Vertex Communication Group
"Keeping your business on top!"

Jack Guillory
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APMA Exhibitor Email Promotion Requirements

We look forward to working with your organization to deploy your email to the APMA Annual Convention Attendees. Below are the items we will need to send your email, along with the timeline/process steps. Please feel free to reach out to us with any questions or concerns during this process.

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Timeline

Three (3) Business Days Prior to Deployment:

Send an email to **support@vertexcommunication.com** with the subject line: APMA Exhibitor [Company Name] Deploy [Deployment Date] **Example: APMA Exhibitor Vertex Communication Deploy: 7/1/2024**

1 Day Prior to Deployment:

Tests will be received by the email test recipients provided, along with internal APMA staff for approval.*

When you are happy with your email please send an email to **support@vertexcommunication.com** with the subject line: APPROVED: APMA Exhibitor [Company Name] Deploy [Deployment Date] with your permission to deploy in the body of the email.

Day of Deployment:

Upon written email approval from the client, Vertex will deploy the message at the specified time.

Reporting:

Reports are available upon email request to the Vertex team at **support@vertexcommunication.com**

Vertex will allow 2 rounds of minor content edits. Vertex Communication Group (VCG) is not responsible for email client display issues and incorrectly formatted HTML. Any edits beyond the two (2) rounds or

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template/html rendering fixes will be charged at $150/hr directly to the exhibitor. Vertex will seek approval from the exhibitor prior to work performed that will require extra fees.

Email Requirements

Please provide your email in the following manner:

- Complete check list below and place it in the body of your email request **five (5) business days** prior to deployment.
- Attach to the email request the HTML and Text Versions of your message.
- A "View online" link may be merged into an email by using the coding %%VIEWONLINE%%
- Emails should be no wider than 600px
- All Images must be sized appropriately and hosted by the exhibitor (Vertex can host images for an extra fee)
- All URLs including image URLS must be full/complete.
  Example: https://www.vertexcommunication.com
- Provide a text version for your message

Easy to remember email sending check list:

Paste this check list into the body of your email request to us, fill out all of the fields, and attach the HTML and Text documents.

Test Recipients: (email addresses please)
Subject:
From Name:
Sender's Email: industry_news@apma.org (note: this is the only e-mail address allowed)
Date of Final Launch: