

2.5-2

AVS Publicity Exchange Policies

Effective: January 1, 2011

AVS agrees to provide publicity support to supporting societies, publications, vendors, etc. who play an important role each year in publicizing AVS events. Outlined below are the AVS' policies for exchanging or renting display table and booth space at various AVS sponsored events throughout the year, including the AVS International Symposium; AVS membership lists, comprised of chapter, division, and technical group members; and articles and announcements in the *AVS Newsletter, Beneath the AVS Surface*.

Display Space Policy

Groups who provide publicity assistance to AVS, especially with regard to its International Symposium (i.e., calendar announcements, articles, display tables, mailing lists, etc.), are offered display table space to set out literature and/or magazines near the registration area at the AVS International Symposium. Note that the location and proximity of the display space will vary according to the facilities.

The AVS will be responsible for setup and display of this literature at its International Symposium, keeping it neat and stocked throughout the week. The AVS is not responsible for return shipments.

AVS Mailing List Policy

The use of the AVS membership lists are not permitted by commercial organizations for advertising books, journals, or short courses, regardless of their potential interest to the membership. The AVS membership list may be exchanged or rented by:

Exchange

- All AVS sponsored or cosponsored conferences, workshops, short courses, and by any of its chapters, divisions, technical Nonprofit organizations wishing to announce conferences, workshops, short course that are clearly of groups, etc.
- Interest to the AVS membership.
- Publications which provide publicity support relating to the AVS International Symposium may be provided specified use at the discretion of the Publicity Committee Chair.

Rental

- AVS International Symposium exhibitors or advertisers in the *Journal of Vacuum Science and Technology (JVST)* may be granted one-time use at the current rental rates (\$100 per 1,000 names + \$100 processing fee). Companies must sign a user agreement and submit a sample of their mail piece.

Please note that any list exchange or rental is for one-time use only.

AVS Newsletter Policy

- a) Most contributions should be limited to between 150-1000 words unless noted below. Please note that no advertising space is sold in the *Newsletter*, including job listings. In addition, to be included in the Events Calendar and Conference Announcements sections the events must be approved by the Board of Directors for endorsement or sponsorship.

Or, a mutual exchange (publicity, mailing list or literature, etc.) must be arranged by the AVS Marketing Communications/Events Manager.

2.5-3

Mass E-mail Lists Policy

The National Office maintains and controls mass e-mail lists for the entire membership, and every individual division, group, and chapter. The office will honor the request of any division, chapter, or group chair wishing to circulate information about an AVS sponsored or co-sponsored conference or event. Any individual, other than the Chair, wishing to use a list, must secure the Chair's approval before making a request.

Please note that requests to circulate non-AVS information are not honored.

The following lists have been created for your convenience and may be used by you directly.

Roster22@avs.org (All Officers, Directors, Trustees, Committee, Division, Chapter, and Group Chairs)

Bod22@avs.org (All Officers and Directors)

Presidents22@avs.org (President, President-Elect, and Immediate Past-President)

Trustees22@avs.org (All Trustees)

Committees22@avs.org (All National Committee Chairs)

Chapters22@avs.org (All Chapter Chairs)

Divisions22@avs.org (All Division Chairs)

Groups22@avs.org (All Group Chairs)

AVS Mailing List Form—Request for Counts/Quote

Please complete and return via e-mail, heather@avs.org; fax to 530-896-0487--- \$100 set-up fee, plus \$100 per 1,000 names

Divisions

- Advanced Surface Engineering
- Applied Surface Science
- Biomaterial Interfaces
- Electronic Materials and Processing
- Magnetic Interfaces and Nanostructures
- Nanometer-Scale Science and Technology
- Plasma Science and Technology
- Surface Science
- Thin Film
- Vacuum Technology
- All Divisions

Technical Groups

- Manufacturing Science and Technology
- MEMS and NEMS
- All Technical Groups

Chapters

- | | | |
|--|--|---|
| <input type="checkbox"/> Delaware Valley | <input type="checkbox"/> New Mexico | <input type="checkbox"/> Tennessee Valley |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Northern California | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Hudson Mohawk | <input type="checkbox"/> Ohio | <input type="checkbox"/> Western Pennsylvania |
| <input type="checkbox"/> Michigan | <input type="checkbox"/> Pacific Northwest | <input type="checkbox"/> All Chapters |
| <input type="checkbox"/> Mid-Atlantic | <input type="checkbox"/> Prairie | |
| <input type="checkbox"/> Minnesota | <input type="checkbox"/> Rocky Mountain | |
| <input type="checkbox"/> New England | <input type="checkbox"/> Southern California | |

States and Countries

- | | | | | | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--|
| <input type="checkbox"/> AL | <input type="checkbox"/> FL | <input type="checkbox"/> LA | <input type="checkbox"/> NE | <input type="checkbox"/> OK | <input type="checkbox"/> VT |
| <input type="checkbox"/> AK | <input type="checkbox"/> GA | <input type="checkbox"/> ME | <input type="checkbox"/> NV | <input type="checkbox"/> OR | <input type="checkbox"/> VA |
| <input type="checkbox"/> AZ | <input type="checkbox"/> HI | <input type="checkbox"/> MD | <input type="checkbox"/> NH | <input type="checkbox"/> PA | <input type="checkbox"/> WA |
| <input type="checkbox"/> AR | <input type="checkbox"/> ID | <input type="checkbox"/> MA | <input type="checkbox"/> NJ | <input type="checkbox"/> RI | <input type="checkbox"/> WV |
| <input type="checkbox"/> CA | <input type="checkbox"/> IL | <input type="checkbox"/> MI | <input type="checkbox"/> NM | <input type="checkbox"/> SC | <input type="checkbox"/> WI |
| <input type="checkbox"/> CO | <input type="checkbox"/> IN | <input type="checkbox"/> MN | <input type="checkbox"/> NY | <input type="checkbox"/> SD | <input type="checkbox"/> WY |
| <input type="checkbox"/> CT | <input type="checkbox"/> IA | <input type="checkbox"/> MS | <input type="checkbox"/> NC | <input type="checkbox"/> TN | |
| <input type="checkbox"/> DC | <input type="checkbox"/> KS | <input type="checkbox"/> MO | <input type="checkbox"/> ND | <input type="checkbox"/> TX | <input type="checkbox"/> All States |
| <input type="checkbox"/> DE | <input type="checkbox"/> KY | <input type="checkbox"/> MT | <input type="checkbox"/> OH | <input type="checkbox"/> UT | <input type="checkbox"/> All Countries |

Contact Information

Name _____
Company _____
Mail Stop _____
Address _____
City _____ State _____ Zip _____
Country _____
Phone _____ Fax _____ E-mail _____

Mailing Date: _____

Mailing List Type: Text File e-mailed to: _____@_____ Labels