

ACTIVATE

- ▶ Leads
- ▶ Product Demos
- ▶ Sales
- ▶ Brand Awareness
- ▶ Interest

Connect with the Buyers Who Connect with the World.

OCTOBER 13 – 18, 2007 • McCORMICK PLACE WEST • CHICAGO, ILLINOIS USA

DMA·07
Direct Marketing Association
CONFERENCE & EXHIBITION
www.dma07.org

ACTIVATE

the connections
that will energize
your bottom line.

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DMA07 represents your single best opportunity to connect with technology-driven buyers. You'll meet more than 11,000 marketers whose businesses depend on global marketing tools—from the Web and email to telemarketing and direct mail. Savvy professionals from thousands of leading companies will scour the exhibit floor, eager to partner with suppliers who can help them succeed. They represent ad agencies, catalogues, financial services, Internet companies, B-to-B and B-to-C, and more, including hundreds of Fortune 1000 companies. All of them aim to reach a target market with maximum specificity and impact.

They come to DMA07 primed to buy. In the next year:

- ▶ **Over half** (56 percent) will spend more than **\$1 million** on marketing initiatives.
- ▶ **One out of every four** will spend **\$10 million** or more.

DMA07 attendees have big budgets. They work the exhibit floor, analyzing products and services that will help them achieve their sales goals. To become a part of their buying plans, you have to be there!

DMA07 Sponsorship Opportunities

Reinforce your industry presence as a DMA07 sponsor. This year more than 11,000 marketers and decision-makers will come together under one roof. They'll be looking for creative solutions and partnerships that will enhance their global position. Amplify your message and boost your visibility in front of this competitive market. Sponsorship opportunities are diverse but they are limited. Let us help you create a package that's right for your business. Visit www.dma07.org for more information.



// DMA Annual is the premier event for our company. Exhibiting to the largest audience of marketing professionals has led to some terrific results. We look forward to meeting our best clients each year – all of whom attend DMA Annual. //

Brad Roselle, Director, Trade Show Operations, InfoUSA

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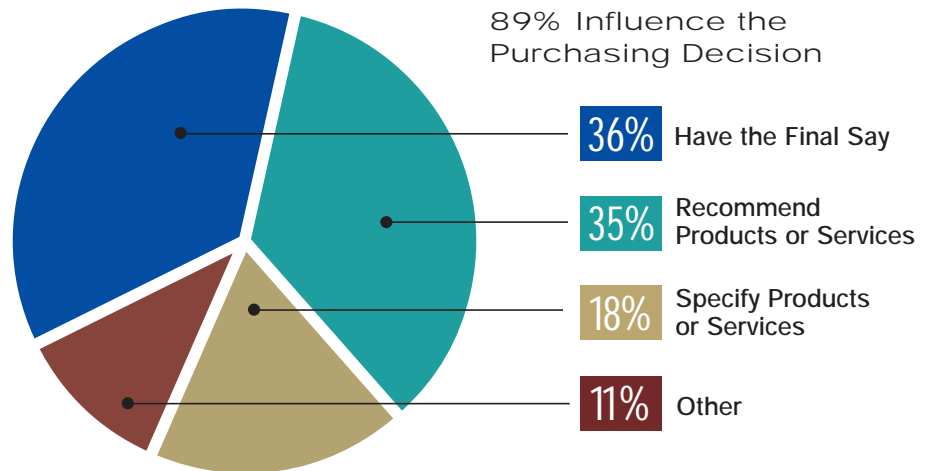
▶ Brand Awareness

▶ Interest

Interactivity is hot in the direct marketing industry.

Thousands of big-budget buyers will target the Online Marketing Solutions Pavilion as their go-to destination at DMA07. It's the high-visibility, high-traffic hot spot for all things interactive, featuring cutting-edge technology for the Web, RSS, blogs, and email marketing. Exhibit in any of these areas:

- ▶ E-Commerce Applications
- ▶ Email Services
- ▶ Internet Products and Services
- ▶ Multimedia Solutions
- ▶ Online Content Management
- ▶ Search Marketing Solutions
- ▶ Web Administration



Get Direct Access to Decision-Makers

Nearly 9 out of 10 attendees play a key role in purchasing. And SmartBooth technology can bring solid, qualified leads right to your desk. This sophisticated Web-based tool matches attendees' expressed interests with your products or services, based on criteria that you specify. SmartBooth takes dead aim at the most-qualified, ready-to-buy prospects, generates an invitation to visit your exhibit, and helps them schedule a one-on-one with you. Think of it as your "search function" to highlight your hottest prospects.

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Buyers come to DMA07 looking for a competitive edge. They need innovative solutions that will help them zero in on their market and sell. They look to new and emerging media for speed, precision, persuasiveness, and global reach. The industry buzz starts at the biggest direct marketing event in the world. Be sure the buzz is about you—not just your competitors. Don't miss the one chance this year to showcase your products and services in front of top decision-makers from industry leading companies. Take a look at some of last year's big names—

AIG • Allstate Life Insurance Company • American Eagle Outfitters • American Express • American Red Cross • Amerprise Financial Services, Inc. • AOL • Apple • Bank of America • BellSouth Corporation • Best Buy • Blockbuster, Inc. • Bloomingdale's • BMW • Bose Corporation • Capital One • Caterpillar, Inc. • Charles Schwab & Co., Inc. • Cingular Wireless • Circuit City Stores, Inc. • Cisco Systems, Inc. • Coca Cola • Comcast • CompUSA • Dell, Inc. • Delta Air Lines • Direct TV • Eastman Kodak Company • Ebay • Eddie Bauer Holdings, Inc. • Gap Inc. • General Motors • Google • H&R Block Mortgage • Hallmark Cards, Inc. • IBM Corporation • InterContinental Hotels Group • John Deere • Jos A Bank Clothiers, Inc. • JP Morgan Chase Bank • Kaiser Permanente • Kendall Jackson Wine Estates • Kraft Foods, Inc. • L.L. Bean, Inc. • Lendingtree LLC • Liberty Mutual • Lufthansa German Airline • Macy's • Martha Stewart Living Omnimedia • Microsoft Corporation • Morton's The Steakhouse • National Geographic Society • Newsweek, Inc. • Nike, Inc. • Nissan North America • Office Depot • Omaha Steaks • Patagonia • PetSmart, Inc. • Philip Morris USA, Inc. • Pier I Imports • Princess Cruises • Progressive Insurance • Prudential Financial, Inc. • Publishers Clearing House • QVC • RBC Royal Bank • RIM/BlackBerry • Shell Oil Products US • Sony • Sprint Nextel • Subaru of America • SunTrust Banks, Inc. • The Home Depot • The J. Jill Group, Inc. • The McGraw-Hill Companies • The Nature Conservancy • The New York Times • The Principal Financial Group • The Sharper Image • Time Warner Cable • United Airlines • Verizon Wireless • Virgin Atlantic Airways • Visa USA, Inc. • Wachovia Bank • Walt Disney World Co. • Wells Fargo Bank • Williams-Sonoma, Inc. • Yahoo! • [AND MORE](#)

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Exhibit Hall 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.

Exhibit Space Rates

DMA Member: \$39.95 / sq. ft. (10x10 booth=\$3,995)

Non-member: \$51.95 / sq. ft. (10x10 booth=\$5,195)*

*For DMA membership information, call 212.768.7277 or email membership@the-dma.org.

Don't Wait!

Exhibit space will sell out quickly.

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DMA07 delivers thousands of tech-hungry attendees. Show prospective customers precisely what you can do to help them pinpoint their markets, tailor their tactics, and get results. Showcase your products and services in action and turn your prospects into purchasers. Qualified buyers will be on the exhibit floor looking for products and services in these categories:

- ▶ List Brokers/Compilers
- ▶ Direct Marketing Media
- ▶ Database Management
- ▶ Email Marketing Services
- ▶ Internet Services
- ▶ Mailing and Fulfillment
- ▶ Lead Generation
- ▶ Acquisition, Loyalty & Prospect Marketing
- ▶ Creative Services

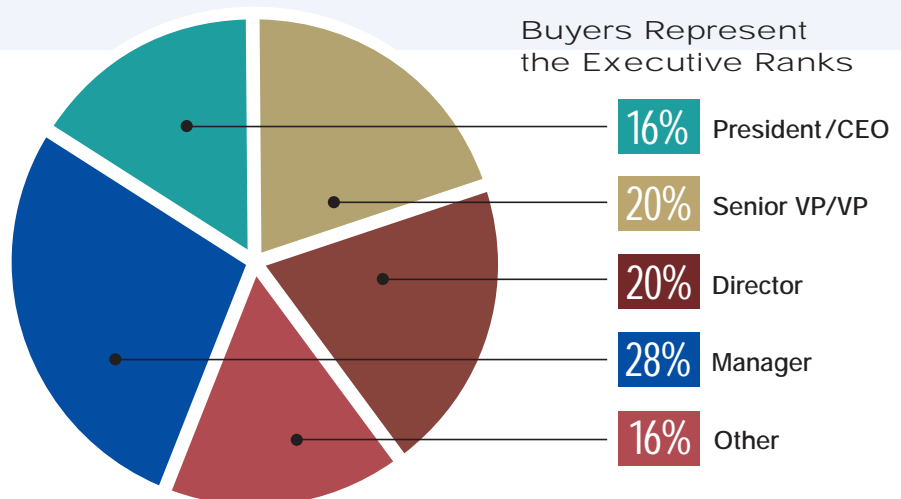
If you sell products and services like these, make sure you've got a booth on the DMA07 exhibit floor.



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Exhibiting at DMA07 guarantees you exposure among the marketers who matter most. 84 percent of attendees come from the executive ranks of top marketing firms. If you're not at DMA07, you're off the screen of these industry decision-makers. These pros know how to reach their target markets, and they want to partner only with providers who know how to reach theirs. That makes your presence at DMA07 a must for raising awareness of your brand.



// Alterian being a UK based company, we are always focused on raising our brand awareness. As an exhibitor and sponsor, the DMA Annual creates the buzz we are looking for. With more and more traffic in the exhibit hall each year, we are able to demonstrate our products and services in action at our booth to prospects. There is a lot of cutting-edge technology on display and we can't afford to be left out. // **Linda Vetter**, Field Marketing Manager, Alterian



The Power of Direct:
Relevance. Responsibility. Results.

DMA07 is brought to you by the Direct Marketing Association. Founded in 1917, DMA is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques.

Direct Marketing Association • 1120 Avenue of the Americas • New York, NY 10036-6700

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