POST- EVENT SPONSORSHIP E-MAIL

DEADLINES:	Sponsors are responsible for initiating e-mail process.
2 September – 10 October **Approval of Sponsor Email**	Submit HTML Creative for IAAPA Approval to Aarti Maharaj at amaharaj@iaapa.org. If you have any questions, please call +1 321-420-1546.
2 September – 10 October **Testing of Sponsor Email**	Tes.ng of your sponsor e-mail will be conducted by Direct Hit Marketing. The final deployment date is selected after testing approval and is on a first come basis. Direct Hit Marketing Contacts: Stefani McEachnie at StefaniM@directhitmarketing.com
1 October – 17 October **Deployment Dates**	Deployment dates are available during this timeframe.

SPONSOR E-MAIL CHECKLIST:

Make sure to follow these steps to submit your sponsor email.

- o   Submit e-mail for approval to IAAPA (Aarti Maharaj at amaharaj@iaapa.org).
- o   Please use the proper event name **IAAPA Expo Europe 2025** in your communication
- o   Submit a FROM LINE (typically a company name or individual, not an email address).
- o   Submit a SUBJECT LINE.
- o   Include a physical mailing address in footer of your e-mail.
- o   Provide seed e-mails for those who require a test and final broadcast.
- o   Approve your tested e-mail to Direct Hit Marketing.
- o   Pick a preferred deployment date and time once you have approved your test e-mail.
- o   Watch for your final deployment!
- o   IAAPA requires one mention of the show name and one reference to your status as an IAAPA sponsor within the email body. For example, "ABC Company is a proud sponsor of IAAPA Expo Europe 2025 and we hope you make it to our booth."
- o   IAAPA strongly encourages you to use your "Official Sponsor" icon within these emails to highlight your special status, provide credibility, and increase email open rates. Should you need this icon resent, please contact Aarti Maharaj.