



## 2008 NTI PARTICIPANT MAILING LABEL ORDER FORM

NATIONAL TEACHING INSTITUTE & CRITICAL CARE EXPOSITION®

McCormick Place West • Chicago • May 3 - 8

Exhibiting Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_

E-mail: \_\_\_\_\_

### **PAYMENT METHOD**

Visa       MasterCard       AMEX       Discovery      PO# \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

### **SHIPPING INFORMATION**

Third Party Mailing House \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_

Please instruct your third party Mail House to sign and return the Mail House Agreement Form. This form must be completed and returned to AACN in order for requests to be processed.

### **FORMAT REQUESTED**

- Adhesive (4-up)
- Diskette (ASCII)
- E-mail Excel Transmission --- E-mail address where list should be sent \_\_\_\_\_

### **CHECK LIST**

- Order Form
- Signed License Agreement
- Signed Mail House Agreement
- Sample Mail Piece (including envelope)
- Return the above items to **LIST ASSOCIATE NO LATER THAN APRIL 6th, 2008**

### **RETURN ALL MAIL LABEL FORMS TO:**

List Associate

AACN, 101 Columbia, Aliso Viejo, CA 92656

(T) 800/809-2273 ext. 209 (F) 949/448-5572

or E-mail to inger.molina@aacn.org



## 2008 NTI PARTICIPANT MAILING LABEL GUIDELINES

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Mailing labels of registered NTI participants are available for purchase by exhibitors for mailing selected materials prior to and/or following the program. The following guidelines are to be followed:

**LIST:** (Minimum order of \$350.00 required). All AACN list rentals are for a one-time use only and may not be published or duplicated in any way. Lists are seeded to protect unauthorized use. List rental rates are subject to change and are as follows:

◆ **Note:** As part of the NTI registration process, participants may choose not to be included in the mailing list. Therefore, NTI lists represent most, but NOT ALL, registered participants. Exhibitors should estimate 3,000 to 3,500 names when list is released.

### **Adhesive Labels (4-up)**

\$120/M (per thousand) plus shipping & handling

### **E-mail Transmissions \$30.00 plus**

\$110/M (per thousand)

### **Diskette \$30.00 plus**

\$110/M (per thousand) plus shipping & handling

**REQUIREMENTS: (Deadline to Order: March 21th, 2008).** A sample of the exact mailing piece (including envelope) must accompany the order form, along with a signed License Agreement. No orders will be processed until the signed License Agreement has been completed and all samples of mailing pieces have been approved by AACN. Direct the mail house to complete and return the Mail House Agreement enclosed.

The NTI may be referred to only as the AACN 2008 NTI®, the NTI®, the NTI and Critical Care Exposition®, 2008 AACN National Teaching Institute and Critical Care Exposition®. Mail pieces referring to the NTI® in any other way will not be approved, (i.e. Annual Meeting, Convention, Show, etc.). The CCRN® logo may be referred to only as the CCRN®. The AACN logo is a registered trademark and cannot be utilized on any manuscript pieces. Exhibitors wishing to utilize the 2008 NTI® logo must obtain permission and approval from AACN utilizing the form in the Exhibitor Service Kit.

CCRN® and National Teaching Institute® require registered trademark symbols. The trademark symbols are to be used the first time reference is made to them in a mailing piece.

**Example: The National Teaching Institute & Critical Care Exposition® is AACN's premier clinical education program. NTI attendees are a dedicated, motivated and enthusiastic group of professionals.**

**DELIVERY SCHEDULE:** AACN wishes to provide exhibitors purchasing mailing labels with a maximum amount of labels. We recommend mailing first class no later than April 23-25, 2008. If a mailing is sent too late, the participant may not receive the mailing prior to leaving for the NTI. Additionally, participants receive a multitude of mailings from exhibitors just prior to the NTI. Labels will not be released prior to April 11, 2008 or after April 18, 2008 in order for participants to receive the mailing prior to their departure, and so that exhibiting companies obtain an adequate number of labels. NTI participants who register by March 18th, 2008 pay a discounted fee; therefore, the bulk of NTI registrations are received in early March. Please allow five business days for approval of the mail piece and three business days for mailing service to receive mailing labels after approval.

Quantities for other lists can be obtained by calling the List Associate at (800) 809-2273, ext. 209. Only 45% of the total AACN available names (approx. 37,000) will be sold to any one commercial company in any year. The "year" will be calculated from the date of the first purchase.



**2008 NTI PARTICIPANT MAILING LABEL MAIL HOUSE AGREEMENT**

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THIS AGREEMENT is made on the \_\_\_\_\_ day of \_\_\_\_\_ between the American Association of Critical-Care Nurses ("AACN"), a California not-for-profit corporation and \_\_\_\_\_ ("Mailing House"). In consideration of the covenants and terms contained herein, the parties hereby agree as follows:

Subject to a separate agreement, AACN has granted \_\_\_\_\_ ("Licensee") a non-exclusive license for the use of AACN's list of mailing labels. Mailing House acknowledges that AACN's list of mailing labels is confidential, is the sole and exclusive property of AACN and is protected by United States Copyright, Trade Secret and other laws. Further, Mailing House agrees to use the License and AACN list of mailing labels only subject to the terms of this Agreement and AACN's agreement with Licensee, incorporated herein. Mailing House agrees not to make, sell, use, re-use, reproduce, make available to others, distribute, disclose or otherwise utilize AACN's mailing list or information contained therein. Mailing House is hereby granted permission to assist Licensee in use of the License granted by AACN to Licensee. AACN does not grant to Mailing House or to any other person use of AACN's mailing list to create or update any mailing lists or databases or for any purpose other than that which may be set forth in the separate agreement between AACN and Licensee.

In the event Mailing House violates any term of this Agreement, Mailing House agrees that AACN shall be entitled to recover all costs, damages and attorney's fees occasioned by actions to enjoin violation of this Agreement and in pursuing damages and any other relief. It is the specific intent of the parties that the court has jurisdiction and authority under this License Agreement to award all available relief including each element of the foregoing.

The parties have executed this Agreement as of the day and year first written above.

Licensee  
Signature/Title

American Association of Critical-Care Nurses  
Signature/Title

\_\_\_\_\_

\_\_\_\_\_

Mail House  
Signature/Title

\_\_\_\_\_



# 2008 NTI PARTICIPANT MAILING LABEL LICENSE AGREEMENT

NATIONAL TEACHING INSTITUTE & CRITICAL CARE EXPOSITION®

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THIS AGREEMENT is made as of this \_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, between the American Association of Critical-Care Nurses (“Licensor”), a California not-for-profit corporation and \_\_\_\_\_ (“Licensee”). In consideration of the covenants and terms contained herein, the parties hereby agree as follows:

## 1. Description of the License

Licensor’s list of mailing labels is confidential, is the sole and exclusive property of Licensor and is protected by United States Copyright, Trade Secret and other laws and such protection is expressly acknowledged by Licensee. Licensor grants Licensee a non-exclusive License for the use of Licensor’s mailing labels. Licensee agrees to use the License only subject to the terms of this Agreement and agrees not to make, sell, use, re-use, reproduce, make available to others, distribute, disclose or otherwise utilize the mailing list or information contained therein.

## 2. Licensee's Purpose

Licensee agrees to utilize the License only in connection with mailings for the purpose of mailing the materials provided to Licensor, which are attached and incorporated into this agreement (“Licensee’s Mailing”). Licensee agrees that it may utilize the License on one occasion. Licensee acknowledges that Licensor permits use of its list of mailing labels subject to terms and conditions which may vary from those set forth herein, for educational and research purposes, for use by Licensor’s chapters and related entities, and for other purposes as Licensor may determine. Licensor does not grant Licensee and Licensee agrees not to use the License for any other purpose, including but not limited to creating or updating mailing lists or data bases.

## 3. Grant of License Does Not Imply Endorsement

Licensee agrees that the License will not be used to imply Licensor endorsement, directly or indirectly. Licensee agrees that the License will not be used to communicate information which is false, defamatory or misleading.

## 4. Payment

Licensee shall pay Licensor a royalty for the use of the License based on the current price list.

## 5. Warranties and Representations

Licensee agrees and warrants that it shall utilize the services of an independent mailing house for use in mailing Licensee’s Mailing described herein and agrees to submit an executed “Mailing House Agreement” to Licensor prior to Licensee’s use of the License. Licensee warrants and represents that (is or is not) \_\_\_\_\_ recognized as a tax-exempt it organization under 501(c)(3) of the Internal Revenue Code.

## 6. Waiver

Any waiver of a breach of any provision of this License Agreement shall not operate or be construed as a waiver of any subsequent breach.

## 7. Merger

This License Agreement represents the entire agreement of the parties concerning the subject matter. There are no other representations, covenants, arrangements, or understanding, either written or oral, between the parties relating to the subject matter which are not fully expressed herein. This License Agreement may be modified only by the written consent of both parties.

## 8. Remedies

In the event Licensee violates any term of this License Agreement, Licensee agrees that Licensor shall be entitled to recover all costs, damages and attorneys fees occasioned by actions to enjoin violation of this license and in pursuing damages and any other relief. It is the specific intent of the parties that the court has jurisdiction and authority under this License Agreement to award all available relief including each element of the foregoing. Licensee agrees to indemnify and hold Licensor harmless against any action arising out of or relating to use of Licensor’s list.

The parties have executed this Agreement as of the day and year first written above.

Licensee  
By:

American Association of Critical-Care Nurses  
By:

\_\_\_\_\_

\_\_\_\_\_