



Seminar Crowds! Inc.

ph 800-207-3840 • www.seminarcrowds.com • 1100 N. 4th St., Suite 121 • Fairfield, IA 52556

An important & sincere note for our valued customers:

We have experienced a lack of consistency in USPS delivery times throughout 2020 and expect this to continue into 2021. You have likely experienced this as well with sending and receiving your personal mail and packages.

Some of these slow-downs and inconsistencies are because of recent events like our 2020 election and overwhelming mail surge over the Holidays. In addition to these events, **we also feel responsible to urge you to understand how the ongoing pandemic can possibly impact your mail as well.**

Throughout 2020 we have experienced an impacted USPS throughout its processes and all its employees – and expect this to continue throughout 2021 in various impacted areas from time to time.

For nearly 20 years we have earned a reputation of helping our customers combat the pitfalls of the inability of the USPS to deliver by using every resource within our contacts at USPS to best get your mailed delivered. You can continue to count on this level of service and expertise.

We also want to remain clear to each customer that we have no way to guarantee response, USPS delivery or when and where service interruptions may occur. Highlighting this, we ask that our customers acknowledge and keep in mind the verbiage in our “General Information” section on the last page of our order form that states:

“I will not hold SCI liable for mail which is delayed due my lack of or delay in payment, my lack of written Approval(s), or the inability of the USPS to deliver the mail on a timely basis for any reason, including weather related delays. SCI suggests that you add extra time to your mail date during the winter months.”

Should your mailing encounter delivery issues, Seminar Crowds, Inc. will not be able to issue a refund or credit to your account because of USPS inability to deliver mail. Again, we will always extend every bit of service and expertise that we can to get your mail delivered, but ultimately cannot guarantee USPS delivery or response rates for attendance at your seminars or issues refunds/credits in the event of mail delivery issues by USPS.

I’d be happy to discuss your specific area and help you plan accordingly. Our effort together can ensure your marketing dollar is used as efficiently as possible by allowing proper planning to allow your invitation to generate the most attention.

Honored to be your trusted mail house,

Tanner Gire
General Manager
Seminar Crowds, Inc.
641-209-6531

tanner@seminarcrowds.com

CONTACT INFORMATION

SCI Sales Agent: _____ SCI Account Manager: _____
 (Leave blank if first order)
 1st Seminar Date: ____/____/____ Estimated Mail Date (EMD): ____/____/____
 Presenter: _____ Contact: _____
 Company: _____ FMO/Parent Company: _____
 Address: _____ City: _____ St: _____ Zip: _____
 Phone: (____) _____ - _____ Email: _____

SEMINAR and PROOF INFORMATION

Invitation Type:

- Regular Post Card Large Post Card 6" x 9" Regular Bi-Fold Tri-fold (*Blue Cloud or Green Leaf or Flag*)
- 8.5" x 11" Large Bi-Fold Big Window Envelope Royal Deluxe Wedding Style w/ Envelope

Seminar Title: _____

- Use Seminar Crowds, Inc. Template Use my previous mailer as template I am providing custom verbiage
- Security Disclosures Needed (*please attach*) License#/Info Printed on Invitation? _____

	Dates to Appear on Invitation				(SAMPLE)	Overflow Dates?	
Day of Week					Thursday		
Seminar Date					09/10/20		
Meal Type					Dinner		
Seating Capacity					42		
Start Time					6:00 PM		

(Please avoid hotels, country clubs, and lower-end restaurants - our experience is that these locations usually produce poor responses)

Venue: _____

Address: _____

City: _____ St: _____ Zip: _____

RSVP INFORMATION

- Yes, Please Setup my 24/7 Toll-Free Reservation Line for My Events** (*Choose Below*)
 - \$135 per mailing w/ address gather
 - \$210 per mailing w/ address gather & confirmation calls

Yes, please have reservation service gather meal selections (provide in space below):

No, I will use my own RSVP phone#: (____) _____ - _____

DEMOGRAPHIC AND ZIP CODE CRITERIA

Desired Quantity: _____ **Zip Count Search ID#:** _____

If you have questions about data selects or wish to use a select you do not see listed below, Please give us a call first before submitting this application order form.

Required: Age Range _____ Income _____

*(Note: Using an income filter may eliminate prospects with assets but low income, e.g. widows)

(Optional Selections)

- Confirmed Homeowners **add \$0.015** to price per invitation/record
- Net Worth Model **add \$0.03** to price per invitation/record
- Income Producing Assets (IPA) Model **add \$0.03** to price per invitation/record
- OTHER (additional charges may apply) _____

Single Family Dwelling Unit (SFDU) – **If you’ve selected Confirmed Homeowners above do not select** (This select eliminates Apts/Condos/P.O. Boxes and may increase the probability of reaching a homeowner but it is not confirmed)

Eliminate the following: (Note: some may own apartments and condos)

- Apartments/Condos
- P.O. Boxes
- Rural Routes

Zip Code(s) -or- Radius Zip Code/Address (please include desired radius amount in miles):

PAYMENT METHOD

Please do **NOT** send payment until you receive your invoice from Seminar Crowds, Inc. Accounting Department

- Credit Card
- Check
- EFT

SEND INVOICE TO _____ **@ EMAIL ADDRESS** _____

NOTES:

General Information:

By my signature below, I authorize SCI to print my invitations and submit them within 1-2 business days of my estimated mail date for delivery once SCI obtains mail piece and mailing list approval. In the event you must cancel or revise your mailing after submitting your approvals, you are subject to compensate SCI for any printing and production costs incurred at the time of cancellation or requested revision. I acknowledge and agree that SCI has not made any representations or warranties concerning the success or response rates of your mailing or timely delivery by the USPS. I am aware that no mailing will be made unless both advanced payment and written approval of the order is received by SCI. I will not hold SCI liable for mail which is delayed due my lack of or delay in payment, my lack of written Approval(s), or the inability of the USPS to deliver the mail on a timely basis for any reason, including weather related delays. SCI suggests that you add extra time to your mail date during the winter months. The mailing lists utilized by SCI are acquired from third parties that have used their best efforts to meet your selected criteria. No assurance can be given that the list used for your mailing will be completely accurate or will completely meet your selected criteria. SCI will make every attempt to successfully delete specified households that you designate from your mailing. This service is provided at no charge to you, our valued customer. However, this service is not perfect and SCI shall not be responsible for individuals who may receive your invitation even though you asked for them to be removed.

Laws governing the content of advertising material including your invitation vary from state to state. Also, if you are affiliated with a FINRA member firm, you may be required to meet FINRA regulations regarding the content of your mailers. It is your (not SCI’s) obligation to ensure that your mailer/invitation is in full compliance with all applicable state and federal laws, rules, and regulations. This includes use of the name “Social Security” and any “Social Security” images which require special disclosures on your invitation such as The “Social Security” Administration has not approved, endorsed or authorized this solicitation or workshop. There is no charge to attend this workshop or subsequent consultations.” SCI assumes no responsibility for the content of your mailer or compliance with applicable laws. Any forms, templates or suggestions provided by SCI are for convenience only, and it is the mailers’ responsibility to ensure that his or her mailer fully complies with applicable law.

By executing this order form, I agree that SCI shall not be responsible for any consequential damages such as lost potential income from low attendance or late delivery by USPS of your invitations. In no event shall SCI’s damages with respect to any individual mailing exceed the amount paid to SCI for such mailing. This application is made at Fairfield, IA. The parties agree that all disputes shall be governed by Iowa law and consent to the exclusive jurisdiction, venue and forum of any state or federal court in Jefferson County, Iowa to resolve all disputes. Seminar Crowds, Inc. shall be entitled to recover its reasonable attorney fees in any action including the collection of any unpaid invoices.

Signature: _____ **Date:** ____/____/____