PAST 2 YEARS 2010  2009  2008

STATES OR REGION (N E S W): \_\_\_\_\_

OR  
ZIP CODE RANGES (limit of 10): \_\_\_\_\_

PRIMARY INDUSTRY PRODUCT CODE(S): \_\_\_\_\_

**AMC ONLY:** FINAL: \_\_\_\_\_

SELECT ONE FROM THE FOLLOWING: C. DATE: \_\_\_\_\_

PRESSURE SENSITIVE (peel and stick labels)  ELECTRONIC FILE (emailed only to 3<sup>rd</sup> party mailing house)

SHIPPING METHOD: USPS \_\_\_\_\_ UPS# \_\_\_\_\_ FedEx# \_\_\_\_\_ OTHER: \_\_\_\_\_

Ground \_\_\_\_\_ 3 Day \_\_\_\_\_ 2 Day \_\_\_\_\_ Next Day \_\_\_\_\_

**PAYMENT INFORMATION**

PRE-PAYMENT OF ORDERS IS REQUIRED. ALLOW 1-3 DAYS AFTER PAYMENT IS RECEIVED FOR ORDER TO BE SENT.  
*To assure an adequate response please place orders at least 45 days before a major trade show (Allow at least 2 weeks for orders to be completed).*

MONEY ORDER OF TOTAL LABELS COSTS MADE PAYABLE TO AMERICASMART ATLANTA

CREDIT CARD/CHECK/CHARGE INFORMATION: (PLEASE WRITE \$25 IN THE SETUP FEE AREA BELOW REGARDLESS OF PAYMENT TYPE)

CREDIT CARD TYPE:  MASTERCARD  VISA

CARD NUMBER: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

3 DIGIT SECURITY CODE BEHIND CARD: \_\_\_\_\_

NAME OF CARD HOLDER: \_\_\_\_\_

CREDIT CARD BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_ ZIP/POSTAL: \_\_\_\_\_

SETUP FEE: \$ \_\_\_\_\_ LABEL COST: \$ \_\_\_\_\_ TOTAL AMT TO CHARGE: \$ \_\_\_\_\_

I, the cardholder, authorize the amount specified above to be charged to my credit card for labels prepared by AmericasMart Atlanta/AMC, Inc. I understand that AmericasMart Real Estate, LLC must receive full payment for all of my labels. I also understand that the amount specified above is non-refundable and non-transferable even in the event of a cancellation of my order. No Exceptions!

CARD HOLDER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Mail or fax completed order forms to: **Bonnie Kidd Sales support Coordinator - AMERICASMART ATLANTA**  
240 Peachtree St. N.W. STE 2200, Atlanta, Ga. 30303  
Phone: (404) 220-2456 Fax: (678) 686-5125