

2.J. ATTENDEE MAILING LIST: LABEL ORDER FORM

A service offering of MMPI Marketing Information Services and The Chicago Market: Living and Giving, July 2009
Pre-show lists are composed of the attendees for the previous year. ORDER MUST BE RECEIVED AT LEAST 15 BUSINESS DAYS BEFORE MARKET.

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ORDERING INFORMATION (PLEASE PRINT CLEARLY)

Customer/Tenant Information:

Contact Name: _____ Tel: _____

Suite Name & #: _____ Fax: _____

Shipping Information:

Contact Name: _____ Tel: _____

Company Name: _____ Fax: _____

Street Address: _____ City: _____ State: _____ Zip: _____

Mail piece disc: _____

LIST REQUEST INFORMATION

Data Items

Each list will include the following data items:

Contact Name, Company Name, Street Address, City, State, Zip.

Format:

List is available in mailing label format only.

TYPE OF BUSINESS (please circle all codes that apply – NOTE! Codes are for office use only!)

RETAIL

- | | |
|--------------------------------|-------------------------------------|
| 155 Art Supplies | 230 General Gift Store |
| 160 Bed, Bath & Linen Store | 235 Greeting Cards/Stationery |
| 165 Bookstore | 240 Hardware/Home Center |
| 170 Boutique/Clothing Store | 245 Home Furnishings/Dec. Access. |
| 172 Bridal Shop | 247 Hospital Gift Store |
| 180 Ceramic Ware Store | 250 Jewelry Store |
| 185 Children's Store | 255 Lighting Store |
| 190 China/Glass/Tabletop Store | 260 Linens/Domestics Store |
| 195 Curtain/Window Treatment | 265 Mail Order Catalog |
| 200 Department/Chain Store | 270 Mass Merchandiser |
| 205 Design/Lifestyle Store | 275 Museum Gift Store |
| 210 Drugstore/Pharmacy | 280 Party Goods Store |
| 215 Florist/Floral Accessories | 283 Religious Gift Store |
| 220 Gallery/Craft Store | 285 Specialty Gourmet Food/Beverage |
| 223 Garden Center | 295 Specialty Store |

NON-RETAIL

- | |
|------------------------------|
| 010 Architecture-Commercial |
| 015 Architecture-Residential |
| 025 Buying Office |
| 040 Consultant |
| 045 Design Studio |
| 060 Educational Institution |
| 070 Floral Designer |
| 090 Importer/Exporter |
| 095 Interior Designer-Com. |
| 100 Interior Designer-Res. |
| 115 Manufacturer's Rep. |
| 130 Premiums/Incentives |
| 140 Religious Institution |
| 375 Wholesaler/Dist./Broker |

CIRCLE ALL THAT APPLY

UNITED STATES

ALL AK AL AR AZ CA CO CT DC DE FL GA HI IA ID IL IN KS KY LA MA MD ME MI MN MO
 MS MT NC ND NE NH NJ NM NV NY OH OK OR PA RI SC SD TN TX UT VA VT WA WI WV WY

CANADA

AB BC MB NB NF NS NT ON PE PQ SK YT

INTERNATIONAL (All excluding US & Canada)

SUMMARY OF LIST ORDER FEES

LIST-LABELS: \$20.00 per thousand

VISA, MC, AMEX

TOTAL \$ _____

DATE OF REQUEST _____

NOTE! All label lists and diskette orders are selected on a one label per store basis.

Please indicate if your order should be shipped. THANK YOU for your order!

Credit Card # _____ exp. date _____

ALLOW A MINIMUM OF 8 DAYS FROM RECEIPT OF ORDER TO PROCESS!

Each list is customized to your specifications indicated on this form. **Fax in the form to 312.527.7675 and your order will be compiled and you will be notified of the cost and quantity before processing.** Payment is accepted by credit card or check (US funds) and should be forwarded to MMPI Marketing Information Services along with order. **If you are faxing in your order, payment must be received prior to delivery of your order.** Make check payable to: Merchandise Mart Properties, Inc. Mail to: MMPI Marketing Information Services, 222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654.

- **If your request is denied, MMPI will send any payments back.**

Confidentiality / Non-Disclosure Agreement

1) This license agreement is made _____(date) between Merchandise Mart Properties, Inc. ("MMPI") ("Licensor"), _____ ("Licensee"), and _____ ("Mailhouse").

EXHIBITOR'S requests for, receipt of, or use of any lists or information provided by MMPI shall be deemed acceptance of the following conditions:

EXHIBITOR shall maintain all lists and other information provided by MMPI in the strictest confidence. EXHIBITOR agrees, for itself and all persons retained or employed by EXHIBITOR, to hold in confidence and not sell or disclose to others or otherwise compromise or improperly use any information concerning MMPI's tenants, show attendees, or show exhibitors heretofore or hereafter disclosed to EXHIBITOR, including but not limited to any lists, data, information, plans, programs, processes, or operations which may come within the knowledge of EXHIBITOR, except where MMPI specifically authorizes EXHIBITOR to disclose any of the foregoing to others. Upon request, EXHIBITOR shall immediately return all copies of MMPI's lists to MMPI or its agent. EXHIBITOR understands that MMPI's lists are integral to MMPI's business and breach of this provision by EXHIBITOR will give rise to irreparable injury to MMPI which is inadequately compensable in damages. Accordingly, MMPI or its parent, affiliates, or successor, may seek and obtain injunctive relief against the breach or threatened breach of the foregoing undertakings, in addition to any other legal remedies which may be available. EXHIBITOR further acknowledges and agrees that the covenants contained herein are necessary for the protection of MMPI's legitimate business interests and are reasonable in scope and content.

This is solely a license *for one time use*, to be used pursuant to these conditions and may be revoked at any time; MMPI retains all ownership of lists and other information. In no way does the receipt of this request obligate MMPI to provide any lists or other information to EXHIBITOR, or other parties, and MMPI has the absolute discretion to approve or deny any request for lists at any time and for any or no reason whatsoever. MMPI makes no representations and gives no warranties that the information distributed is accurate.

AGREEMENT MUST BE SIGNED IN ORDER TO PROCESS.

LICENSEE

LICENSEE'S SIGNATURE

DATE

COMPANY NAME

SHOWROOM/BOOTH #

ADDRESS

TELEPHONE