JW Marriott Desert Resort & Spa
September 11 - 15, 2018
Subject: 2018 SEAOC Convention
JW Marriott Desert Resort
Palm Desert, CA
September 11 – 15, 2018

Dear Potential SEAOC Convention Exhibitor:

We would like to extend a special invitation for you to participate in the 87th Annual Structural Engineers Association of California (SEAOC) Convention as an exhibitor. The Structural Engineers Association of Southern California (SEAOSC) will serve as the host for the 2018 Convention, which will be held at the Marriott Hotel located in Palm Desert, California.

We have finalized the exhibitor hall layout for the 2018 Convention, and we are estimating that we will be able to accommodate approximately 50 industry exhibitors in 8’ x 10’ booths and 6 double booths in the Hyatt Ballroom. In addition, we have made arrangements with the resort for full breakfasts and break services to be set up in the Exhibits Hall to maximize the exhibitor and attendee interaction. All exhibitors will be listed in printed material and/or announced at the convention.

Until January 1, 2018 we are offering special pricing for early registration. By reserving your space now, your company will be able to lock in the special discounted rate. Please note that booth selection will occur in the order that we receive your paid registration.

In this invitation, you will find the following 2018 SEAOC Convention information:

- Exhibitor Reservation Form
- Exhibit Hall Booth Layout
- Exhibitor Summary Information
- Exposition Rules, Regulations, Policies, and SEAOC Harassment Policy
- Sponsorship Opportunities and Sponsorship Form

If you supply materials that structural and civil engineers specify, or are otherwise involved with the profession, you can’t afford to miss this opportunity to showcase your company, firm, or organization. We expect to attract over 400 structural engineers and construction industry professionals! We will even be extending invitations to the Structural Engineers’ Associations of Oregon, Washington, Arizona, and Nevada. Please complete and return the enclosed reservation form with payment by July 1, 2018 in order to qualify for early registration and secure your place at the 2018 SEAOC Convention.

If you have any questions, please do not hesitate to contact Tom Harris at: (818) 230.2888.

Sincerely,

Alan Hanson
Exhibitor Co-Chair

Tom Harris, Jr.
Exhibitor Co-Chair
The 2018 SEAOC Convention Committee agrees to provide the following Exhibit Package for the 2018 SEAOC Convention to be held at the JW Marriott Desert Resort, Palm Desert, California, September 12 through 14, 2018.

Registration Includes
- Booth (see below for further details)
- Two (2) Technical-Only Registrations (which includes lunch and break service). Thursday and Friday Dinners are an additional $100.00 per dinner, per person

Booth Includes
- Pipe and Drape Booth with an 8’ high back drape, and 3’ high siderail drapes
- Table 6’ x 24” — One (1) for 8’ deep x 10’ wide Booth
- Chairs — Two (2) for 8’ x 10’ Booth
- Booth Identification Sign 7” x 44” — One (1). Optional: Please indicate on the reservation form the exact wording
- Acknowledgement will be given in the final Convention Program

Booth Assignments
- Completion of the Exhibit Reservation Form will constitute an agreement

Shipping and Service Contractor
- All shipping, storage, and exhibit displays are the responsibility of the exhibitor.

Move-In and Move-Out

<table>
<thead>
<tr>
<th>Exhibitor Move-In:</th>
<th>Wednesday, September 12</th>
<th>9:00 am to 12:00 pm</th>
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<tbody>
<tr>
<td>Exhibitor Hours:</td>
<td>Wednesday, September 12</td>
<td>12:00 pm to 8:00 pm</td>
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<tr>
<td></td>
<td>Thursday, September 13</td>
<td>7:00 am to 5:00 pm</td>
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<tr>
<td></td>
<td>Friday, September 14</td>
<td>7:00 am to 12:00 pm</td>
</tr>
<tr>
<td>Exhibitor Move-Out:</td>
<td>Friday, September 14</td>
<td>12:00 pm to 3:00 pm</td>
</tr>
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Hotel Reservations
- Please contact the JW Marriott Desert Resort, Palm Desert directly for hotel reservations. SEAOC has secured favorable room rates starting at TBA - extending from Sunday, September 9 through Saturday, September 15.
- The phone number is 760-341-2211; please mention the 2018 SEAOC Convention to obtain the Convention Room Rate.

SEAOC Convention Contacts

<table>
<thead>
<tr>
<th>Exhibitor Chair:</th>
<th>Alan Hanson</th>
<th>714-738-2028</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention Chair:</td>
<td>Diane Thompson</td>
<td>714-803-0726</td>
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Definitions
The following detailed terms are used throughout these Rules and Regulations:

**Exposition:** Structural Engineers Association of California (SEAOC) Convention Exposition to be held at The JW Marriott Desert Resort, Palm Desert, California, September 12 through 14, 2018.

**SEAOC Exposition Management:** Those persons assigned by SEAOC to manage and be responsible for the Exposition.

**Exhibiting Firm:** Any manufacturer, distributor, or other entity that has a counter signed contract to attend and exhibit at the Exposition. The term shall include all employees, agents, and other persons acting on behalf of the Exhibiting Firm at the Exposition.

**Rules and Regulations:** These Rules and Regulations, together with the contract executed by each Exhibiting Firm with respect to its participation in the Exposition.

Authority and Interpretation
These Rules and Regulations are part of the contract between the Exhibiting Firm and SEAOC Exposition Management. SEAOC Exposition Management shall have the authority to interpret and enforce these Rules and Regulations. All matters not covered by these Rules and Regulations are subject to the decision of SEAOC Exposition Management, and all decisions made by SEAOC Exposition Management concerning these Rules and Regulations shall be as binding on all parties as the Rules and Regulations themselves. Any Exhibiting Firm that fails to observe the requirements and obligations set out in these Rules and Regulations may be excluded from the current exposition without regard and, in the sole discretion of SEAOC Exposition Management, from future expositions.

Cancellation of Exposition
Should any contingency interrupt or prevent the holding of the Exposition, SEAOC Exposition Management shall inform each Exhibiting Firm in writing and refund such portion of the amount paid for the exhibit space as SEAOC Exposition Management shall determine to be equitable after deducting amounts necessary to cover expenses of the Exposition.

Cancellation of Exposition Space
Cancellations by Exhibiting Firms must be submitted in writing and must be received by SEAOC Exposition Management on or before the dates outlined below to receive any refund. In the event of cancellation (other than because of reconfiguration of the exhibit hall or cancellation of the Exposition as described above, the Exhibiting Firm will be charged a cancellation fee in the amount indicated below and thereupon will be refunded the amount previously paid after deduction of the cancellation fee:

<table>
<thead>
<tr>
<th>Date of Cancellation</th>
<th>Cancellation Fee</th>
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<tbody>
<tr>
<td>Before July 1, 2018</td>
<td>75% Fee Refund</td>
</tr>
<tr>
<td>From July 1, 2018 to August 15, 2018</td>
<td>40% Fee Refund</td>
</tr>
<tr>
<td>After August 15, 2018</td>
<td>No Refund</td>
</tr>
</tbody>
</table>

Cancellation fees will be imposed regardless of whether the exhibit space is resold. Failure to occupy an exhibit space does not relieve the Exhibiting Firm from its obligations pursuant to these Rules and Regulations. If any exhibit space is not occupied by the first day of the Exposition, SEAOC Exposition Management may possess such space for such purposes as it may see fit and may relet the space in its sole discretion. Requests for reductions in exhibit space will be treated as cancellations of the space not used, with the applicable cancellation fee indicated above applied pro-rata to the fees related to the unused space.
Exhibit Hall Lease Conformity
The contract for exhibit space and these rights and regulations are subject to SEAOC’s agreement with The Hyatt Grand Champions. In the event of any conflict between the rights and obligations of the exhibitor under the contract with these rules and regulations and the agreement with the exhibit hall, the latter shall prevail.

Exhibit Set Up and Dismantling
See Exhibitor Summary Information for the Location, Move-In and Move-Out Schedule, and Exhibit Hours.

Exhibit Space Allocation
SEAOC Exposition Management reserves the right to assign all exhibit space. In the event two or more Exhibiting Firms desire the same space, the Exhibiting Firm who pays first will receive first consideration during the initial booth placement process. In the event it becomes necessary prior to the Exposition to adjust the configuration of the exhibit hall for any reason, SEAOC Exposition Management will notify each Exhibiting Firm and make every effort to accommodate each Exhibiting Firm in an equal or better booth location.

Exhibit Space Use
Each exhibit and all marketing activities shall be enclosed entirely within the floor space and height limits allocated and shall not interfere with the light, space, or view of any other exhibit. Demonstrations, presentations, and sampling (hereafter “demonstrations”) must be conducted far enough within the booth so that crowds that gather are contained within the limits of the booth. Spectators are not permitted to stand in the aisle to watch such demonstrations. If a demonstration results in spectators in the aisle or in neighboring booths, SEAOC Exposition Management may request modification or elimination of the demonstration. Displays of any kind, including products, advertising, or promotional signs or literature, will not be permitted in other exhibit spaces or public areas such as aisles, entranceways, lounges, approaches, corridors, hospitality rooms, meeting rooms, or other areas of the exhibit hall or surrounding areas of the exhibit hall or of the hotel property, including parking lots and other outdoor spaces.

Exhibit Type
Exhibits will be limited to the display and description of materials, equipment, or services used by Structural or Civil Engineers. SEAOC Exposition Management reserves the right, in its sole discretion, to decline, prohibit, or order alterations to any exhibit that does not meet with this classification. Exhibits are permitted only in the official exhibit area assigned to the Exhibiting Firm. The Exhibiting Firm may not display or advertise within its exhibit space equipment, products, or services bearing the names or logos of any company, dealer, or distributor other than that of the Exhibiting Firm, provided, however, that Exhibiting Firms are permitted to promote the dealers and distributors of their respective services or products so long as such promotion conforms to these Rules and Regulations. Exhibiting Firms shall not display or distribute any material containing negative remarks about competitors or comparison with other products, materials, or services.

Exposition Access
At all times (including the move-in and move-out periods), every person in the exhibit hall must wear in a conspicuous fashion the official Exposition badge. Exhibiting Firms will be permitted to be in the hall no more than four hours prior to the official opening and no more than two hours after the official closing of the hall.

Exposition Facility Care
Exhibiting Firms shall not deface, injure, or make attachments to wall, ceiling, columns, floors, booth furnishings, and property placed in the exhibit hall. Spray painting on the Exposition property is strictly prohibited. Each Exhibiting Firm shall be liable for any property damage incurred by it in the operation of its exhibit.
Field Trips, Tours, Site Visits, Invitations
Exhibiting Firms shall not sponsor functions such as tours to plant installation, job sites, firm showings, speeches, social events, educational programs, or other activities during the official period of the Exposition without permission of the SEAOC Exposition Management. The “official period” of the Exposition commences 24 hours prior to the initial opening of the SEAOC or Sponsoring Organization’s registration desk and concludes 24 hours after the final official event of the Exposition. Official events include those events conducted by the SEAOC sponsoring organizations.

Food and Beverage
Subject to the rules and regulations of the particular venue in which the Exposition is being held, limited food items are allowed to be served in Exhibiting Firms’ booths. Request for the use of food items must be submitted in writing to SEAOC Exposition Management 60 days prior to the beginning of the Exposition. Upon receiving written approval for the use of food items from SEAOC Exposition Management, Exhibiting Firms may work directly with the hotel’s in-house catering company for pricing, ordering information, and selection. Any cleaning charges assessed to SEAOC Management because of food items being brought into the exhibit hall will be billed back to the Exhibiting Firm. No food or beverages may be brought into the exhibition hall from an outside source or vendor.

Insurance
Each Exhibiting Firm is urged to have adequate insurance covering the transportation of their booth materials and/or equipment from its home base to the Exposition, the display of the exhibit during the Exposition, and the transporting of the booth materials and/or equipment to its home base. Each Exhibiting Firm should also have public liability and property damage insurance, including product liability coverage.

Name Tags
The names of the people manning the exposition should be submitted to SEAOC no later than two weeks before the start of the event.

Photographs
Photography, video production, and/or graphic reproduction of other exhibitors’ booths and products is strictly prohibited.

Restrictions
SEAOC Exposition Management reserves the right to restrict or exclude exhibits that, in the reasonable judgment of SEAOC Exposition Management, detract from or are out of keeping with the character of the Exposition as a whole. Reasons for restriction or exclusion might include, but are not limited to noise, method of operation, type of product or creation of safety hazards. Only exhibiting companies of the Exposition are allowed to solicit on the show floor.

Regulations
All exhibits must conform to the fire laws, health regulations, electrical codes, and other local, state, and federal laws and regulations. The exhibit hall has a sprinkler system, smoke detectors, and a fire alarm system on its premises. All materials are subject to the inspection of the local Fire Department and its regulations shall govern. Crepe paper, corrugated paper, flameproof or otherwise, and flammable fluid or substances, are not permitted. Any exhibits or parts thereof not deemed to be in compliance will be ordered dismantled.
Security – No Liability
Each Exhibiting Firm will be responsible for the security and protection of its displays and other materials at all times. Each Exhibiting Firm is urged to take whatever precautions it feels necessary to protect valuable materials and equipment; including, but not limited to providing special guards. SEAOC Exposition Management will not be held responsible for, and each Exhibiting Firm agrees to make no claim against Exposition Management on account of loss occasioned by fire, accident, theft, storm, or damage from negligence at the Exposition, or for damage of any other nature or character, including any damage to the Exhibiting Firm’s business as a result of the exhibit or as a result of its installation or removal, or for failure to hold the Exposition as scheduled.

Selling
Exhibiting Firms may make sales in the exhibit hall during the Exposition. The sales taxes are the responsibility of the selling exhibitor.

Sound and Lighting Devices
The use of sound and light producing devices, megaphones, loud speakers, and show tactics, or undignified methods of attracting attention is prohibited. Exhibiting Firms may use, within their booths, sound motion pictures, video equipment or slides that illustrate products, techniques, or applications if an appropriate volume is maintained. Firms or videos of purely entertainment character, without educational or informative value, will not be permitted.

Subletting
No Exhibiting Firm shall assign, sublet, or apportion the whole or part of its allotted exhibit space without the approval of the SEAOC Exposition Management.

Use of Other Names and Products
The Exhibiting Firm may not display or advertise within its exhibit space equipment, products, or services bearing the name or logo of any company, dealer, or distributor other than that of the Exhibiting Firm. Exhibitors are permitted to promote the dealers and distributors of their manufactured products in signage, display material, literature, etc., as long as such promotion conforms to the display rules and regulations.

Variations
All requests for variations in these Rules and Regulations must be received in writing by SEAOC Exposition Management at least 60 days prior to the beginning of the Exposition. No variation of any kind will be permitted without the prior written approval of SEAOC Exposition Management. Sketches and/or engineering drawings illustrating the variation request should accompany such requests when appropriate.
All SEAOC members and guests have the right to participate in official SEAOC functions in an environment free from all forms of discrimination and conduct which can be considered offensive, coercive, or disruptive and therefore inappropriate of a professional organization. Consistent with SEAOC’s respect for the rights and dignity of each member or guest, any offensive behavior, including discrimination or harassment based on race, color, religion, sex, sexual orientation, national origin, ancestry, physical handicap, medical condition, disability, marital status, citizenship, or any other characteristic protected by law, will not be sanctioned nor tolerated.

Offensive behavior may include, but is not limited to, the following behavior:

- Verbal conduct such as epithets, derogatory jokes or comments, slurs or unwanted sexual advances, invitations, or comments;
- Visual conduct such as derogatory and/or sexually-oriented presentation graphics, posters, photograph, cartoons, drawings, or gestures;
- Physical conduct such as assault, unwanted touching, blocking normal movement, or interfering with program participation;
- Threats and demands to submit to sexual requests;
- Retaliation for having reported or threatened to report any offensive action or behavior.

Complaint Procedure: If any individual or guest witnesses offensive behavior, or feels that they have been the subject of discrimination or harassment by anyone at an official SEAOC activity, they are encouraged to immediately report the matter to the President of SEAOC or a member of the SEAOC Board of Directors. Furthermore, if any officer or director of SEAOC receives or hears a harassment complaint, they must immediately report the complaint to the SEAOC President.

Investigation of the complaint by SEAOC shall include the following:

The President and/or his/her designates shall thoroughly and discreetly investigate. A determination shall be made and the results communicated to the complainant, to the alleged offender and, as appropriate, to all others directly concerned.

In cases where voluntary compliance does not occur, SEAOC (by a vote of the Board of Directors in closed session) may take disciplinary action in accordance with the Bylaws, and may seek any or all recourse available by law through legal action.
Available Events For Sponsorship
September 12–14, 2018 • JW Marriott Desert Resort

All sponsors will be acknowledged for their support of SEAOC in the Convention Program, Signage and cards at the sponsored function, and announcements made at the event. Please note that other than the 2018 Executive Convention Sponsor, a sponsorship does not include booth space unless reserved separately. Please contact Tom Harris at (805) 230-2888 if you have any questions about sponsorships.

<table>
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<tr>
<th>Event</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Wednesday Welcome Reception</strong></td>
<td>$3,000</td>
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<tr>
<td>Sponsor a warm welcome to attendees to SEAOC 2018 at a special reception on Wednesday evening in the Exhibit Hall Pavilion.</td>
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<tr>
<th>Event</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Wednesday Young Members Forum Social Reception</strong></td>
<td>$3,000</td>
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<tr>
<th>Event</th>
<th>Amount</th>
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<tbody>
<tr>
<td><strong>Thursday Industry Reception</strong></td>
<td>$2,500</td>
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<tr>
<td>Thursday 4pm – 6pm</td>
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<tr>
<td>The Thursday Evening Industry Reception will be held within the Exhibit Hall Pavilion. This reception, featuring full bar service, is well attended by most attendees.</td>
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**SEAOC CONVENTION**

September 11–15, 2018

Available Events For Sponsorship
September 12–14, 2018 • JW Marriott Desert Resort

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**Friday Cocktail Reception**

$2,500

Friday 5pm –6pm

The Friday Reception will be held immediately prior to the Friday Formal dinner. This reception, featuring full bar service, is well attended by most attendees.

**Exhibitor Breakfasts**

*(Per-Event) $3,000*

Thursday Morning........7am – 8:30
Friday Morning ..........7am – 8:30

The Thursday and Friday morning Exhibitor Continental Breakfasts will be held in the Exhibitor Hall Pavilion. These breakfasts, featuring coffee, juice, pastries and fruit, are the perfect time to meet and greet attendees in a casual environment before the main events of the day.

**Thursday Buffet Lunch**

$3,500 *

The Thursday Buffet Lunch will be held outdoors on the Garden by the Bay, and will provide a break for attendees between morning and afternoon technical sessions. *(If booth is reserved Sponsor may select a premium booth location)*

**Friday Business Lunch**

$3,500 *

The Friday Business Lunch will be held outdoors on the Garden by the Bay, and will include the presentation of the SEAOC Fellows for 2018 as well as general SEAOC business.
*(If booth is reserved Sponsor may select a premium booth location)*

**Thursday Dinner**

*Beverage Sponsor: $2,000*  
*Dinner Sponsor: $4,000 *

Following the Industry Reception at the hotel, guests are transferred to a location TBD for exclusive entertainment and dinner.

Sponsors will be recognized by sponsor cards at each table and by announcements. If sponsorship commitment is made by March 31, 2018, dinner sponsor will also be recognized on convention website and in convention registration package which will be sent to all Association members.
*(If booth is reserved Sponsor may select a premium booth location)*
Available Events For Sponsorship

**Friday Dinner**

| Wine Sponsor: $1,500 | Dinner Sponsor: $4,000 * |
---|---|
The final social event of the 2018 SEAOC Convention will be an elegant dinner party at the Hyatt Regency Indian Wells Resort. Sponsors will be recognized by sponsor cards at each table and by announcements. If sponsorship commitment is made by March 31, 2018, dinner sponsor will also be recognized on convention website and in convention registration package which will be sent to all Association members.

*(If booth is reserved Sponsor may select a premium booth location)*

**President’s Cup Race**

$2,000

Scheduled for Friday afternoon

Sponsor the drinks and hors d’ oeuvres at this annual SEAOC competition where selected representatives from each of the SEAOC sections compete in a secret team contest that matches intelligence and creativity. This is always a fun and popular event.

**Technical Session Refreshment Breaks (4 Total Available)**  
(Per Break) $1000

AM and PM breaks will be held on Thursday and Friday in the Exhibit Hall area and will include drinks and light snacks. Sponsors will be recognized by sponsor cards at the refreshment tables.

**Gift Bag Sponsor and Items**

$2,000

Sponsor - Logo on Bag

Sponsor the bag that is stuffed with lots of memories of our great convention. Gift bag will display your logo on the outside. Or donate items with your company name and logo on it to be stuffed in our gift bag for attendees who purchase “full convention packages”. Suggestions: disposable camera, key chains, mouse pads, etc. (Count: 400 each) Donate items to Convention Committee before September 1, 2018

**Convention Proceedings**

$1,500

Sponsor – Logo on Proceedings

The convention proceedings includes the technical papers that were presented during the convention and are given to each convention attendee. It will most likely be distributed in electronic format on a zip drive. Your logo will be displayed on the proceedings.
Company: ____________________________________________________________

Contact Name: ____________________________________________ Attendee Name: ______________________________________

Address: ________________________________________________________________

Phone: ________________________ Fax: ___________________________ Email: ______________________________________

My company is also reserving an Exhibitor Booth ☐ Yes ☐ No (Separate Booth Reservation Form Required)

Select Your Sponsorships

☐ 2018 Executive Sponsor (Booth Rental Included*) Call for amount: $ __________________________

The following sponsorships do not include a booth, but do receive Premium Booth consideration if a Booth is reserved and if indicated by an asterisk (*).

☐ $ 3,000 Wednesday Welcome Reception ☐ $4,000* Friday Formal Dinner
☐ $ 3,000 Young Members Forum social Reception ☐ $1,500 Friday Dinner Wine
☐ $ 2,500 Thursday Industry Reception ☐ $2,000 President’s Cup Race
☐ $ 2,500 Friday Cocktail Reception ☐ $1,000 Technical Sessions Refreshments—Thursday AM
☐ $ 3,000 Exhibit Hall Continental Breakfast Thursday ☐ $1,000 Technical Sessions Refreshments—Thursday PM
☐ $ 3,000 Exhibit Hall Continental Breakfast Friday ☐ $1,000 Technical Sessions Refreshments—Friday AM
☐ $ 3,500* Thursday Buffet Lunch ☐ $1,000 Technical Sessions Refreshments—Friday PM
☐ $ 3,500* Friday Business Lunch ☐ $2,000 Gift Bag Sponsor
☐ $ 4,000* Thursday Dinner ☐ Gift Bag Items (400 Pieces)
☐ $ 1,500 Thursday Dinner Transportation ☐ $2,000 Convention Proceedings Sponsor
☐ $ 2,000 Thursday Dinner Beverage ☐ Sports Event

Total Amount $ ____________________________  (Provide payment information on next page.)
SEAOC CONVENTION
September 11–15, 2018
Payment Information

Method Of Payment: □ Check  □ Credit Card*  Credit Card Type: □ American Express  □ Discover  □ Master Card  □ Visa
* Please call, Tom Harris at 805.230.2888, if you would like to transmit your credit card information by telephone

☐ Check Enclosed  (Payable To: SEAOC Convention)  Check Number: ______________

☐ Credit Card

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<thead>
<tr>
<th>CARD NUMBER</th>
<th>SECURITY CODE</th>
<th>EXPIRES</th>
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Card Holder Name

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Signature

I authorize payment to reserve for the Sponsorships indicated above for the 2018 SEAOC Convention

Mail this form with payment to: SEAOC Convention
Tom Harris
250 N. Westlake Blvd., Suite 150
Westlake Village, CA 91362

Please email your company name as you would like it to appear on any signage or the website and files for your logo (high quality jpeg and/or vector file format preferred) to:

Tom Harris
harris3803@gmail.com