

ATTENDEE MAILING LIST RENTAL ORDER FORM



April 17-23, 2009
Las Vegas, Nevada, USA

2009 NAB Show – pre-registered attendees

All names available at time of processing.
Available beginning February 19, 2009
\$1,200 (\$.15/name for data breakouts; see Page 2)

2009 NAB Show – total registered attendees

All names available at time of processing.
Available beginning May 18, 2009
\$1,500 (\$.15/name for data breakouts; see Page 2)

2008 NAB Show – total registered attendees

\$995 (\$.15/name for data breakouts; see Page 2)

Discount rates available for second and multiple usage. Call Experient for details.

Please select a format:

- Excel
 ASCII, comma delimited

Payment:

- CHECK* VISA MC DISC AMEX

*Checks should be made payable to Experient

Card # _____ Exp. _____ Code _____

Signature _____

Target Mail Date: ___/___/___ Target List Quantity: _____

THESE LISTS DO NOT INCLUDE E-MAIL ADDRESSES, PHONE or FAX NUMBERS.

TERMS AND CONDITIONS:

Step 1: To receive a list quote and count, please complete the *Attendee Mailing List Rental Order Form* and return to Experient. You will be contacted with a list count and provided a copy of the *2009 NAB Show Attendee Mailing List Agreement*.

Step 2: Sign and return the *List Agreement* with mailing sample (PDF preferred) to Bob Blau at NAB; (202) 429-5403; rblau@nab.org. Upon receipt and approval, Experient will be notified to process your order.

All orders **must be prepaid in full** prior to processing the order. Checks, made payable to Experient, and major credit cards are accepted. Purchase orders are not accepted. No refunds will be given for orders that are cancelled after processing.

The NAB Show attendee mailing list will include name, address, and demographics. Lists will not include e-mail addresses, phone or fax numbers. There is a \$150 minimum order. The NAB Show attendee mailing lists **are rented and not sold**. They are for **one-time use only**. Discount rates are available for second and multiple usage. **Data will only be released to a secured, bonded mail house or a bonded data management company. This bonded agency must be retained prior to release of data.**

DELIVERABILITY

NAB does not guarantee the deliverability of its lists.

ELIGIBILITY

The NAB Show attendee list is available for use by contracted exhibitors, sponsors, conference and promotional partners only to promote electronic-media related products or services as well as their participation in the NAB Show. A sample of your intended mailing must be submitted with your order for list approval. NAB reserves the right to refuse rental of the attendee lists at any time.

TURN-AROUND TIME

You can expect to receive the list 3-5 business days from receipt of payment, signed List Agreement and approval from NAB. If you have a more demanding schedule, we will do our best to accommodate it; however, a rush order charge will apply.

CANCELLATION OF ORDERS

No orders may be cancelled after processing and **no refunds** will be made for orders cancelled after processing.

For ordering information, please call Georgia Martin, your marketing representative, at (866) 297-5246 or email at georgia.martin@experient-inc.com.
Form may be faxed to (301) 694-3549. Please fax both pages of the form if applicable.

Company Name: _____

Booth # (if applicable): _____

Contact Name: _____

Address: _____

City: _____

State/Country: _____ Zip: _____

Phone: (____) _____ Fax (____) _____

E-mail: _____

Bonded Mail House

Bonded Data Management Company

Name: _____

Company: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Fax (____) _____

E-mail: _____

Order confirmation will be delivered via email.

Return to: Experient
1888 N. Market Street • Frederick, Maryland 21701
exhinfo@experient-inc.com • www.experient-inc.com
(301) 662-9400 • FAX (301) 694-3549

NAB Show Attendee Data Selection Criteria

Check as many as you wish to include in one order. You will be contacted with a list count (based on your selections) and a copy of the 2009 NAB Show Attendee Mailing List Agreement.

PRODUCT INTEREST

Pro Audio

- 1 Audio Editing
- 2 Audio Mastering
- 3 Audio Mixers
- 4 Audio Post-Production
- 5 Audio Processing and Effects
- 6 Audio Production
- 7 Audio Recording

Acquisition and Production

- 8 Cameras and Lenses
- 9 Film and Tape
- 10 Lighting and Grip
- 11 Mobile/Vehicle Production
- 12 Motion Picture/Film Production
- 13 Set Design/Props/Furniture and Fixtures
- 14 Video Capture Devices and Software
- 16 Video Production
- 110 Website Development
- 114 3D Stereoscopic/Autostereoscopic

Post Production

- 17 Editing and Special Effects
- 18 Format Conversion/Telecine
- 19 Graphics and Animation
- 20 Mastering and Duplication
- 21 Music and Sound Libraries
- 23 Subtitling and Closed Captioning

Management and Systems

- 24 Digital Asset Management and Storage
- 112 Interactive Television
- 25 IT/Network Infrastructure and Security
- 26 Multicasting
- 30 Systems Integration
- 31 Television Master Control
- 32 Television/Newsroom Automation Systems
- 33 Video/Content Servers
- 15 Video Processing

Delivery and Distribution

- 65 Advertising & Media Sales Solution
- 34 Antennas, Transmitters and Towers
- 35 Broadband/Connectivity
- 36 Cable Equipment and Headend
- 113 Content Delivery Network (CDN)
- 39 Digital Cinema
- 40 DTV/HDTV
- 41 Fiber
- 42 IPTV/IP Video/Broadband Video
- 43 Microwave/RF Accessories
- 71 Mobile TV Solutions/Applications
- 45 Satellite
- 72 Set Top Boxes/Customer Premise Equipment
- 46 Streaming/Webcasting
- 49 Test and Measurement Equipment/QoS

Display Systems

- 53 Digital Signage (Hardware & Software)
- 74 Digital Signage/Software
- 54 Presentation/Display Systems
- 55 Video Display
- 111 3D Stereoscopic/Autostereoscopic

Content

- 56 Content Aggregators/Syndicators
- 77 Content Publishers
- 78 Film/Motion Pictures/Documentaries
- 75 Gaming
- 58 News/Weather/Traffic Services
- 59 Radio Programming
- 76 Social Networking/User Generated Content
- 79 Sports/Sportscasting
- 22 Stock Footage/Video & Image Libraries
- 60 Television Programming

Radio

- 82 Advertising & Media Sales Solution
- 38 DAB/IBOC/HD Digital Radio
- 27 Radio Automation Systems
- 28 Radio Master Control

Telecommunications

- 83 Broadband Applications/Infrastructure/Equipment
- 87 IPTV/IP Video/Broadband Video
- 88 Mobile TV Solutions/Applications
- 85 Set Top Boxes/Customer Premise Equipment
- 89 Streaming & Encoding
- 90 Test and Measurement Equipment/QoS
- 92 Video on Demand (VOD)
- 93 Wi-Fi
- 94 WiMAX
- 96 Wireless Applications/Infrastructure/Equipment

Industry Resources

- 102 Business & Technology Consultants
- 100 Research/Data Services
- 106 Sales & Marketing Support Tools
- 103 Trade Publications/Events/Web sites

JOB FUNCTION

Executive/Corporate Management

- 1 President/CEO/COO
- 2 CTO/CIO/CFO
- 5 Station Management

Creative Professionals

- 11 Camera/Video Operator
- 9 Cinematographer
- 3 Creative/Content Management
- 14 Director of Photography/Videography
- 19 Editor (Video/Film/Sound)
- 15 Executive Producer/Producer/Director
- 10 Graphics & Animation Artist/Designer
- 16 Production
- 17 Programming/Content Development

Technical Professionals

- 12 Audio/Video Engineer
- 27 Broadcast Engineer
- 23 Educator/Trainer/Coach
- 4 Engineering Management
- 13 IT/IS/Corporate MIS
- 6 Technical Management
- 18 Technician

Sales & Marketing Professionals

- 8 Advertising/Marketing
- 22 Corporate Communications/PR
- 7 Sales/Business Development

Other

- 21 Consultant
- 24 Finance/Investment
- 28 Government Official
- 25 Legal
- 29 Student
- 26 Other

BUSINESS/INDUSTRY

Broadcasting

- 6 Cable MSO
- 38 Internet/Streaming
- 1 Radio (Terrestrial)
- 8 Satellite
- 2 Television
- 23 Film/Motion Pictures/Digital Cinema

Content

- 16 Content Aggregator/Publisher
- 15 Content/Programmer/Channel (Network/Studio/Syndicator)
- 41 IPTV/IP Video/Broadband Video
- 29 News/Weather/Traffic

Business/Industry/Enterprise

- 13 Advertising/Public Relations/Marketing
- 17 Corporate AV/Communications
- 19 Education
- 24 Finance/Investment
- 20 Gaming
- 25 Government/Military
- 26 Healthcare/Medical
- 27 Manufacturing & Retail
- 30 Non Profit Organization/Associations
- 21 Performing Arts/Live Entertainment
- 42 Publishing & Research
- 32 Religious Institution
- 44 Technology/IT
- 9 Telco (Wireless/Wireline)
- 47 Other Enterprise

Sports

- 48 Facilities/Venues
- 34 Professional & Collegiate Teams/Leagues Production/Post Production
- 4 Audio Production/Post Production
- 5 Video Post Production
- 3 Video Production
- 49 3D Graphics/Animation

Other

- 39 Digital Asset Management/Storage
- 18 Display/Digital Signage
- 7 Mobile TV/Personal Content/Services
- 33 Software/Applications/Middleware
- 36 Systems Integration/Reseller
- 11 Web/Portals/Social Networking