

eShowMail Charity

Exhibitor Email Marketing Program

- Generates money for a charity that the show organizer chooses.
- Allows exhibitors to send pre and post show marketing emails to the registered attendees.
- The Show organizer doesn't want to share the attendee's contact information with exhibitors.
- Allows exhibitors to send custom email blasts without sharing the attendee list.



Important Features:

1. **Attendee Protection.** eShowMail protects your attendees. Simply put, the attendee list is never shown to the exhibitor. In addition, attendees can opt-out of the overall email campaign by clicking the "unsubscribe" link that is found at the bottom of every email we send.
2. **No Cost to Show Organizer.** eShowMail is free for show organizers to offer to their exhibitors. There are no setup charges.
3. **Charity Donations.** Exhibitors pay to use the service. We charge a flat fee per email blast. We donate 10% of that revenue to the charity of your choice. The show organizer has the option of generating additional revenue for their charity by increasing our price to their exhibitors, passing through the cost to exhibitors, or creating a new revenue stream for their organization.
4. **We Do All the Work.** Our reps work with each exhibitor to guide them through the process. We don't require any assistance from show staff other than final approval of emails.
5. **Custom Emails.** eShowMail allows exhibitors to use their own custom HTML. If the exhibitor can't supply their own HTML, we will build an email for them.
6. **Reporting.** eShowMail includes a real-time reporting website for both the exhibitors and show organizer. The site shows stats, but no email addresses.
7. **Scheduling.** You control the # of email blasts that are sent (per day and total). At most shows, we send two blasts per day over the course of 2-6 weeks depending on the number of participating companies. We find that less than 10% of companies will participate.
8. **Control.** eShowMail gives you full control over the content that is being sent out. Before an email is sent out, a proof will be sent to you for final approval.

Benefits:

- Exhibitors get a full service email solution to communicate with registered attendees.
- Show Organizers get an email program with no additional cost and no risk to the attendee list.
- Charity organizations benefit from the donations generated by the service.