

**Broadband World Forum Europe 2008
Email Database Agreement**

The Broadband World Forum Europe 2008 database is provided to exhibiting companies for use in announcing important company information prior to the event. Exhibitors are encouraged to invite Broadband World Forum Europe attendees along with your customers to visit your technical demonstrations, seminars, and private corporate meetings during the forum.

This exclusive email database is available to Broadband World Forum Europe 2008 exhibitors and sponsors for the sole purpose of assisting you in your marketing awareness efforts.

The broadcast email database is available for **one time pre-show usage** only and must be released to a third party broadcast email vendor. The email message must follow the email guidelines on the following page and must be approved by the IEC prior to the release of the list.

In addition, a maximum of two email messages will be sent per day. Timeslots will be assigned after the signed agreement has been received and the email message has been approved. Timeslots will be assigned on a first-come, first-served basis. Emails must be sent on the assigned date. Assigned dates cannot be changed without IEC approval.

In recognition of the usage of the IEC email database, the following mutual co-marketing activities are required:

- Company agrees to recognize Broadband World Forum Europe 2008 on their company Web site with a link to <http://www.iec.org/events/2008/bbwf/>
- Company agrees to send a Broadband World Forum Europe email to their customer and prospect databases.

The IEC is pleased to offer this marketing opportunity in appreciation of your support of the Broadband World Forum Europe and we look forward to working with your organization in promoting this premier industry event.

Please sign and fax or email this agreement to Caitlin Thomson at +1-312-559-4111 or cthomson@iec.org

Signature

Name

Title

Company

Phone

Email Address

Date

Broadband World Forum 2008 Email Guidelines

The IEC requires that all emails sent to the Broadband World Forum database be sent in accordance with anti-spam regulations. In addition, the IEC has in place its own guidelines, which are designed to increase our database retention rate. The following guidelines have been set forth to ensure that all of these regulations are met.

- The official conference name must be included in the email. The official conference name is “Broadband World Forum Europe 2008” and must be represented as such.
- Emails may be sent in text or HTML format. HTML emails must contain the official Broadband World Forum Europe conference logo. Please access our logo library http://www.iec.org/events/2008/bbwf/exhibitor_info/logo_library.asp
- The conference exhibition dates and location must be included in the email text. The event location is “Brussels Expo, Brussels, Belgium “ The exhibition dates are Tuesday, 30 September – Thursday, 2 October 2008.
- The maximum email file size is 40 KB (images cannot be embedded).
- The “from” field in the header portion of the electronic message must accurately identify the person or company who initiated the message. The Broadband World Forum conference name is not permitted in the “from” field. In addition, the originating electronic email address must be legitimate.
- The “subject” line in the header portion of the electronic message must not be misleading.
- The email message must clearly and conspicuously contain the following unsubscribe message: “You are receiving this email because you have registered to attend Broadband World Forum Europe 2008 or have attended an IEC organized event in the past. The IEC does not sell or rent its lists, but has made this list available to exhibitors at the Broadband World Forum to inform you of the products they will be showcasing at the Forum. If you do not wish to receive these third party Broadband World Forum Emails, click here to unsubscribe.” This must link to <http://www.iec.org/events/2008/bbwf/em/>
- The email message must include clear and conspicuous identification that the message is an advertisement or solicitation.
- The email message must contain the physical postal address of the sender.
- All bounce back messages must be routed to IEC2008BB@eduexhibit.com.