

Pre- or Post-Registration Request/ List Rentals

To maximize each exhibitor's potential contact with attendees, Strategies in Lights is offering either the Official Delegate Pre- or Post-Registration List at \$500/M. 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, title, 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 Mail House. No list will be sent direct to the exhibitors.

Pre-Registration List Deadline: January 13, 2012

The Pre-Registration List will be e-mailed to the third party mail house on **Monday, January 16, 2012** to all exhibitors who have faxed this request form, the List User Agreement (on the following page), and a sample mailing piece by **January 6, 2012**.

Post-Show List Deadline: March 2, 2012

The Post-Show List will be e-mailed out approximately 3 weeks after the show to the third party mail house for all exhibitors who have faxed this request form, the List User Agreement (on the following page), and a sample mailing piece by **March 2, 2012**.

E-Mail Blast (Select one only):

If you would like to do an e-mail blast to the pre-reg or post-reg list, Strategies in Lights 2011 will be glad to send the e-mail on your behalf for \$850/M for the pre-reg list or for the post-reg list.

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

I would like to rent a direct mail list (Select one only):

- Pre-Registration List
- Post-Show List

Mail house _____
Mail house e-mail _____
Exhibitor _____
Contact _____
Address _____
City State Zip Code _____
Phone Fax _____
E-mail _____

Please complete forms and return to:

Strategies in Lights 2012
Sue Ellen Rhine
1421 S. Sheridan Rd.
Tulsa, OK 74112-6600 USA
Fax: 918-831-9729
Phone: 918-831-9786

Exhibit List User Agreement

As part of the Exhibit Space Agreement that we have entered into with **PennWell Corporation**, we understand that we may be supplied names and addresses of attendees and/or potential attendees of the applicable **PennWell** event (the "List"). We agree that the List furnished by **PennWell** shall remain the property of **PennWell** and are provided to us 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.** We guarantee that the List will not be disclosed to, transferred to, or used by anyone other than ourselves and the Mail House identified below, nor will they be copied or retained in any way, reused, or resold. We agree (i) to inform our employees, agents, and the Mail House of the provisions of this Agreement, (ii) to bind our employees, agents, and the Mail House to such provisions for the benefit of **PennWell**, and (iii) to be fully responsible for each such employee's, agent's, and the Mail House observance of such provisions. We further agree that in order to protect **PennWell's** proprietary rights to the List, the List will be sent only and directly to the Mail House identified below or to another Mail House selected by **PennWell**.

We agree that the List may only be merged with other lists 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 solicitations will be made from any List provided by **PennWell** unless prior permission has been provided in writing from **PennWell**.

On completion of the one-time mailing, we agree to (i) return to **PennWell** all magnetic tapes, floppy disks, or any other electronic media containing the List or any portion thereof, (ii) delete 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) destroy all unused mailing labels, letters, envelopes, or other typed or printed matter which contains any names or addresses from the List.

We understand that each mailing is monitored by decoy names and we agree not to attempt to detect or eliminate any decoy names in the List. We acknowledge that any violation of the restrictions set forth in this Agreement will result in irreparable damage to **PennWell**, and we understand 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 LIST, 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.

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

Name: _____
Title: _____
Company: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Phone: _____ Date: _____
E-Mail: _____

Signature: _____
Mail House: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Attention: _____
E-Mail: _____

Sponsorship List User Agreement

As part of the Sponsorship Agreement that we have entered into with **PennWell Corporation**, we understand that we may be supplied names and addresses of attendees and/or potential attendees of the applicable **PennWell** event (the "List"). We agree that the List furnished by **PennWell** shall remain the property of **PennWell** and are provided to us 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.** We guarantee that the List will not be disclosed to, transferred to, or used by anyone other than ourselves and the Mail House identified below, nor will they be copied or retained in any way, reused, or resold. We agree (i) to inform our employees, agents, and the Mail House of the provisions of this Agreement, (ii) to bind our employees, agents, and the Mail House to such provisions for the benefit of **PennWell**, and (iii) to be fully responsible for each such employee's, agent's, and the Mail House's observance of such provisions. We further agree that in order to protect PennWell's proprietary rights to the List, the List will be sent only and directly to the Mail House identified below or to another Mail House selected by PennWell.

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

Name: _____
Title: _____
Company: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Phone: _____ Date: _____
E-Mail: _____

Signature: _____
Mail House: _____
Address _____
City: _____ State: _____
Country: _____ Postal Code: _____
Attention: _____
E-Mail: _____