

200,000 Total \$200/M

Consumer Offers \$90/M

**IBC 43**

(Formerly: IIR Conference and Seminar Attendees Masterfile)  
 (Formerly: IIR Masterfile)  
 (Formerly: Institute for International Research Conference)

The Institute for International Research (IIR) is the global industry leader, providing business to business information via conference, seminars, and training.

IIR creates, produces and manages each function with the goal of addressing current market trends, regulations, technical issues, leadership and solutions for today's dynamic organizations. They also provide a forum for face-to-face networking between industry leaders, potential strategic partners, prospects and customers.

**Topics include** banking & insurance, e-commerce, finance/investment, health care, manufacturing/industrial, marketing, pharmaceutical & biotechnology, telecommunications, HR & Employee Benefits, Strategic Management.

For listings of additional selections:  
 Please inquire

This masterfile consists of upper and mid-level executives, directors, and managers, many of whom have attended a seminar or conference product by IIR. These business professionals have expressed interest in learning new techniques, applications and trends that will help them in their daily operations.

**Job Function:**

Accounting/Banking/Finance, Sales & Marketing, HR/Benefits, Operations, MIS/Computer/Technical, Customer Service, Strategic Planning/Mgmt

**Job Title:**

President/CEO/CFO/Chairman, Vice President/Director, Sr Management

-----UNIT OF SALE-----  
 \$2500.00 AVERAGE

-----GENDER-----  
 N/A

-----MEDIA-----  
 100% DIRECT RESPONSE

-----ADDRESSING-----  
 EMAIL

-----SELECTIONS-----  
 \$15/M JOB TITLE  
 \$20/M ATTENDEES ONLY  
 \$50/F EMAIL DELIVERY

-----MINIMUM ORDER-----  
 3,000

---LIST OWNER/MANAGER---

-----WEBSITE-----  
[www.informadatus.com](http://www.informadatus.com)

-----MANAGER'S EMAIL ADDRESS-----  
[amiller@ibcusa.com](mailto:amiller@ibcusa.com)

InformaDATA/IBC  
 One Research Drive Ste 400A  
 Westborough, MA, 01581

Amy Miller  
 Phone: 508-614-1251  
 Fax: 508-616-5533

Net name not available

Provisions:

\* All cancelled orders will incur a \$50/F cancellation fee, \$10/M run charges, plus media fees.

\* No cancellations will be accepted after the mail date. Cancellations will be accepted only upon return of list before mail date.

\* All payments are due 60 days after invoice date regardless of mail date

\* Late charges of 2% per month

\* Counts are subject to change without notice