



DMA•07 Conference & Exhibition

McCormick Place West
Chicago, Illinois
October 13 – 18, 2007

Pre-Conference: October 13 – 14, 2007
Exhibition: October 14 – 16, 2007
Conference: October 14 – 17, 2007
Post-Conference: October 17 – 18, 2007

2007 EXHIBITOR INFORMATION

Reserve your space now for DMA07 Conference & Exhibition. Apply for space today to guarantee the best location on the exhibit hall floor!

Exhibit Space Cost

(100 sq. ft. minimum)
DMA Members: \$39.95/sq. ft.
Non-Members: \$51.95/sq. ft.

Included in Cost of Booth

3 complimentary exhibitor registrations. You may add up to 2 additional people at 50% off the onsite registration rate (DMA Member/Non-Member), but 5 exhibitor registrations per 100 sq. ft. is the maximum.

Exhibitors are invited to participate in events taking place in the Exhibit Hall including:

- **Sunday Grand Opening Reception**
- **Monday Reception**
- **Monday Lunch**

Exhibitors may also attend General and Concurrent Sessions during the Conference.

NOTE: The Exhibitor Service Manual will provide further information about shipping, show services, and advertising opportunities.

To Apply, Complete the Exhibitor Space Application

Mail with deposit check to:
Gaye Dullaghan
Exhibits Manager
Direct Marketing Association
1615 L Street, NW, Suite 1100
Washington, D.C. 20036
Phone: +1.202.861.2469

Or fax (credit card payments only) to:
Gaye Dullaghan
Exhibits Manager
Fax: +1.202.955.0056

HOW WE ALLOCATE BOOTHS

1. On-Site Space Selection

On-site space selection is done according to a Priority Point System conducted on October 16 – 17 at the DMA06 Conference & Exhibition. Priority points are allocated as follows:

- 1 point for each 10' x 10' unit at each annual Conference & Exhibition
- 2 points for participation at each annual Conference & Exhibition
- 5 points are awarded to DMA Members on a cumulative basis at each annual Conference & Exhibition

If a company drops out of DMA Membership, its Membership points will cease to be awarded. Point totals will be tallied at the time of booth assignments prior to the conference and will be cumulative from annual conference to annual conference.

Priority points are non-transferable. If an exhibitor chooses not to exhibit for two consecutive years, all accumulated priority points will be forfeited.

2. After October 17, 2006

Assignments will be made on a first-come, first-served basis, based on the date of receipt of a completed space application and deposit.

SCHEDULE FOR EXHIBITORS*

Set-Up

Thursday, October 11
8:00 A.M. – 5:00 P.M.

Friday, October 12
8:00 A.M. – 5:00 P.M.

Saturday, October 13
8:00 A.M. – 6:00 P.M.

Exhibit Hours

Sunday, October 14
4:00 P.M. – 6:30 P.M.

Monday, October 15
10:30 A.M. – 7:00 P.M.

Tuesday, October 16
9:30 A.M. – 5:00 P.M.

Tear-Down

Tuesday, October 16
6:00 P.M. – 10:00 P.M.*

Wednesday, October 17
8:00 A.M. – 2:00 P.M.

*Note: Empty crate delivery will not begin until approximately 8:00 P.M.

All exhibit materials must be packed and ready for shipment by 12:00 P.M. on Wednesday, October 17.

*** SCHEDULE SUBJECT TO CHANGE**