

# Customer Lists From IDDBA

## To Help You Build Your Business

It's easy to contact and recontact the same handful of people, but it's *new names* that mean *new business*. Edge out your competition by focusing your efforts on selling while we identify the "hot prospects."

## Comprehensive, Up-To-Date List

Lists from IDDBA are generated from our database of **over 100,000 key dairy, deli, and bakery industry personnel**. Our professional data entry staff are *continuously* updating names, titles, addresses, and phone numbers to reflect the frequent changes.

## Marketing Ideas

- ✓ Invite customers to your booth or plant to see, touch and taste your product.
- ✓ Announce a new product.
- ✓ Ask them to enter your drawing or contest or complete a survey.
- ✓ Build excitement for your product.
- ✓ Send a personal message of invitation.

## IDDBA List Rental Contacts

**Dan Bennett**, Program Assistant  
**Lucie Arendt**, Director of  
Membership/Exhibits/Registration/MIS  
**IDDBA Mailing Address:**  
P.O. Box 5528, Madison WI 53705-0528  
Phone: 608-310-5000 Fax: 608-238-6330  
**E-mail:** dbennett@iddba.org or larendt@iddba.org

## Outside Mail House Contact

**Fred Schulze**  
**A.M. Mailing Services, Inc.**  
100 Interstate Blvd, Edgerton WI 53534-9399  
Phone: 800-410-6245 Fax: 608-884-8949  
**E-Mail:** fschulze@ammailing.com

# Specifications Form for Database List Rental

## 1. Specify List

To order more than one list please **photocopy** and complete this form for each list. (price per 500 names)

**Do you want:**  Each list separate  lists combined, duplicate names removed (if any)  
 Retailers (\$500)  Distributors (\$100)  Trade Press (\$85)  
 Brokers (\$150)  Manufacturers (\$250)  Other (call for quote)

**Member Special:**  IDDBA Member Contacts (\$200)

**Exhibitor Special:**  Registered Retail Attendees Avail. March - July only. Best value for exhibitors promoting their booth at the IDDBA show. See Tab 2 of your exhibitor services binder.

**Custom List:**  Call IDDBA to inquire! (608) 310-5000

## 2. Specify Geographical Area

- Canada  
 United States  
 Other countries \_\_\_\_\_

## 3. Promotion Information

- I have contacted A.M. Mailing Services to schedule a tentative date of \_\_\_\_\_  
 My sample/draft is enclosed.

## List Rental Terms

**Initial below (that you have read and agree to the terms).**

- \_\_\_\_\_ 1. The List Renter will provide a sample/draft of the proposed mailing with the order form. No list will be processed until the sample has been received and approved by IDDBA.
- \_\_\_\_\_ 2. The list is licensed for a Single/One-time use only. The List Renter acknowledges the IDDBA-provided list will not be used to compile, verify, edit, enhance, update, or publish any other directory, database, or information medium including, but not limited to, mailing lists, guides, internet directories or websites, for value, or not.
- \_\_\_\_\_ 3. All names, addresses, and phone numbers, etc. furnished by IDDBA remain the exclusive property of IDDBA. The List Renter will not resell, disclose, transfer, duplicate, or reproduce in any form any part of the list, nor will it permit a third party to do so.
- \_\_\_\_\_ 4. The IDDBA list is as accurate as reasonably possible. IDDBA cannot guarantee the accuracy of the records.
- \_\_\_\_\_ 5. The List Renter understands that the list is seeded and monitored to prevent improper and unauthorized use of the list. The List Renter may not employ any method to detect, alter, or eliminate those names and addresses.
- \_\_\_\_\_ 6. The List Renter acknowledges that improper use of the list is subject to a fine equal to the amount of the rental fee and/or IDDBA's related expenses including reasonable legal fees. The List Renter will be liable for all litigation, attorney fees, court costs, and expenses incurred from the improper use.
- \_\_\_\_\_ 7. The List Renter agrees to hold IDDBA harmless from any and all claims, damages, losses or expenses however incurred by use of the list.
- \_\_\_\_\_ 8. Orders must be prepaid by check or authorized credit card before processing. Excess charges will be billed and credit issued for overpayment.
- \_\_\_\_\_ 9. Access to customer lists is a benefit of IDDBA membership and is available for rental by current IDDBA members only.
- \_\_\_\_\_ 10. Lists are sold in increments of 500. Increments less than 500 are rented at the 500 rate.
- \_\_\_\_\_ 11. **All lists must go to our outside mail house, A.M. Mailing Services, for processing.** The fees for mail house processing are in addition to the list rental fee. IDDBA will send the list to the mail house for processing. Customers will receive a list that includes the name, company, and title of individuals on the rented list.

