

Wanted to try a direct mail campaign but  
thought it too expensive?



*Dip your toe in the water with RGA's*  
**DIRECT MAIL STARTER PACKAGE**

## **RGA's Starter Package for only £1250**

Select 1000 corporate /association /agency buyers from  
RGA's Meeting & Event Buyers database

1. 1000 Key Meeting & Event Buyers from leading UK organisations
2. RGA Design Team will create your A5 double-sided Postcard
3. Despatch by Royal Mail (2-3 day service)
4. Personalised Address Labels
5. One time data rental
6. Data merge, set-up and fulfilment included
7. Follow-up email to 1000 database
8. Telemarketing follow-up optional EXTRA

**Experience the benefits of Direct Mail £1250** plus VAT  
**a multi-channel marketing solution by RGA**

**Data, Design, Print, Post, Email**

CALL RGA on 0845 605 2303 / + 44 1993 822303 to reach your target audience by Direct Mail

*All you have to do is:*

- 1. provide one high resolution image for the front of the postcard**
- 2. complete the information panel below**

*and, we'll organise and get the project moving!*

**PLEASE PROVIDE THE FOLLOWING INFORMATION**

**Name of Venue or Service + Website + Special Offer Details**

(50 words & image)

**Type of Services Offered:**

*Business Events & Meetings, Weddings, Spa Packages, Golf, Private Stay and Private Hire*

**Description:**

Style of venue/service (country house, city hotel, conference centre, etc.) and location

(25 Key words):

**Key Function Rooms (max 3):** Name of Room & Capacity (Cap.)

<b>Name of Room</b>	<b>Cap. Boardroom</b>	<b>Cap.Theatre</b>	<b>Cap. Dining</b>

**Number of Bedrooms & Suites:**

**Other Facilities:**

*Golf Club, Spa & Health Club, Equestrian, Catering, Restaurant, Free WiFi, Free Parking, Audio Visual etc.*

**Closest Transport Links:** *Airport / Motorway / Rail*

**SUGGESTED CLOSING STATEMENT:**

**Join our sales team for an informal chat and experience our exceptional service over morning coffee /**

**afternoon tea. Contact < insert name > to arrange a convenient time.**

**Email:** < insert contact email >

**Telephone:** < insert contact telephone >

**Full Address (include county & postcode)**

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# Choose from these RGA's data rental packages:

**Below are data packages of 1000 contacts, each package targeting potential buyers of meeting & event services (*mix 'n match selections available*).**

*– all are UK wide unless otherwise stated:*

Top 1000 UK Corporate Event Officers
Financial Services – includes Banks, Insurance Companies, Law Firms & Accountants
Pharmaceutical & IT
Motor Industry & Media
Manufacturing & Miscellaneous
FMCG, Construction & Energy
Sales & Marketing Officers
Executive Secretaries – London & South East
Training & HR Officers
Top UK Corporations – RGA 500, FTSE & FASTtrack Companies
London EC & WC postcodes
London N, S, E, W postcodes
North England Companies
South East Companies
Midlands Companies
1000 Event Management Agencies
<i>RGA Event Buyers Universe – 10,000 records (available at a supplementary charge)</i>
<i>UK's Elite Corporate Event Buyers – 6500 records (available at a supplementary charge)</i>

Call our office on 0845 605 2303 for a quotation to mailshot  
RGA's complete Universe of Meeting & Event Buyers

**or**

build your own from above / use your existing database.

# ORDER FORM FOR DIRECT MAIL STARTER PACKAGE £1250 + VAT

## DESIGN & PRINT

A5 size, high quality card designed and printed. ONE side full colour printing. ONE side b/w printing. Complete details of your venue/service in the form provided.

## PERSONALISED DATA

RGA Event Buyers data. Merge data, produce personalised labels and despatch on the day of your choice. UK postage and delivery by 2nd class Royal Mail.

## DESPATCH EMAIL

RGA design, setup and despatch text email to the same 1000 contacts, at a day and time that will give the best results. Or, you can provide us with your branded HTML email.

**Preferred POSTCARD despatch date:**.....

**Company:**.....

**Contact name:**.....

**Email:**..... **Tel:**.....

**Authorised by:** ..... Purchase Order.....

**Date:** .....

- [CLICK FOR PAYPAL -payments accepted by credit/debit card](#)
- *Please contact our office to arrange payment on invoice*

*You may increase number of items to be despatched – contact our office for quotation.*

### Terms & Conditions:

1. Payment before despatch by BACS, Debit Card, Credit Card, Invoice
2. Invoice payment and terms must be agreed before despatch
3. Prices subject to VAT at 20%
4. Images should be as high resolution files
5. Price includes all postage, set-up and data merge charges, unless otherwise stated
6. Subject to normal terms and conditions of business – see our website

**RG A UK LTD – 0845 605 2303 / + 44 (0) 1993 822303 – [www.rgaukltd.co.uk](http://www.rgaukltd.co.uk)**

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