

Attendees/Inquiries Prospects		
23,457	Total	\$200/M
	Last 6 Months	+\$10/M
316	Last 12 Months	+\$5/M

**IBC45**

-----UNIT OF SALE-----  
\$1,900 AVERAGE

(Formerly: IIR IT Telecoms Institute)

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

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

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

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, and customers.

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

**Topics include** wireless technologies, Nanotechnology, general MIS/IT, and more.

-----SELECTIONS-----  
 \$15/M JOB TITLE SELECT  
 \$15/M JOB FUNCTION SELECT  
 \$5/M SCF/ZIP  
 \$5/M STATE  
 \$20/M ATTENDEES  
 \$10/M KEYING  
 \$50/F EMAIL DELIVERY  
 \$15/M 3 MONTH HOTLINE  
 \$10/M 6 MONTH HOTLINE  
 \$5/M 12 MONTH HOTLINE

This masterfile consists of senior & mid-level executives with decision making power.

-----MINIMUM ORDER-----  
5,000

For listings of additional selections:  
Please inquire

**Job Function:**  
 Sales & Marketing, MIS/Computer  
 Network Operation, Engineering,  
 Regulatory

---LIST OWNER/MANAGER---  
 -----WEBSITE-----  
[www.informadataus.com](http://www.informadataus.com)

**Job Title:**  
 President/CEO, Chief Technology  
 Officer, Vice President/Director,  
 Senior Management, Engineer

-----MANAGER'S EMAIL ADDRESS-----  
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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