

# IDDBA 2023 Show Requirements

Designing postcards or emails for IDDBA 2023 Show. All pieces should include:

- IDDBA logo (either version is ok; see below)
- Anaheim, CA
- June 4-6, 2023

**There must also be no mention of a competing company or product on the piece.**

Only Exhibitors are able to use the IDDBA show mail file. However, if they are an IDDBA member, then they can purchase a custom list through IDDBA for us to market.



## IDDBA 2023

- IDDBA to receive a copy of all final designs and promotions in order to help determine success of the project.
- IDDBA to receive a copy of all email program analytics

Questions on content, products, etc.

Dawn Huff | dawnhuff@amsolutionswi.com | 608.884.0638  
customercare@amsolutionswi.com | 608.884.3452



AM Solutions | 100 Interstate Blvd | Edgerton ,WI 53534  
608.884.3452 | customercare@amsolutionswi.com



INTERNATIONAL  
DAIRY DELI BAKERY  
ASSOCIATION

2023  
IDDBA

## Get Connected with IDDBA's B2B Marketing Promotion

It is more important than ever to reach a targeted qualified audience, giving your company the ability to engage Retailers, establish brand awareness, or release a new product. IDDBA is offering 2023 Exhibitors the ability to access the Retail Attendee List.

### CREATE AN IMPACT AND DRIVE RESULTS

#### A. Basic Email Campaign

- Retail Attendee List
- Email Campaign - 1 time
- Qty. 2,000 (estimated)
- Creative (HTML) supplied by customer
- **Total Cost: \$775 per Campaign**

##### Additional Services:

- Post Analytics (return, opt-out, read/unread) \$85
- Proof Modifications \$50 Each

**Schedule:** 3-5 Business days from client approval



#### B. Enhanced Email Campaign

- Retail Attendee List
- Email Campaign - 1 time
- Post Analytics (return, opt-out, read/unread)
- Up to 3 Hours of Creative Design
- Qty. 2,000 (estimated)
- **Total Cost: \$1025 per Campaign**

**Schedule:** 3-5 Business days from client approval



### GET 2-TIMES THE IMPACT

#### C. Basic Email and Direct Mail Campaign

- Retail Attendee List
- 6 x 11, 100# Gloss Cover, Full-Color, 2-Sided
- Email Campaign - 1 time
- Qty. 2,000 (estimated)
- Print-ready art supplied by customer
- **Total Cost: \$1500 per Campaign**
- Postage additional and Must Be Prepaid 48 Hours Prior to Mailing

##### Additional Services:

- Creative Design \$85/hour

##### Schedule:

3-5 Business days from client approval



#### D. Direct Mail and Enhanced Email Campaign

- Retail Attendee List
- Creative Design
- Email Campaign - 1 time
- Post Analytics (return, opt-out, read/unread)
- 6 x 11, 100# Gloss Cover, Full-Color, 2-Sided
- Qty. 2,000 (estimated)
- **Total Cost: \$1750 per Campaign**
- Postage additional and Must Be Prepaid 48 Hours Prior to Mailing

##### Schedule:

3-5 Business days from client approval



### CONNECT WITH US TODAY!



**Dawn Huff** Client Service Specialist

Direct 608.884.0638 DawnHuff@amsolutionswi.com

www.amsolutionswi.com

# IDDBA List Share Program 2023

## 5 Easy Steps

1. Please send your finalized Hi-res approved artwork to AM Solutions. (For postcard files, we will need bleeds and crop marks on the art files.)
  - You can send files through email or through our File Transfer Site on our home page of our website. Add to the comments: (your Company Name, Contact Person, IDDBA Trade show)

*Continue to Email or Postcard for next steps*

### *Email...*

2. If you choose to do an email, the next step is filling in our Email Order Form with all the details to set up your email campaign. Send back after completed to AM Solutions, and notify us at that time if you wish to edit the mail list.
3. A proof will be provided for approval before sending the email campaign. Please check your spam/junk folders, as everyone has different personal email settings along with provider settings.
4. Once approved, we will send out at your target send date and time. Please allow 3-5 business days to have this set up.
5. An invoice will be sent to you for final payment. Our preferred method of payment is ACH wire transfer; however, we do accept checks and credit cards. Please contact our accounting department: Laura Vohs at 608-884-0631 or [LauraVohs@amsolutionswi.com](mailto:LauraVohs@amsolutionswi.com)

### *Postcard...*

2. If you choose to do a postcard, notify AM Solutions if you wish to edit your list, mail to Foreign/Canadian pieces, print and supply your own postcards, would like samples, or add additional seeds to the mail file.
3. A PDF proof will be emailed to you before we print/mail, along with the postage amount needed to mail.
4. Postage is due 48 hours prior to the mail date. Once we have approval and postage funds, we will finalize the mail date with you.
5. An invoice will be sent to you for final payment on the print and mail services. Our preferred method of payment is ACH wire transfer; however, we do accept checks and credit cards. Please contact our accounting department: Laura Vohs at 608-884-0631 or [LauraVohs@amsolutionswi.com](mailto:LauraVohs@amsolutionswi.com)

## FAQ's

- The list rental is through IDDBA. All print, mail, and email services are additional through AM Solutions.
- The mail file count in 2022 was approximately 2,000 records with approximately 122 Foreign/Canadian.
- The last day postcards can be mailed first class is **May 19th, 2023** to ensure delivery.

## List Work Information

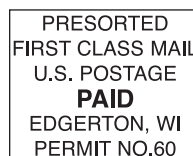
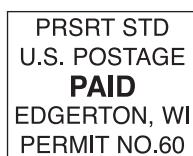
This list will have the company name, contact name and title, and a code. You may delete any lines from this file that you do not wish to mail to. Once completed, please send to us and we will run your edited list against the actual mailing list by using the included code.

## Artwork

- AM Solutions must approve all artwork/copy; plan ahead in the concept phase.
- If you choose to supply postcards to us, we will need a 2-3% quantity overrun for setting up our machine for the address block. We also recommend showing us the postcard art before printing to ensure there is enough space for the address block and barcode to meet the postal regulations.
- If supplying postcards, our permit must be added to the artwork.

## Print/USPS Regulations

- First Class mail must have a return address on your mail panel side.
- Postcard size for postcard First Class postage rates is Min. 3.5" x 5" and Max 6" x 9"
- AM Solutions indicia must be used – Standard or First Class:



- We can inkjet the indicia on the postcard for an additional fee.
- When supplying your own printed postcards, please provide 2%-3% additional postcards for spoilage.

## Postage

*Postage is not included in our print and mail services.*

- Estimated postage for Presorted Standard will be \$0.36 each – Delivery time 5-14 days
- Estimated postage for Presorted First Class will be \$0.531 each – Delivery time is 1-5 days
- Estimated postcard rates, Presorted First Class will be \$0.48 each – Delivery time 1-5 days
- Estimated Foreign/Canadian will be \$1.50 each – Delivery time 14-30 days

## Email Promo

- Contact AM Solutions for an Email Order Form with each order.
- Email Promo includes Analytics results – available upon request.
- Acceptable formats: PNG, JPG/JPEG, PDF and HTML. Preferable size: Width 700px, Length no limit.
- NOTE: HTML/Text emails will have a better open/read rate than image-based emails. Image-based emails tend to be caught in spam/junk filters more easily.

## Final Quote

- Postcard mailings require all services and postage paid 48 hours prior to the drop date. In doing so, we are able to bypass the new customer credit approval process.
- Our preferred method of payment is the ACH wire transfer; however, we do accept checks, and credit cards.
- There will be a 3.5% surcharge on credit card payments. Checks can be made payable to AM Solutions.

## Billing Information

- Send AM Solutions your contact information and your billing address.
- If you are working with a marketing agency, please let us know.
- Be sure the billing information is your billing address and not the marketing agency you are working with.