

Passport to Prizes

As a sponsor of the Passport to Prizes program, you will receive the following benefits:

- Recognition during the give-away ceremony for your prize description/drawing
- Visibility/signage with the prize list
- Company name/logo and prize on the Passport to prizes game card
- Guaranteed additional traffic to your booth throughout the three days of the conference and expo.

How does it work?

Each DMA07 attendee will be issued a blank "Passport" card at registration. Attendees will take their card around the expo floor during show hours to collect verification stamps/signatures from the participating exhibiting companies listed on their Passport card. Once attendees have completed their Passport, they have to drop it off at any of the designated ticket tumblers located throughout the expo floor. All completed entries will be eligible for a prize drawing that will be conducted in the afternoon each day of the exhibits. Sponsors are to provide the prize(s) to be awarded. Plus, to generate even more buzz around this new program, DMA is donating a grand prize of \$1,000 to one lucky entrant.

To learn more and sponsor, call Kevin Fox at 212.790.1578 or Donna LoPorto at 303.543.1164.

****Please note exhibiting companies are not eligible to win prizes!**