

**direct marketing and consultancy
for venues & service providers targeting
corporate meeting & event organisers
& business travel buyers
of the tourism & hospitality industry**



about RGA's Services	page 2
contact data	page 3-4
targeted distribution - the event planners pack	page 5
email distribution	page 6
mailcentre & mailshot management	page 7
direct mail	page 8
database management & tele-marketing centre	page 9
rga outsourcing	page 10
order form	page 11-12
faq's – frequently asked questions	page 13
general terms & conditions	page 14

A unique source of
Direct Marketing
services
& Consultancy
that
deliver your
product message
directly to
UK Meeting &
Event and
Business Tourism
buyers in leading
UK companies

RGA produce a specialised range of contact data lists giving the name of key individuals responsible for arranging events, corporate hospitality, incentive travel programmes and business travel on behalf of their company. These individuals are involved with selecting the hotels, organising travel arrangements and overseeing arrangements on behalf of their company. RGA's contact data lists are categorised either by job title, industry sector or geographically to assist your precise marketing plan.

RGA were recently appointed as an authorised reseller of readership data and mailshot despatch centre by CAT Publications, publishers of the meetings industry leading publications: M&IT (Meetings & Incentive Travel) & Associations Meetings International, plus a number of other leading industry titles. RGA have access to a number of high quality B2B lists that can be merged and purged to create a "Super List" for your mailshot. RGA's Mail Centre will despatch and manage all your mailshots both nationally and or internationally (using either our data and/or data supplied by you): newsletters, brochures, fliers, including personalised letters, if required.

RGA's Event Planners Pack - a twice yearly personalised, display mailpack provides an extremely cost effective way of reaching 6,000 of the UK's top corporate meeting & business travel buyers.

E-marketing - RGA's email despatch service delivers your e-message to the "in-box" of '000's of meeting buyers, so they get your message instantly!

RGA Telemarketing Centre - the only professional telephone centre in the UK to specialise in interviewing corporate tourism, business travel and meeting buyers.

RGA UK Ltd - Meeting/Event & Business Travel Buyers Contact Data, Direct Mail Management Centre, Data Base Management, Telemarketing, Direct Marketing Consultancy providing a unique "one-stop-service" for delivering your message directly into the hands of potential new clients in the corporate travel, meetings & hospitality industry.

BS8901 - Sustainable Event Management System. RGA are key sponsors in the creation of a procurement website identifying venues and service providers that can demonstrate sustainable values and best practice procedures, for events promoting environmental credentials. www.8901.com, a platform for BS8901 supply chain selection.



contact data[©]

identifying buyers of meetings/ events & business travel

RGA Event Buyers Universe 8800 - £850

Contact data from all RGA's lists : Top 1000 UK Companies, Insurance Industry, Banks & Financial Services, UK Event Agents, Associations & Trade Unions, Pharmaceutical, Health & Cosmetic Companies, Embassies & International & UK Trade Offices, IT, Net & Telecommunications Companies, International Companies in UK, Motor & Transport Industry, Training Officers in leading UK Companies, FMCG & Retail, Miscellaneous, Media, Film & PR

RGA Event Buyers "lite" 7800 - £699

as above excluding Agents

RGA Email Universe 6800 - £650

contact data of corporate event organisers with emails

UK International Event Organisers - £75

UK FastTrack Companies 400 - £75

FTSE Top 100 Companies £30

RGA Top 100 Wedding & Party Planners £30

Business Travel Buyers in Top UK Companies 3500 • £550

key individuals booking hotel accommodation, flights etc. in top UK corporations

London Business Travel Buyers 1000 • £165

key individuals booking hotel accommodation, flights etc in leading London based corporations

Event Organisers by Industry Sectors:

RGA Top 100 UK Companies • £165

key event buyers in the UK's one thousand most profitable industrial & manufacturing companies

Associations & Trade Unions 1000 • £165

key individuals within the UK's professional and trade associations, regulatory boards, trade unions and major charities.

Corporate Professionals 400 • £65

key contact in the country's leading law firms, accountants and management consulting firms

Pharmaceutical, Health & Cosmetic Companies 550 • £95

contacts in international pharmaceutical and cosmetic companies located in the UK

Banks & Financial Services 400 • £65

key names in major UK domestic and international banks, building societies & regulatory boards

Media, Film & PR Companies 450 • £75

contact names in media, film, publishing, PR agencies/advertising & communications companies

IT, Net & Telecommunications Companies 500 • £85

contacts in leading computer hardware & software companies and telecommunications

Insurance Industry 250 • £50

meeting buyers in insurance companies, Lloyds broker's, leading consultants & regulatory boards

Motor & Transport Industry 275 • £50

contacts in worldwide motor & transport industry located in the UK

FMCG & Retail 425 • £70

retail, fmcg, fashion, etc. corporations in the UK

Miscellaneous Sectors 800 • £150

different industry sectors in the UK not included above e.g. construction, engineering, etc.

International Companies in UK 400 • £65

contact names in North American, Japanese & European companies with offices in UK

Embassies and International & UK Trade Offices 200 • £50

London's high powered diplomatic community, UK government departments & regional offices

RGA Top 100 Agents £30

UK Event Agents 1050 • £175

contacts in conference/event management agencies & incentive travel houses

London Event Agents 600 • £100

conference management and incentive travel agents based in Central & Greater London

RGA Top 200 Worldwide Event Agents • £75

conference management specialists from Russia, USA, France, Germany, Middle & Far East, etc.

Job Title:

Executive Secretaries 1500 • £250

secretaries and personal assistants in leading UK corporations

HR & Personnel Officers 750 • £125

human resources and personnel managers / directors / officers in UK corporations

Sales & Marketing Directors/Managers 1200 • £200

sales & marketing managers / directors / officers in UK corporations

UK Training Officers 250 • £50

training officers in top UK corporations

TOP UK Corporate Event Officers 1000 • £165

key contacts in event departments of top UK organizations

Regional Selection:

Compilation Directories (sourced from data above):

Leading 2300 London Corporations • £375

Leading 3600 London & M25 Corridor Corporations • £550

Leading 1600 Home Counties Corporations • £275

Leading 1250 M4 Corridor Corps • £200

Leading 1000 Midlands & Welsh Corporations • £165

Leading 1000 Northern Corporations • £165

Leading 500 Southern Corporations • £80

PRICE for use of RGA data for ONE YEAR single site/brand UNLIMITED USE.

After that time, you have the option to re-purchase a refreshed version of same list at a 25% reduction off the listed price. During our cleaning process the data count may fluctuate.

RGA make an allowance of 5% record fluctuation before pro-rata costs apply.

targeted distribution

EVENT PLANNERS PACK

personalised, display mailpack despatched by post to
5000 TOP Corporate Meeting/Event Organisers
and Business Travel Buyers

CORPORATE MEETING & BUSINESS TRAVEL BUYERS
in TOP UK Companies, Institutions & Associations

£550 + vat per despatch

price includes:
*one time rental of RGA's
Corporate Event & Business Travel Buyers Database
Display Envelope Pack
2nd Class Postage
Fulfilment & Despatch

you provide us with the flier (*max size A4, max weight 10 grammes*)
then sit back.....and wait for the response!

Call 01993 822303 for Information

**one time data rental of RGA's email list – data is not supplied to client*

email distribution

e-marketing
e-newsletters
e-promotions
e-vites

5000 Corporate Event Organisers • £350
1000 UK Event Agents • £125

or both, Corporates & Agents • £450

prices include:

*rental RGA's event buyers email list
email set-up
despatch

send us your copy / html flier ...we'll do the rest!

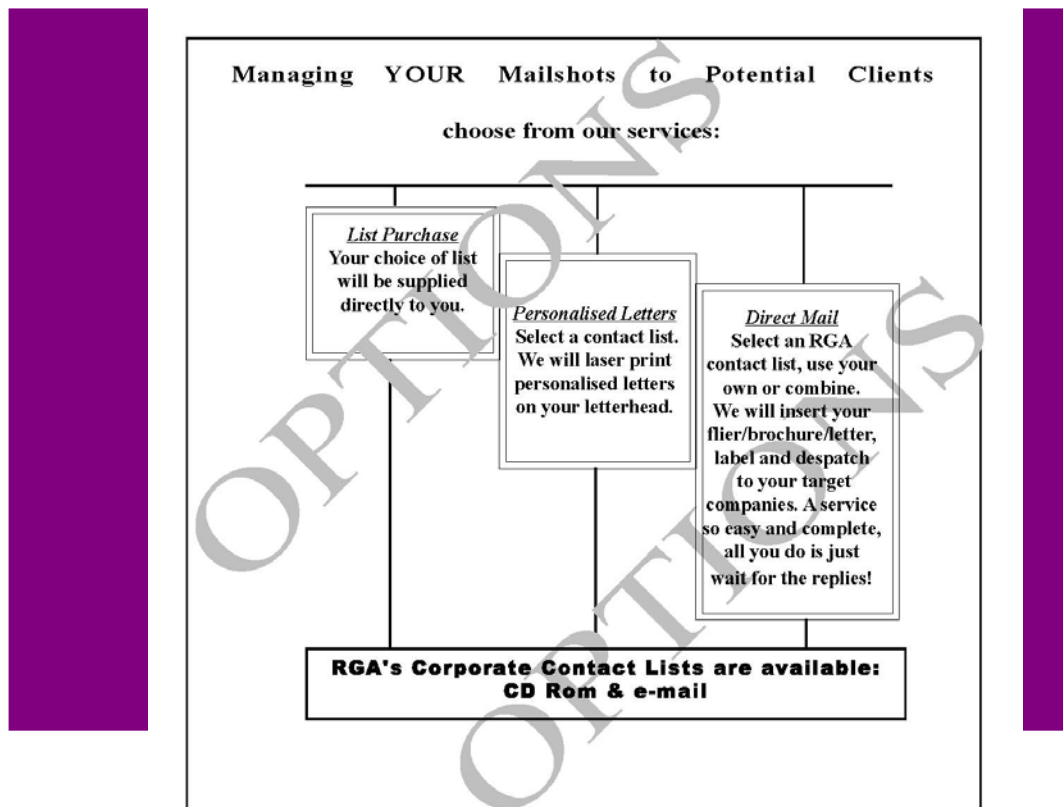
**one time data rental of RGA's email list – data is not supplied to client*

mail centre & mailshot despatch

...don't spend hours stuffing envelopes!

RGA will take the strain and organise your mailshots leaving you with enough time (and energy!) to,

follow-up the leads...



direct mail

Laser printed personalised letter <i>includes: set-up, laser printing and electronic signature</i>	<i>from</i> 6p each
Mailshot fulfilment	<i>from</i> 5p each
Set-up and laser printing address labels	£30 per 1000
Postage – normal postage rates apply. <i>Special rates may apply to bulk mailing</i>	<i>Postage is an additional cost and must be prepaid</i>

Envelopes available at a very competitive price

database management & contact centre

<p>*Telephone Validation of Contact Data: <i>include updating: job title, company address, telephone number & email address</i></p>	<p>80p per contact</p>
<p>Additional Validation: <i>ie.:, fax number</i></p>	<p>from 10p per field</p>
<p>Input Data : <i>from hard copy type & format - contact name, job title, company name, address, telephone number</i></p>	<p>25p per entry</p>
<p>Telephone Interview & Tele-marketing</p>	<p><i>*basic charge of 80p per contact plus 10p per question</i></p>
<p>Script Set-up</p>	<p><i>from £50</i></p>



From the brief outline to the interpretation of results, RGA's experienced team of consultants advise meeting venues/destinations how to achieve best performance, competitive advantage and environmental improvement in an aggressive marketplace.

Use our experience to refine your staffs' direct marketing and telemarketing skills and increase sales.

- Turning market insights into strategic action
- Leading the way with change management
- Key customer identification & conversion
- Telemarketing Training Centre

RGA *outsourcing*

Re-defining goals for the corporate meetings
& hospitality industry



contact data lists© – order form

	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Event Universe	8800	£850	
RGA Event Buyers "lite"	7800	£699	
RGA Email List	6800	£650	
UK International Event Organisers		£75	
UK FastTrack Companies	400	£75	
FTSE TOP 100 COMPANIES	100	£30	
FTSE TOP 300 COMPANIES	300	£60	
RGA Top 100 Wedding & Party Planners	100	£30	
Business Travel Buyers in Top UK Corporations	3500	£550	
Business Travel Buyers in London Corporations	1000	£165	
<i>Event Organiser by Industry Sector</i>			
<i>Description</i>	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
RGA Top 1000 UK Companies	1000	£165	
Associations & Trade Unions	1000	£165	
Corporate Professionals	400	£70	
Pharmaceutical, Health & Cosmetic Companies	550	£95	
Banks & Financial Services	400	£65	
Media, Film & PR Companies	450	£75	
IT, Net & Telecom Companies	500	£85	
Insurance Industry	250	£50	
Motor & Transport Industry	275	£50	
FMCG & Retail	425	£70	
Miscellaneous Sectors	850	£150	
International Companies in UK	400	£65	
Embassies and International/UK Trade Offices	200	£50	
UK Event Agents	1050	£175	
London Event Agents	600	£100	
Top 100 Event Agents	100	£30	
RGA Top 200 Worldwide Agents	200	£75	

by Job Title			
<i>Description</i>	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
Executive Secretaries	1500	£250	
HR & Personnel Officers	750	£125	
Sales & Marketing Directors / Managers	1200	£200	
Training Officers	250	£50	
Corporate Event Officers	1000	£165	

Compilation Directories by Region			
<i>Description</i>	<i>Records</i>	<i>Price</i>	<i>Tick to Order</i>
Leading London Corporations	2300	£375	
Leading London & M25 Corridor Corporations	3600	£550	
Leading Home Counties Corporations	1600	£275	
Leading M4 Corridor Corporations	1250	£200	
Leading Midlands & Welsh Corporations	1000	£165	
Leading Northern Corporations	1000	£165	
Leading Southern Corporations	500	£80	
Exact record number may vary slightly due to our updating process and price will be adjusted accordingly. A small percentage of records do not contain contact name as it would breach that company's policy to release a named individual. However, we included the company as we believe them to be appropriate.			
DELIVERY INCLUDED : SUPPLIED BY either - CD Rom or EMAIL			
Printed Address Labels – telephone for details 01993 822303			

Name	
Position	
Email	
Company	
Address	
Tel	
Authorised by / PO Ref	
Date	

Prices are subject to VAT @ 15%
Prices subject to change without prior notification

faq's

answers to some of the questions we're frequently asked:

Q: How often is your data updated?

A: Our research department is constantly updating the data; they clean records daily on a rolling basis. All our contact with companies is by telephone. The database is totally updated every six months.

Q: How do you find the companies?

A: We research the leading companies in the UK and those we feel are relevant to the meetings industry/business travel. Originally, we sourced the information from the industry association or regulatory board. Our research centre has a selection procedure to identify the major players.

Q: How do you identify the meetings buyer?

A: Our research department telephones the company to determine the individual responsible for organising conferences, meetings, events,, hospitality and business travel.

Q: What data does RGA contact lists provide?

A: All our data lists provide: name of the contact, job title, company, address, tel, fax and some email address. We have included (as we believe they are organising events) a small number of companies who will release names of individuals, as it's against their company policy. Email addresses are those we have been given by the company.

Q: How long can we use your datalist?

A: RGA UK Ltd are the owners of RGA Contact Data Lists© which are supplied to you the Customer on the agreement that the data is available with unlimited single site/brand use for one year. Multi site/brand options are available at a very reasonable price. After one year, you either, stop using the data, buy a refreshed copy at a special price or buy the data outright. All our lists are seeded so we can monitor when and how they are being used.

Q: Will you select data to my specific criteria?

A: Yes, we can select data using postcode, county and email address search filters. These will cost a little more than our "off-the-shelf" lists.

Q: Can we use your contact centre to update our contact lists and databases?

A: Yes, our research department and tele-marketing centre are available to help you update, enhance the information, lead generation and research using your existing data. Helping you to achieve a higher level of "ROI" from the data you have available.

RG A UK LTD

General Terms and Conditions

MAILSHOT

1. Mailshot quotations are subject to sight and/or weight and/or nature of material(s) being sent.
2. Deliveries to our office should be booked in advance and between 9.00am and 4.00pm Monday to Friday.
3. RGA UK LTD accepts no responsibility or liability for deliveries lost or mislaid before reaching RGA's offices.
4. Delivery notes must be supplied with each delivery containing the following: client name, description of material, total quantity delivered, number of boxes and quantity per box.
5. **Postage is not included unless specifically stated.**
(Event Buyers Pack service postage is INCLUDED; please see T&C Event Buyers Pack).
6. Postage invoices must be paid prior to mailshot despatch.
7. All other items payable within 7 days of invoice date. All prices exclude V.A.T.
8. Whilst we shall use our best endeavors to ensure that any Royal Mail or Courier documentation that are completed by us on your behalf are completed correctly, we cannot accept any liability for any errors or omissions that may occur and we cannot be held responsible for any losses (whether direct or indirect) that may result therefrom. The reason for this is that we do not impose any additional charge for carrying out this work.
9. RGA and its employees cannot be held responsible or liable for material lost or mislaid by Royal Mail or Couriers it may use to deliver material.
10. In any event and notwithstanding anything in this contract in no circumstances shall RGA be liable in contract, tort (including negligence or breach of statutory duty) or otherwise howsoever and whatever the cause thereof:
 - (i) for any increased costs or expenses;
 - (ii) for any loss of profit, business, contracts, revenues or anticipated savings or;
 - (iii) for any indirect or consequential damage of any nature whatsoever.
11. RGA will only keep surplus fliers, etc. for 14 days after the despatch date, if they are not collected by this time they will be destroyed.
12. RGA reserve the right to change any scheduled despatch date of all mailshots including the Event Buyers Pack, without prior notification.

RG A CONTACT DATA LISTS ©

13. RGA UK Ltd are owners of the contact data which is supplied to you the Customer on the agreement that the data is available with unlimited use for one year only - single or multi use options apply and are reflected in the cost price. After 12 months use, the Customer has the option to refresh the data and permission of use, to purchase "outright" the data already in their possession or to stop using the data and delete all records that are the property of RGA. Bona fide clients created using RGA data may remain property of the customer.
14. The data is for single station/location use only, unless written license has been extended to include network/group usage
15. Data must be used by the purchasing party only and is not transferable to any group or member within the organisation, without prior approval from RGA UK Ltd.
16. RGA will make every effort to ensure the accuracy of all telephone numbers and addresses which are supplied to you, the Customer. However, in no circumstances whatsoever can RGA accept liability for any loss, inconvenience or damage of any kind which may arise from you being supplied incorrect information, be it incorrect information obtained from current/past records, or due to an operator error.

17. The Customer may only use information supplied by RGA within the confines of any current legislation, and the Customer agrees to indemnify RGA in respect of any claim that may be made against RGA involving misuse of any information given under the service.
18. RGA's data is supplied to the customer on the agreement that it can only be used for one year and must only be used by the purchasing company. The data may not be resold or duplicated without prior written permission of RGA UK Ltd.

EMAIL ADDRESSES

19. . RGA UK Ltd provide email addresses that have been given to them by the company.
20. All email broadcasts designed and despatched by you the Customer must comply the current EC regulations.
21. RGA will make every effort to ensure the accuracy of email addresses which are supplied to you, the Customer. However, in no circumstances whatsoever can RGA accept liability for any loss, inconvenience or damage of any kind which may arise from you being supplied incorrect information, be it incorrect information obtained from current/past records, due to an operator or third party error.
22. Bounce back of emails can occur for various reasons, we shall review the situation should the number of "undeliverable" are more than 10% of records purchased when despatched within the first 3 months of purchase. The Customer must provide information about email returns in spreadsheet format for RGA to investigate further.

RGA will not be liable to the Customer for any breach of these terms and conditions or failure on RGA's part to perform any obligation as a result of technical problems relating to the services, Acts of God, governmental control, restrictions or prohibitions or any other government act or omission whether local or national, act or default of any supplier, agent, subcontractor, industrial dispute or any kind of other similar or dissimilar cause beyond RGA UK Ltd's control.



RGA UK Ltd
RGA Centre
Holwell
Oxfordshire
OX18 4LD

01993 822303

info@rgaukld.co.uk www.rgaukld.co.uk

www.venuemarketingservices.co.uk