

eMail List

Home Entertainment Events

Active Attendees 4,392 \$440 per 1,000

Who They Are

Attendees to the Entertainment Merchant Association's (EMA) Home Media Expos are the buyers, entertainment retailers, suppliers, distributors and sellers of home entertainment content and products. The EMA was established in 2006 through the merger of the Interactive Entertainment Merchants Association (IEMA) and the Video Software Dealers Association (VSDA) specifically to accommodate the full range of channels that ultimately deliver content, video, video games, music and user generated content into consumers' homes or portable devices.

What they buy

EMA Home Media Expos are the premier networking events in the \$33 billion home entertainment industry giving you access to retailers who are actively seeking out:

- Home Video/DVDs
- Video Games/Computer Games
- Licensed Merchandise/Toys
- Hardware
- Retail Store Accessories
- Inventory Control Products



Why They Attend

EMA Home Media Expo is the only show of its kind in the U.S. Retailers from around the world attend to learn about the emerging trends in technology and strategies from the top companies in the industry, and to find the newest releases and other products they can carry in their stores. From traditional packaged media to digital downloads -there are more choices than ever, and EMA's Home Media Expo showcases them all!

Mail List
AVAILABLE

Contact Ilene Schwartz at 216-371-1667
ilene@krolldirect.com

For advertising opportunities visit www.homeentertainmentevents.com

Quality Leads
Targeted Penetration
Guaranteed Value
Proven Results

Minimum Order
3,000 Names

List Source
Registration Data

Mail/Email/Phone Lists
Combination Discounts Available
Call for Rates

How to Rent an Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



eMail List

Home Entertainment Events

Breakdown by Industry

Retailer - Independent	1,048
Retailer - Mass Merchant	67
Retailer - Music	15
Retailer - Other	54
Distributor	375
Manufacturer / Distributor	475
Importer / Exporter	40
Manufacturers' Rep	42
Investors	145
Rack Jobber	23
Distributor / Wholesaler	289
Website Developer	325
Internet Service Provider	167
Library / School	67
Talent	250
Others Not Classified by Industry	1,010

Breakdown by Job Title

Owner	1,227
CEO	295
Pres	474
VP/General Manager	642
Director	331
Merchandise Mgr	84
Sales Mgr	207
Sales Associate	218
Buyer	65
Store Mgr/Asst Mgr	224
Website Designer	77

Email List Terms and Conditions:

- All transmissions must be sent by Questex Media's service provider.
- In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
- Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
- Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
- The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
- The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
- Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
- Pricing is based on net, error free emails delivered.
- Prepayment is required for first time renters.
- The list owner reserves the right to refuse any mailer or offer message.



Contact Ilene Schwartz at 216-371-1667 • ilene@krolldirect.com • www.questex.com
 For advertising opportunities visit www.homeentertainmentevents.com