

Platinum Sponsorship Opportunities

<input type="checkbox"/> Tote Bags.....	\$65,000
<input type="checkbox"/> Monday General Session and Keynote.....	\$60,000
<input type="checkbox"/> Online Marketing Solutions Pavilion.....	\$50,000

Gold Sponsorship Opportunities

<input type="checkbox"/> Badgeholders.....	\$45,000
<input type="checkbox"/> Aisle Signage in Exhibit Hall.....	\$30,000
<input type="checkbox"/> Wall Street Journal Wrap.....	\$30,000

Silver Sponsorship Opportunities

<input type="checkbox"/> DMA Kickoff Party.....	\$20,000
<input type="checkbox"/> Hotel Key Cards.....	\$20,000
<input type="checkbox"/> Expo Cards.....	\$20,000
<input type="checkbox"/> Wall Street Journal Wrap.....	\$19,000
<input type="checkbox"/> Wall Street Journal Wrap.....	\$17,000
<input type="checkbox"/> Senior Summit.....	\$15,000
<input type="checkbox"/> Golf Lessons from a Pro.....	\$15,000
<input type="checkbox"/> Hotel Room Drop.....	\$15,000
<input type="checkbox"/> MyDMA07 Networking Stations.....	\$15,000
<input type="checkbox"/> Marketer of the Year.....	\$15,000
<input type="checkbox"/> Nonprofit Day.....	\$15,000

Bronze Sponsorship Opportunities

<input type="checkbox"/> Exclusive Track Sponsor (8 Available).....	\$12,000
<input type="checkbox"/> DMA07 At-A-Glance Guide.....	\$12,000
<input type="checkbox"/> Hall of Fame Luncheon.....	\$10,000
<input type="checkbox"/> Monday Networking Reception in the Exhibit Hall.....	\$10,000
<input type="checkbox"/> Thought Leadership Series.....	\$10,000
<input type="checkbox"/> Sunday Exhibit Hall Opening.....	\$10,000
<input type="checkbox"/> Pre or Post Conference Intensive.....	\$8,500
<input type="checkbox"/> Monday Exhibit Hall Luncheon.....	\$7,500
<input type="checkbox"/> International Delegates Lounge.....	\$7,500
<input type="checkbox"/> Press Room.....	\$7,500
<input type="checkbox"/> Tote Inserts.....	\$6,000
<input type="checkbox"/> Exhibit Hall Floor Stickers*.....	\$5,000
<input type="checkbox"/> Literature Bins*.....	\$5,000
<input type="checkbox"/> Passport to Prizes*.....	\$1,500

Please complete and return immediately to confirm your sponsorship.

Company Contact: _____ Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ Web Address: _____

Total Cost of Sponsorship: \$ _____

Terms and conditions to follow. Contract requires signature.

Please return this form to: Kevin Fox, Direct Marketing Association, Inc.

1120 Avenue of the Americas • New York, NY 10036 • Fax: 212.719.5106

*Bronze Level benefits do not apply to these sponsorships.

Terms and Conditions

Sponsor agrees to pay amount indicated on previous page for sponsorship, as determined by Show Management. Payment in full is due upon receipt of contract. DMA reserves the right to withdraw the sponsorship if payment is not received within 10 business days of receipt of the signed contract. Show Management must receive notice of cancellation in writing. No refunds will be made after receipt of payment. Acceptance of this application by the Direct Marketing Association constitutes a contract. By signing below, sponsor agrees to abide by contract terms and conditions as outlined above.

IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT.

Please make check payable to: **Direct Marketing Association, Inc.**

Reference on check: **DMA07 Sponsorship**

Payment

Total Cost of Sponsorship: (from previous page): \$ _____

Check #: _____ Credit Card Type: _____

Credit Card #: _____ Exp. Date: _____

Name on Card: _____

Signature of Card Holder: _____

Sponsorships for this event are assigned on a first-come, first-served basis. It is understood that sponsors are responsible for providing the Direct Marketing Association with all company logos for use with any sponsorship, and that all company logos are subject to approval by show management. Please email all artwork to the address below.

I agree to abide by the above.

Authorized Signature: _____ Date: _____

Please keep a copy of this form for your records.

Submit your company logo via e-mail to **Katie McEvoy**, Sponsorship Liaison Specialist, at kmcevoy@the-dma.org.

Please include company logo materials with payment and registration. Format guidelines are as follows:

Acceptable Software and file type:

A: Illustrator EPS CS2 or lower and JPG

(all fonts should be outlined; grayscale and color versions of the logo should be provided)

B: High resolution Photoshop CS2 or lower, EPS, or Tiff 300dpi and JPG

(grayscale and color versions of the logo should be provided)

• Please include the following information in your e-mail:

- Conference Title
- Sponsored Item
- Your Company's Name
- File Format (example: EPS, JPG, or TIF)
- Contact Person and Phone Number

Company Contact: _____

Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ Web Address: _____

Company Contact: _____

Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ Web Address: _____

Company Contact: _____

Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Email: _____ Web Address: _____

*Your sponsorship level “benefits” list how many complimentary registrations you will receive. Once this form is filled out, your complimentary registrants are fully registered.

For questions regarding sponsorship fulfillment, please contact **Katie McEvoy**, Sponsorship Liaison Specialist at kmcevoy@the-dma.org or call 212.768.7277, ext. 1685.