



DIRECT MARKETING ASSOCIATION'S
**CONFERENCE
EXHIBITOR
PROSPECTUS**
2011 – 2012

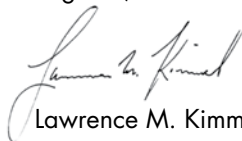
The DMA **DIFFERENCE.**

The Direct Marketing Association has been bringing business professionals together at in-person events for over 100 years. As the event portfolio at the DMA continues to evolve, our commitment to providing suppliers with unprecedented access to marketing professionals with buying power remains strong. We are constantly updating, innovating, and invigorating our mainstay events to meet industry demands, while introducing new events that meet the needs of emerging markets. In a time when face-to-face meetings are proving invaluable, we at the Direct Marketing Association continue to offer the most impressive, refined portfolio of events available to marketing professionals.

The following prospectus was designed to present potential exhibitors with comprehensive details about the DMA portfolio of events through DMA2011, including information about our first-ever frequent exhibitor discounted pricing program. I encourage you to seek additional details about DMA exhibiting, sponsorship, and membership opportunities by contacting a member of our sales team. You will find their complete contact information available on the back cover.

Thank you for your interest in DMA events. I look forward to meeting you on one of our expansive exhibit hall floors.

Regards,



Lawrence M. Kimmel
CEO

Direct Marketing Association

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The Event.

NCOF is the only event of its kind, and it is the boost your bottom line can't afford to miss out on! A whopping 98% of attendees at NCOF visit the exhibit hall, so connecting with the decision-makers who authorize, recommend and influence purchasing is almost guaranteed.

EXHIBIT HALL HOURS.

Tuesday, April 5, 2011	9:00 A.M. – 6:00 P.M.
Wednesday, April 6, 2011	10:00 A.M. – 3:00 P.M.

THE AUDIENCE.

Once a year, qualified operations and fulfillment professionals flock to NCOF for the only event focused entirely on their needs. Are you going to let your company miss out on the opportunity to connect face-to-face with these decision-makers and become part of their 2011 buying plans?

THE OPTIONS.

For more information on exhibiting options at DMA events, please turn to page 9.

THE SPONSORSHIPS.

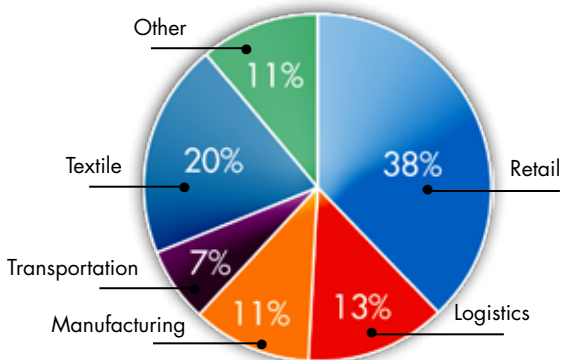
Increase your exposure, drive traffic to your booth and let this powerful audience know exactly where to find you by securing a sponsorship at NCOF. Contact your sales representative today to explore remaining sponsorship opportunities or to discuss a customized package.

THE CONTACT INFO.

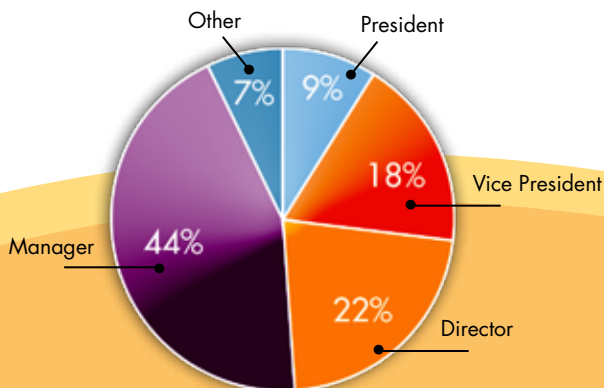
Please contact Kaitlyn Kim at 212.790.1460 or kkim@the-dma.org.

For more information visit www.ncof.com

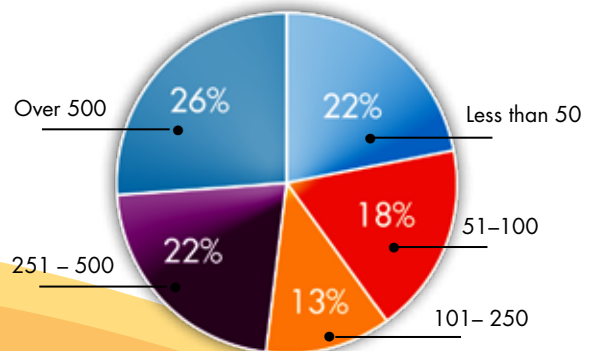
COMPANY INDUSTRY



JOB TITLE



COMPANY SIZE





HILTON HOTEL NEW YORK • NEW YORK, NY
 JUNE 20 – 21, 2011

The Event.

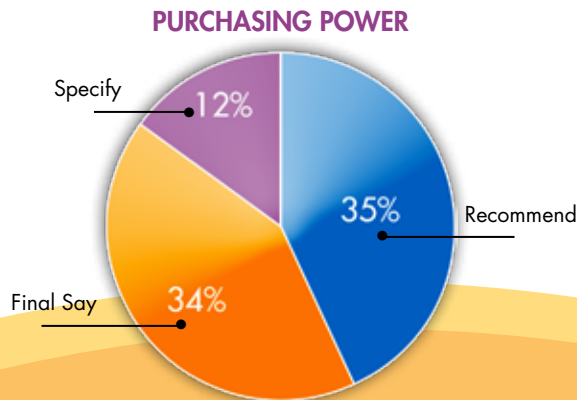
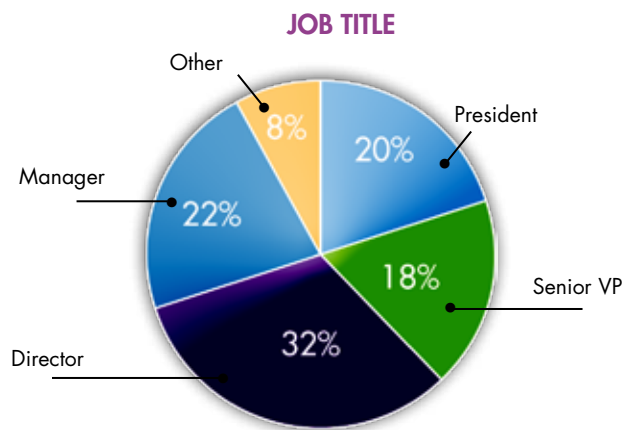
Revamped to meet both attendee and exhibitor feedback, DM Days is proud to present The All For One Marketing Summit. This event focuses on all channels with an emphasis on digital, allowing you to meet over 3000+ qualified buyers who are involved in marketing across multiple channels. This new format, plus the 3+ hours of dedicated exhibit hall time, including various networking events and presentations right on the show floor, will help you find more prospects and leave New York with more leads.

EXHIBIT HALL HOURS.

Monday, June 20, 2011 10:00 A.M. – 5:30 P.M.

Tuesday, June 21, 2011 10:00 A.M. – 4:30 P.M.

THE AUDIENCE.



THE OPTIONS.

Both standard booth space and turnkey pedestals are available. For more information about exhibiting options, please turn to page 9.

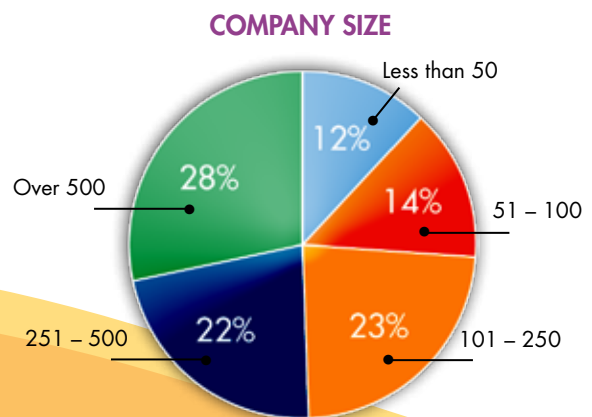
THE SPONSORSHIPS.

A sponsorship opportunity can help you attract the right buyers to your booth. With more attendees showing up at events with a pre-set list of booths to visit, a sponsorship allows you to get on their radar and interested in your products and services. For more information on sponsorships, please contact your sales representative.

THE CONTACT INFO.

Please contact Wilson Vargas at 212.790.1459 or wvargas@the-dma.org.

For more information visit
www.allforonesummit.org



DMA:2011

CONFERENCE & EXHIBITION

The Global Event for Real-Time Marketers

BOSTON CONVENTION & EXHIBITION CENTER
BOSTON, MA • OCTOBER 1 – 6, 2011

The Event.

Make the connections that will help you satisfy — and succeed — your business goals at DMA2011. Showcasing your products and services at DMA2011 is the most powerful way to engage the marketing community and reinforce business relationships. Harness the power of face-to-face interaction with your clients, old and new.

Expand your customer base at DMA2011.

- Exhibiting gives you access to the entire supply chain. From the managers who specify their preferences to the CEOs who sign the check, you'll meet the whole team at DMA2011.
- Rather than waste precious marketing dollars flying around the country to pitch to lukewarm leads, meet them all under one roof in beautiful Boston, Massachusetts.
- The vast majority of our attendees choose DMA2011 as the only industry event they attend each year, offering you just one chance to tap into their annual buying plans.

DMA2011, the largest gathering of marketers, offers

opportunities for exceptional lead generation and brand exposure. You'll network with the best and brightest in the global marketing community and leave DMA2011 with the qualified leads that will position you for a strong 2011.

"MCH has exhibited at the DMA Annual Conference for more than ten years and last year was by far our best show ever. There was no shortage of serious, qualified leads. In fact, there were times that people were standing in line to talk to us. We are already booking new business generated by our exhibit. We'll be back next year with an even stronger commitment to the show."

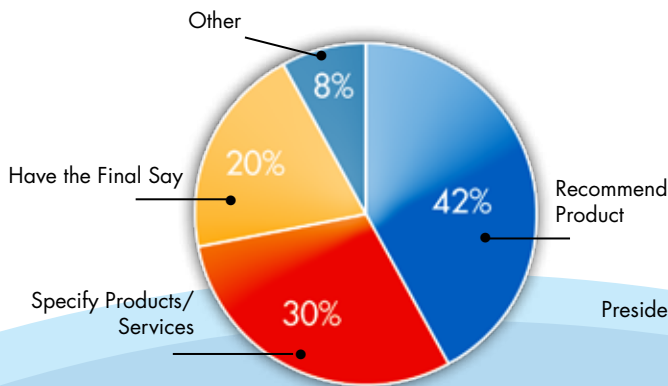
Kirk Chritton
Director of Marketing & Product Development
MCH, Inc.

EXHIBIT HALL HOURS.

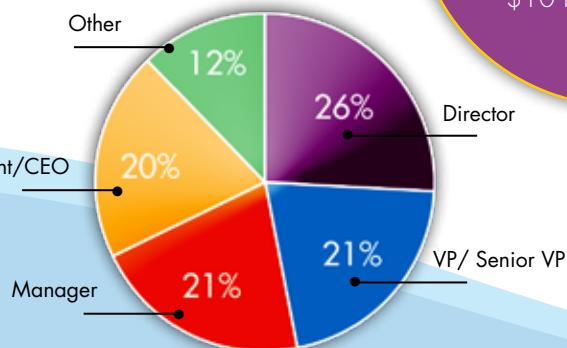
Sunday, October 2, 2011	3:00 P.M. – 5:30 P.M.
Monday, October 3, 2011	10:00 A.M. – 5:00 P.M.
Tuesday, October 4, 2011	10:00 A.M. – 5:00 P.M.

For more information visit
www.dma11.org

ATTENDEES WITH INFLUENCE



ATTENDEES WITH EXPERTISE



ATTENDEES WITH BUYING POWER.

Nearly half will spend more than \$1 million dollars on marketing initiatives.

One out of every four will spend \$10 million or more.



Be at DMA2011 if your company specializes in providing the following products or services:

- Internet Services
- Email Marketing Services
- Mobile Services
- Lead Generation
- Database Management
- List Brokers/Compilers
- Social Media Services
- Creative Services
- Search Agencies
- Digital Agencies
- Advertising Agencies
- Digital Marketing Services
- And much more!



THE OPTIONS.

Master of Mobile Marketing? Digital Print Extraordinaire? In addition to traditional booth space, DMA2011 offers a variety of specialty pavilions designed to help you connect with your best prospects.

ZERO IN ON YOUR TARGET AUDIENCE IN SPECIALTY PAVILIONS

NEW Social Media Plaza: Whether you're a start-up looking to showcase your snazzy social technologies in a turnkey pedestal, or guru needing a big booth to house all your social media offerings, attendees seeking everything from SEO to twitter optimization will head directly to the plaza to get their fill.

NEW The Next Generation Arena: Perfect for start-ups, successful suppliers, and everyone in between, this turnkey pedestal pavilion allows you to break into the arena of DMA2011 without breaking the bank!

Mobile Marketing Hot Spot: As Mobile Marketing continues to rapidly grow in popularity, the all-inclusive, turnkey pedestal pavilion at DMA2011 is set to expand as well. We've added plenty of room to accommodate all the mobile marketing products and service providers interested.

Digital Print & Publishing Pavilion: After receiving a warm (and jam-packed) reception at its debut two years ago, this pavilion has grown to satisfy the increasing demand for more digital printers and publishers. Companies offering personalized, customized and/or variable data print jobs will feel right at home in this pavilion.

International Services Pavilion: As more businesses look to expand efforts overseas, this pavilion gives you a passport to become a part of their global expansion plans.

We can create custom exhibit space packages based on your individual needs. Contact Donna LoPorto at 303.543.1164 or dloporto@the-dma.org to discuss.

Target the Audience that Matters to you Most!

Promotion on our part gets the word out about your booth! Our comprehensive global marketing campaigns begin the day DMA2010 ends and continue until you set foot in Boston. Our aggressive integrated promotion delivers the additional attention, leads, traffic and higher return you've come to expect at DMA's largest annual event.

- Direct Marketing
- Email Marketing
- Social Media
- Search
- Display Advertising
- Media Exposure
- Interactive Website

SPONSORSHIP OPPORTUNITIES

Increase your exposure, drive traffic to your booth and let this powerful audience know exactly where to find you by securing a sponsorship at DMA2011.

Please contact your sales representative to explore remaining sponsorship opportunities.

THE CONTACT INFO.

Please contact Donna LoPorto at 303.543.1164 or dloporto@the-dma.org.



VALUE-ADDED INCENTIVES

If incomparable attendee quality, media attention, exclusive special events and broad markets represented aren't enough to get you on the floor at DMA2011, consider these special value-added incentives:

Company listing on www.dma11.org | VALUE \$5,000

Conference registrants and prospective attendees can search the exhibitor listings by company, keyword or product category for companies that offer the types of products/services they're looking for at the show.

Attendance at all sessions* | VALUE \$1,399

Events are designed and promoted to keep buyers coming back time and time again.

Post-Show Attendee Mailing List | VALUE \$1,000

You'll have access to the names, company affiliations and addresses of pre-registered attendees for a one-time mailing.

Preferred Exhibit Hall Pass* | VALUE \$250

Use your Preferred Passes to invite key customers and prospects to walk the exhibit floor.

Traffic-Building Events on the Exhibit Floor | VALUE PRICELSS

Events are designed and promoted to keep buyers coming back time and time again.

*For every 100 square feet of booth space, exhibitors receive 3 complimentary conference and exhibition passes and up to 2 additional registrations at 50% off the regular conference & exhibition registration fee. Additional badges are available for a nominal fee.

**Exhibitors must book all their hotel rooms through the DMA Housing Bureau to be eligible to receive Preferred Exhibit Hall Passes.

NCDM 2011

The Conference for Engaging Customers Using Data & Technology

CAESAR'S PALACE HOTEL • LAS VEGAS, NEVADA • DECEMBER 12 – 14, 2011

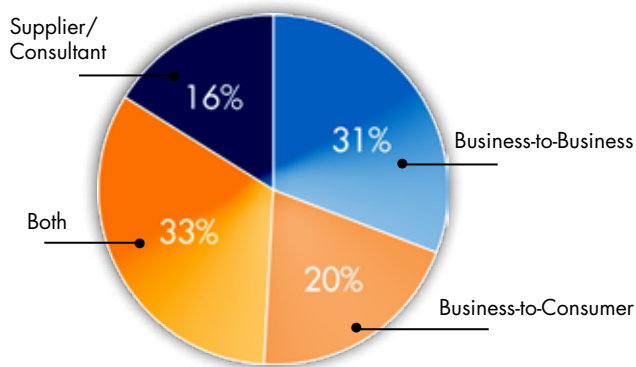
The Event.

NCDM is your chance to meet database marketing decision-makers one-on-one. If you provide solutions that can help clients increase ROI and achieve maximum value through analytics, CRM, database management, email marketing, social networking, technology and much more, then NCDM is the one event for you. Many companies still don't know how to use their customer databases most effectively. That's where you come in. Now more than ever, database marketers need your expertise to help them solve their customer data challenges.

EXHIBIT HALL HOURS.

Monday, December 12, 2011	4:30 P.M. – 6:00 P.M.
Tuesday, December 13, 2011	10:15 A.M. – 12:15 P.M. & 1:30 P.M. – 4:30 P.M.
Wednesday, December 14, 2011	10:15 A.M. – 1:30 P.M.

THE AUDIENCE.



DMA^D

THE OPTIONS.

Both traditional exhibit space and turnkey pedestals are available at NCDM2011. To learn more about the different types of exhibiting options at DMA events, please turn to page 9.

THE SPONSORSHIPS.

Promote and improve your visibility at NCDM by sponsoring an event or item. From receptions to keynotes, and tote bags to badge inserts, NCDM has a full range of sponsorship opportunities that will help you build awareness, branding, and presence onsite. We can also customize a sponsorship to fit your needs!

Contact us today for a full list of available sponsorships, or to customize a sponsorship to fit the specific needs and goals of your business.

THE CONTACT INFO.

Please contact Trinette Cunningham at 724.970.2662 or tcunningham@the-dma.org or Kaitlyn Kim at 212.790.1460 or kkim@the-dma.org.

For more information visit
www.ncdmevents.com



Email Evolution Conference 2012

The Only Event for — and by — Email Marketers

FEBRUARY 2012

The Event.

The Email Evolution Conference routinely attracts highly qualified buyers from the world's most recognizable companies. Last year, nearly 75% of attendees had a title of Director or above. With over 300+ marketers in attendance, you no longer have to fly around the country meeting with clients — connect face-to-face with all of them under one roof at EEC2012.

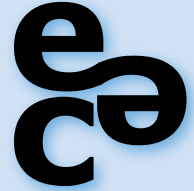
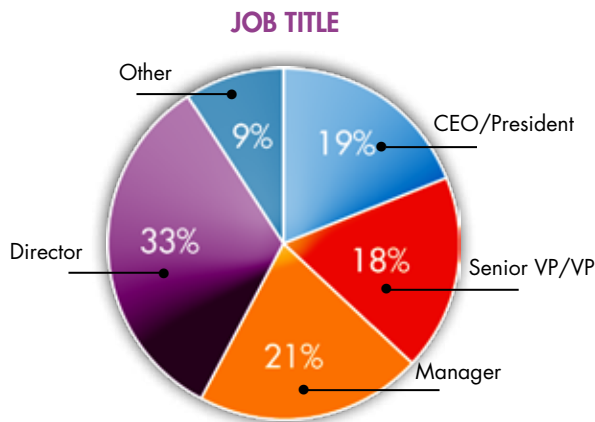


EXHIBIT HALL HOURS.

Exhibition Hall Hours will be announced soon.

THE AUDIENCE.

EEC brings together top decision makers from the world's most recognizable companies. Titles represented at last year's event were:



THE OPTIONS.

Exhibiting is affordable, seamless and convenient for your sales team at EEC. The EEC exhibit hall consists only of turnkey pedestals, which allow for a level playing field in which your products and services, not extensive, flashy booth setups, do the talking. For more information on turnkey pedestals, please turn to page 9.

THE SPONSORSHIPS.

EEC2012 has a full range of sponsorship opportunities that will help you build awareness, branding, and presence onsite. **Sponsorship opportunities** are still available for this event, but are going fast. Contact your sales representative to discuss a sponsorship that can best fit the needs and goals of your business with a sales representative today.

THE CONTACT INFO.

To discuss available exhibit and sponsorship opportunities, please contact Ali Swerdlow at 917.213.9721 or aswerdlow@the-dma.org.

For more information visit www.emailevolution.org

EXHIBITOR OPTIONS AT DMA EVENTS

TRADITIONAL BOOTH SPACE

Make a statement with a standard booth. At DMA events, you're able to customize your space to your specifications ensuring that your company's brand stays consistent across channels. Whether you're looking for a lot of space to conduct demonstrations or meetings, or just looking for a 10x10 space to showcase your services, traditional booth space is easily customized to fit your needs.

Traditional booth space is available at all DMA events except for EEC12.



What's included:

- 3 complimentary registrations
- 2 additional registrations at 50% off the regular conference fee



TURNKEY PEDESTALS

Turnkey pedestals, the immensely popular "plug and play option" allows for a level playing field in which your products and services, not extensive, flashy booth setups, do the talking. For one all-inclusive price, we supply the booth, graphics, power, flat panel monitor and wireless internet – just bring in your laptop and marketing collateral and you're ready to close deals.

Turnkey Pedestals are now available at all DMA events except NCOF2011.



What's included:

- 2 Full Conference and Exhibition registrations
- 1 additional registration at 50% off the regular conference fee
- Pedestal rental
- 500 watts of power
- ID Sign with company name and five bullet points
- 20" flat-screen monitor
- Drayage of pedestal
- Set up and dismantle

THE CONTACT INFO.

Please visit the back cover to find the sales representative who can best serve you.

PRICING

PRICING

NCDM

DMA MEMBER

TRADITIONAL BOOTH SPACE: \$31.95/sq. ft. (10 x 10 booth = \$3,195)

TURNKEY PEDESTAL: \$2,900

NON-MEMBER

TRADITIONAL BOOTH SPACE: \$36.95/sq. ft. (10 x 10 booth = \$3,695*)

TURNKEY PEDESTAL: \$3,200

NCOF

DMA MEMBER/NON-MEMBER

TRADITIONAL BOOTH SPACE: \$38.95/sq. ft. (10 x 10 booth = \$3,895)

EEC

DMA MEMBER

TURNKEY PEDESTAL: \$4,295

NON-MEMBER

TURNKEY PEDESTAL: \$4,995*

ALL FOR ONE MARKETING SUMMIT

DMA MEMBER

TRADITIONAL BOOTH SPACE: \$37.95/sq. ft. (10 x 10 booth = \$3,795)

TURNKEY PEDESTAL: \$2,500

NON-MEMBER

TRADITIONAL BOOTH SPACE: \$49.95/sq. ft. (10 x 10 booth = \$4,995*)

TURNKEY PEDESTAL: \$2,900

DMA2011

DMA MEMBER

TRADITIONAL BOOTH SPACE: \$39.95/sq. ft. (10 x 10 booth = \$3,995)

TURNKEY PEDESTAL: \$3,245

NON-MEMBER

TRADITIONAL BOOTH SPACE: \$51.95/sq. ft. (10 x 10 booth = \$5,195*)

TURNKEY PEDESTAL: \$4,895

*For DMA membership information, call 212.768.7277, ext. 1155.

NO SUITCASING

Anyone observed to be soliciting in the aisles, lunch tables or other public areas, or in an exhibitor's booth will be asked to leave immediately. Additional penalties also may be levied. Please report any violations you observe to Show Management.

FREQUENT EXHIBITOR DISCOUNT

Your loyalty is as important to us as it is to your customers. As a thank you for your participation in multiple DMA events, we'd like to extend, for the first time ever, a frequent exhibitor discount to those who purchase space at DMA2011 and one or more additional DMA events. Discounts will be applied to the overall costs of the events, excluding DMA2011, following the table below. For example, an agreement to exhibit at All For One Marketing Summit, EEC and DMA2011, results in a 15% discount off the price of EEC and All For One Marketing Summit.

EXHIBIT AT DMA2011 AND RECEIVE:

10% off one other event

15% off two other events

20% off three other events

*Offer is valid only on new contracts for other DMA events received after submitting DMA2011 contract. There is no cash or credit value attached to this offer. This discount cannot be combined with any other promotion and cannot be retroactively applied to exhibit space at previous DMA events. In the event that exhibitor cancels DMA2011 exhibit space, the published space rate for other contracted events will apply.

SALES CONTACT INFORMATION



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NCOF 2011 & NCDM 2011
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