

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.)

Name of Room	Cap. Boardroom	Cap.Theatre	Cap. Dining

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)

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

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 & M25
Training & HR Officers
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 – 9500 records (available at a supplementary charge)</i>
<i>UK's Elite Corporate Event Buyers – 5500 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

RGA UK LTD – 0845 605 2303 / + 44 (0) 1993 822303 – www.rgaukltd.co.uk

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