



presented by



ALL FOR ONE Marketing Summit

June 20 – 21, 2011

Hilton New York

New York City

EXHIBITOR SPACE APPLICATION FOR TURNKEY BOOTH

Important – please print all information clearly. Completed space applications with credit card payment may be faxed to 202.955.0056.

DMA Member? No Yes DMA Customer ID#*

*If you do not know your DMA customer ID number, please contact DMA Customer Service at 212.790.1500.

Exhibitor Information

Address for Exhibit Contact (to receive exhibits information)

Company Name _____

Company Contact _____

Job Title _____

Mailing Address _____

City _____ State _____ Postal Code _____ Country _____

Telephone _____ Extension _____ Fax _____

Email _____ Website _____

PR Contact _____

Phone _____ Email _____

Preference in booth location:

If your choices are not available at time of selection, show management will assign best available space. Keep in mind the chances of obtaining one of your choices increases if you spread your selections throughout the hall.

1st _____

2nd _____

3rd _____

4th _____

5th _____

6th _____

Important — To help us in assigning the locations for the exhibit booths, please list below the names of competitors you do or do not wish to be near. This is critical information for booth assignment.

I do not wish to be near: _____

I do wish to be near: _____

Payment

Turnkey Pedestal Package Price:

\$2,500 DMA Members \$2,900 Non-Members

Includes:

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

Number of pedestals: _____

Total Cost: _____

Full payment required with application.

*Note: 25% of total space cost is non-refundable. Please see Exhibitor Terms for complete cancellation policies.

Please check choice of payment: American Express Visa
 Discover Card MasterCard Check

Account number _____

Expiration date _____

Name (as it appears on card) _____

Company name (if corporate card) _____

Signature _____

I have read the Exhibitor Terms & Conditions and agree to abide by them.

Signature _____ Date _____

I give you permission to fax me information on DMA events and products.

Signature _____ Date _____

Mail to: Gaye Dullaghan

DMA
Sr. Manager, Exhibit Operations
1615 L Street, NW, Suite 1100
Washington, DC 20036
Phone: 202.861.2469
Fax: 202.955.0056

For the DMA Show Management Use Only

Date Received _____

Check Number _____

Amount _____

Total Cost Priority Points _____

Booth(s) Assigned _____



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Terms and Conditions

EXHIBIT SPACE RENTAL AGREEMENT:

The exhibit space rental agreement and these rules and regulations and any other rules and regulations adopted by the DMA, shall constitute the agreement between DMA and the DMA exhibitor and is hereinafter referred to as the application and/or agreement. Submission of an exhibit space rental agreement and/or payment for exhibit space does not guarantee that the exhibit space will be assigned.

EXHIBITOR REPRESENTATIVE:

The signer of the exhibit space agreement shall be the official representative of the exhibiting company and shall have the authority to act on behalf of the exhibitor in all matters relating to the DMA.

APPLICATIONS AND FEES:

Applications for exhibit space shall be subject to the approval of DMA. DMA reserves the right to reject applications for space with or without cause if it is in the best judgment of DMA exhibition. A 50% deposit must accompany the application to reserve space. Note: 25% of the total exhibit space cost is non-refundable. The balance of payment is due January 20, 2011. If the balance is not received by that date, reserved space can no longer be guaranteed. Exhibitors will not be allowed to setup until the exhibit fee is paid in full.

CANCELLATIONS:

Cancellation requests must be sent in writing to the attention of DMA Exhibits. Note: 25% of the total exhibit space cost is non-refundable. If cancellation notice is received after December 20, 2010, but prior to January 20, 2011, the exhibitor is liable for 50% of the total exhibit space cost. If cancellation notice is received after January 20, 2011, no refund will be granted.

SPACE ASSIGNMENTS:

Space assignments shall be indicated on the exhibit space rental agreement as approved by the DMA. Onsite assigned exhibit space will be determined by the Priority Point system. Spaces will be allocated according to the amount of points accumulated by any one company. After onsite space selection, exhibit space will be assigned on a first-come, first-served basis, based on the date of receipt of application and required deposit. DMA reserves the right to rearrange exhibitors or to adjust the floor plan to accommodate the best interests of the Exhibition. The floor plan maintained by the DMA shall be the official floor plan. Changes may occur at any time, including prior to the space assignment, to accommodate show needs.

SUBLETTING SPACE:

No exhibitor shall assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, products, or materials from companies other than its own in the said exhibit without written consent of DMA.

ADMISSION REGULATIONS:

Admission to the exhibition will be official All FOR ONE Marketing Summit registration badges only. Badges must be worn at all times, including setup and tear-down.

INSTALLATION OF DISPLAYS:

(a) All displays must be completely arranged for viewing by 5:00 p.m. Sunday, June 19. (b) Noisy or unsightly work in any exhibitor's display space after the above deadline is prohibited during exhibition hours. (c) Shipments of display and exhibit materials arriving prior to set-up day must be sent to the official show service contractor and must arrive pre-paid. No shipments will be accepted at the show site prior to the set-up day. Goods received after the show opening must be delivered to the space and arranged at times other than official hours. (d) Goods and materials used in any display (except bona fide samples) may not be removed from the show floor without written approval of the Association. (e) If erection of any crated exhibit has not started by 5:00 p.m. on Sunday, June 19, and no arrangements for set-up have been made, DMA shall have the authority to order the exhibit to be erected and the exhibitor will be billed for, and agree to pay for, all charges incurred. DMA shall not be liable for any damages that may occur during this exhibit set-up. (f) Any space not claimed and occupied by 5:00 p.m. on Sunday, June 19, for which no special arrangements have been made, may be resold or reassigned by DMA without obligation on the part of DMA for any refund.

REMOVAL OF DISPLAYS:

(a) The exhibitor shall not dismantle its display or begin to tear-down prior to the stated close of the show. Exhibits are to remain open until after the conclusion of the last exhibit period as specified in the official program. Exhibitors agree that premature tear-down detracts from the over-all merit of the show. (b) In the event that an exhibitor begins tear-down prior to the official stated time, or if a company maintains an unmanned booth during exhibit hours, DMA will deduct 15% of said company's priority point total. This deduction will be made after each All FOR ONE Marketing Summit for every company which does not keep their booth(s) staffed and/or their entire display intact during official hours. (c) The deadline for clearance of all materials will be enforced. It is the sole responsibility of each exhibitor to have materials packed, identified and cleared for shipment by such designated time. (d) The Association reserves the right with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirements, or to order such to be done at the sole expense of the exhibitor.

SPACE PROVISIONS AND REGULATIONS:

For a complete listing of standard equipment provided by DMA for all linear 10' x 10' exhibit spaces, refer to the Exhibitor Service Manual, which will be provided to all exhibitors by the official decorator after receipt of exhibit confirmation and deposit. All Exhibits must be free standing. No bolts, screws, hooks, or nails shall be driven into, or otherwise attached to the walls, pillars, or floor of the exhibit areas. No part of the display may be attached to or otherwise secured to the drapery backdrop or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars, or floor of the exhibit areas. Exhibitors shall not post any sign of any description except within the confines of the exhibit space assigned. Every exhibit must be staffed and operational during the entire Exhibition.

Exhibitors shall confine their activities to the exhibit space granted pursuant to the exhibit space rental agreement. All in-line exhibits must be confined to a maximum height of 8', and perimeter exhibits must be confined to a maximum height of 12'. The front half of the side wall must contain at least 50% open area to permit side viewing through the booth. Island exhibitors are permitted a maximum height of 12'. Because an island exhibit is automatically separated by the width of an aisle from all neighboring exhibits, full use of floor space is permitted, without any other restrictions.

Hanging signs which are incorporated as part of island exhibits may not exceed 12'. Hanging signs must be finished on all sides. Exhibitors must receive written permission from DMA to include hanging signs as part of their display.

OPERATION AND CONDUCT:

Exhibitors are not allowed to obstruct the view or adversely affect displays of other exhibitors. Attendants, models, or robots are subject to the approval of the Association, and must confine their activities to the exhibit space occupied by the exhibitor. Exhibitor's personnel may not enter the exhibit space of another exhibitor without permission from that exhibitor and at no time may enter an exhibit space which is not staffed, except their own.

Dollies, carts, and other such devices are not permitted on the exhibit floor during exhibit hours without the written consent of DMA.

Exhibitors are responsible for all damages to property caused by themselves or their personnel. Should such damage occur, the exhibitor is liable to the owner of the damaged property.

Exhibitors shall not, without the written consent of DMA, distribute or permit the distribution of any advertising material, literature, souvenir items, or promotional materials in or about the exhibit areas except from its own allotted space.

The Association reserves the right to restrict displays which would constitute a violation of this contract, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays, which in the opinion of Association detract from the general character or appearance of the Exhibition.

The serving or distribution of alcoholic beverages by exhibitors in any part of the Exhibit Hall is forbidden, unless otherwise approved by the Association.

Photography and videotaping are prohibited without the written permission of DMA. DMA is the final authority on all matters relating to operation and conduct.

FIRE REGULATIONS:

Exhibitors must conform to all standard fire codes of the host city, New York, New York. Exhibitors shall not allow the display to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. All wiring, electrical equipment, and booth decorations must comply with said regulations.

AUDIO VISUAL & SOUND PRODUCING APPARATUS:

Video equipment, movie or slide projectors, tape recorders, or other sound equipment must be self-contained and fireproof.

The sound must be kept at a volume not to exceed that of normal conversation or 80 decibels. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. The film must be devoted exclusively to the business of the exhibitor. DMA will not be responsible for obtaining any audio/visual equipment.

No exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding exhibitors or DMA staff.

VERBAL AGREEMENTS:

DMA will not be bound to any verbal agreements, representations, or statements between DMA, exhibitors, or any supplier. DMA staff, unless confirmed in writing, will not be bound to any verbal agreements.

SECURITY:

Management will provide the services of a reputable protective agency during the period of installation, show days, and dismantling, and exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect exhibitor's property with the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management.

LIABILITY AND INSURANCE:

(a) Every reasonable precaution will be taken by DMA to protect property during installation, show period, and removal. However, neither the Sponsor of the Exhibition, The Association, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damages by fire, accident, vandalism, or other causes. Watchmen will be on the premises as required. (b) All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the Exhibition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

UNION LABOR:

Installation and dismantling of exhibits — other than tabletop and pop-up exhibits — must be done by union personnel in accordance with the rules of the Hilton New York and in accord with the terms stated in the exhibitor service kit. Violation will result in cancellation of the exhibitor's booth assignment and forfeiture of feeds paid.

AGREEMENT:

By signing the space application incorporating these terms by references, the exhibitor agrees to abide by these rules and regulations, and those of the Hilton New York and by the decisions of DMA. This contract will become binding on both the exhibitor and The Association upon its acceptance by DMA.

These terms and conditions have been developed to allow each exhibitor equality regardless of size. Each exhibiting company should be given an equal opportunity, within reason, to present its products in the most effective manner to the target audience.