

# American Commerce - Meeting Planners

MID: 892674-000

----- SRDS UPDATED/CONFIRMED -----

Jun 2, 2011

----- SELECTIONS WITH COUNTS -----

Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

| Selections                                  | Counts | Price per/M |
|---|--------|-------------|
| Universe                                    | 36,999 | \$65.00     |
| Uses entertainer/speaker                    | 10,847 | +15.00      |
| Telecommunications/videoconferencing used   | 2,015  | +15.00      |
| Buys exhibit space                          | 5,834  | +15.00      |
| Type: association                           | 14,824 | +10.00      |
| Type: corporate                             | 11,450 | +10.00      |
| Type: medical                               | 9,125  | +10.00      |
| Type: religious                             | 1,424  | +10.00      |
| Net name arrangement (minimum 25,000), 85%. |        |             |

----- OTHER SELECTIONS -----

| Selections               | Rate    | Per | Unit  | Note |
|--------------------------|---------|-----|-------|------|
| Address Type             | \$10.00 | M   | extra |      |
| Gender                   | \$10.00 | M   | extra |      |
| Geo Select               | \$5.00  | M   | extra |      |
| Job Title Select         | \$5.00  | M   | extra |      |
| Planner Type             | \$10.00 | M   | extra |      |
| Number Of Events Planned | \$15.00 | M   | extra |      |
| Number Of Attendees      | \$15.00 | M   | extra |      |
| Key Coding               | \$3.00  | M   | extra |      |

----- PERSONNEL -----

List Owner

Datamatrix Lists  
 3530 Route 27, 2nd Floor  
 Kendall Park, NJ 08824  
 Phone: 732-940-1500  
 Fax: 732-940-1501  
 E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

| Contact      | Title | Phone        | Fax          | E-mail   |
|--------------|-------|--------------|--------------|--|
| List Manager |       | 732-940-1500 | 732-940-1501 | <a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a> |

----- SUMMARY DESCRIPTION -----

Meeting planners for corporate, medical and association clients.

----- DATACARD DESCRIPTION -----

MEETING PLANNERS ARE GIVEN THE RESPONSIBILITY OF COORDINATING EVENTS, MEETINGS AND TRADE SHOW PRESENTATIONS WITH THE INTENTION OF IMPRESSING ALL PARTIES INVOLVED. THESE CORPORATE GET-TOGETHERS OFTEN MAKE OR BREAK A DEAL, SO COMPANIES GIVE MEETING PLANNERS GENEROUS SPENDING POWER TO ENSURE THE SUCCESS OF THESE EVENTS. AMERICAN COMMERCE HAS COMPILED THIS LIST AS THE PERFECT RESOURCE FOR ANY SERVICE OR PRODUCT PROVIDER THAT CAN HELP TURN AN ORDINARY MEETING INTO A MEMORABLE EXPERIENCE. ALSO, AN EXCELLENT RESOURCE FOR PUBLICATIONS RELATED TO THIS UNIQUE PROFESSION.

SRDS Classification

USA Business 3 Advertising & Marketing

----- LIST SOURCE -----

| Source   | Note                 |
|----------|----------------------|
| Compiled | Professional Records |

----- COMMISSION, CREDIT POLICY -----

15% commission to agencies. 30% commission to brokers.

----- METHOD OF ADDRESSING -----

| Available Media           | Rate    | Per | Unit  | Note |
|---------------------------|---------|-----|-------|------|
| Pressure Sensitive Labels | \$15.00 | M   | extra |      |
| Diskette                  | \$50.00 |     | fee   |      |
| E-mail                    | \$50.00 |     | fee   |      |
| Cartridge                 | \$50.00 |     | fee   |      |
| CD ROM                    | \$50.00 |     | fee   |      |
| FTP                       | \$50.00 |     | fee   |      |

----- RESTRICTIONS -----

Telemarketing is allowed. Reuse is allowed. Exchange is not allowed. Net name is allowed.

----- UPDATE SCHEDULE -----

Updated monthly.