



Meet Hundreds of Professionals Looking For Your Products and Services

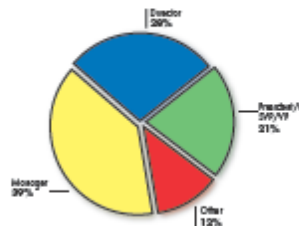
B-to-B attendees control a portion of the \$83.4 billion being spent this year. They use every type of direct marketing: direct mail, email, catalog, search, direct response advertising, teleservices, electronic media, database marketing, and more. As an exhibitor, you will showcase your products and services to these top decision makers and set yourself apart as the industry's best.

What makes up a majority of the \$83.4 billion in B-to-B direct marketing expenditures this year?

- » \$27.9 billion Telephone Marketing
- » \$13.2 billion Non-Catalog Direct Mail
- » \$10.2 billion DR Television
- » \$8.0 billion Catalog Direct Mail
- » \$10.8 billion Non-Email Internet Marketing
- » \$3 million Commercial Email

Why Exhibit at the B-to-B Marketing Conference?

The B-to-B Marketing Conference brings together senior-level marketing professionals who represent all aspects of B-to-B direct marketing. They have tremendous influence in selecting and purchasing products and services that will enhance their marketing efforts and showcase ROI from their integrated marketing campaigns. As a Conference exhibitor, you will have direct access to qualified decision makers and top-level executives.



Attendees are looking for these products and services:

- Advertising & PR Services
- Creative Services
- Database Analytics
- Database Management Systems/Services
- Direct Mail Products/Services
- EMM/Marketing Software
- Email Management Products/Services
- Lead Management Systems/Services
- Lists & Related Services
- Market Research
- Print/Digital Print Services
- Sales Force Automation Software
- Search Marketing & Related Services
- Teleservices
- Web Analytics & Content Management
- Web Marketing Products/Services
- Webcasting Services

Some companies who have attended in the past:

- Air Products & Chemicals, Inc. • American Express
 - Bic Graphic USA • Cendant Mobility
- Cisco Systems • Constellation NewEnergy
 - Cox Communications • Diebold, Inc.
 - Dow Corning Corporation • DuPont
 - FedEx • First National Bank Omaha
 - Fisher Scientific • Getty Images
- Hewlett Packard • Hitachi Data Systems
 - IBM • InfoCision Management Corp.
- Intuit • J.D. Edwards • Lexmark International
 - Merrill Lynch • Microsoft Corporation
- Nextel Communications, Inc. • Office Depot
 - Oracle Corporation • Overstock.com
- Pitney Bowes • Primary Payment Systems
 - Staples, Inc. • Target Corporation
 - Unisys • US Filter • Visa USA
 - Web MD • Xerox Corporation
 - Zebra Technologies Corporation
 - Zurich North America

INCLUDED IN YOUR EXHIBIT FEE:

- ✓ A tabletop space with 6-foot draped table
- ✓ 2 complimentary registrations per tabletop
- ✓ 1 additional exhibitor registration at 50% off the on-site attendee rate
- ✓ A web-link to your company web-site from www.dmab2b.org
- ✓ A company listing and description in the Conference Program Book
- ✓ Access to the Conference Pre- and Post-Show Attendee List

We make exhibiting easy. All tabletop spaces include a 6-foot draped table. Just bring your tabletop display and materials, and get ready to meet quality sales prospects.

RESERVE YOUR SPACE TODAY!

Exhibit Fees:

DMA Member:
\$2,195 per tabletop

Non-Member:
\$2,595 per tabletop

For Exhibit and Sponsorship Opportunities, please contact Katie McEvoy at 212.768.7277, ext. 1685, or kmcevoy@the-dma.org.