

Attendee List Rental Information

ObesityWeek takes privacy seriously. No exhibitor/sponsor will receive attendee contact information from ObesityWeek. The only way for an exhibitor to collect such information is from attendees directly, though badge scanning in the exhibit hall. All requests to email or mail opt-in attendees must be made through **Bethesda List Center**. ***ONLY ObesityWeek exhibitors and sponsors may rent the mailing list.***

Exhibitors will receive a complimentary PDF list of attendees that includes only name, title, company and city/state on November 1 (pre) and November 22 (post). This list is for informational purposes only.

Rental mailing lists will be pulled on the following dates, so plan your emails/ postal mailings accordingly:

- August 31
- October 8 (after regular registration pricing ends)
- October 22
- November 5 (last pre-registration list before meeting)
- November 22 (final list including on-site)

Obesity Week LLC will strip all EU, Canadian, and Australian residents from list as well as opt-outs before sending to Bethesda List Center, Inc, to comply with privacy regulations.

Exhibitors and sponsors will be invoiced directly by Bethesda List Center for list rentals.

[Click here](#) to submit your list rental request. All emails and mail pieces need to be approved and will take one week for approval.

Email Blasts

[Click here](#) to submit your request. All emails need to be approved. Please allow up to one week for all approvals.

Please send your email to debra_maines@afassanoco.com for approval and date request.

1. Cost: \$125 per eblast # of Email Addresses: Varies depending on when the E-blast is sent
2. Cost above includes up to two test messages.

Email specifications:

1. HTML copy of your message (.html file format). All images should be hosted. A complete postal address and opt out image is required.
 - a. If you do not have images in your message this version can be in Rich Text or Word format and can include hyperlinks
2. Text Version: Plain text version (.txt) of your message. No hyperlinks, images or special characters. A complete postal address and opt out image is required.
3. From Line (should be the name of the advertiser)
4. Subject Line
5. Decoy/Seed List: List of individuals who will need to receive a test preview of email message for approval. If you select personalization, please supply names with each address supplied.
6. Suppression List: List of individuals who unsubscribed from your email list. You are required to suppress them from any list you send to by law. These individuals will not receive this email.

Optional services (additional fees apply):

- *HTML Design/Editing Services*
- *Image Hosting*
- *Opt Out Hosting*
- *Personalization*

For specific quotes and any additional questions, please contact:
Bethesda List Center Tel: 301-986-1455 Email: info@bethesda-list.com

Postal Mailings





[Click here](#) to submit your request. All mailings need to be approved. Please allow up to one week for all approvals. If you have not printed your mailer already, it is recommended that you do not print until it is approved.

1. Cost: \$125 per use/list. Quantity varies. Please inquire for current total.
2. All postal lists must be shipped to a licensed mail house/printer.

Optional services (additional fees apply):

- Copywriting / Design services. Contact Bethesda List Center for quote.
- Postcard Printing available by <https://www.expresscopy.com/partner/bethesdalists>
 - a. All postcards will be mailed directly from printer.
 - b. Minimum Quantity- 100 postcards
 - c. Design upload requirements vary by card size.
 - d. Cost below are estimates for 2 side color laminated cover stock (other options available). Costs include printing each address and postage.
 - e. Design templates available.

Postcard Printing/Mailing Option Estimates:

	<p>Regular 4.25" x 5.6" – <i>Estimated at \$ 1.17 each</i> Slightly larger than a 4 x 6 postcard- coming it at a finished card is size of 4 1/4 inches by 5 6/10 inches.</p>
	<p>Jumbo 5.5" x 8.5" – <i>Estimated at \$1.80 each</i> Postcard Exactly the size of a sheet of office paper (letter) folded in half from top to bottom; it's twice the size of a "regular".</p>
	<p>Block 6.125" x 8.25" – <i>Estimated at \$1.86 each</i> his card is a wonderfully versatile sized postcard, ready to accommodate all mailing options.</p>
	<p>Panoramic 5.75" x 11.25" - <i>Estimated at \$1.92 each</i> This postcard size is a little longer and wider than a sheet of standard office paper folded in half lengthwise. This size and wide format really stands out when used for marketing purposes, and it's also a great size and shape for menu/specials cards.</p>

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