

The 14th Annual DMA Directo Days Conference

New York Marriott Marquis, NYC
April 10-11, 2007

Sponsorship Opportunities

Platinum Sponsorship: \$4,000

- Two (2) complimentary registrations for the event
- Acknowledgement and linkable logo on the conference website
- Acknowledgement in promotional pieces
- Thank You signage at the event
- Full page B&W ad in the on-site program (Note: Must be received by March 1st)
- One (1) complimentary copy of the pre and post-show attendee lists via electronic file (one-time use only)
- Opportunity to place promotional materials in back of room

Items available (Choose One):

- Tote Bags (SOLD)
- Badge Holders
- Portfolios
- Monday Keynote General Session
- Tuesday Keynote General Session

Gold Level Sponsorship: \$3,000

- One (1) complimentary registration for the event
- Acknowledgement and linkable logo on the conference website
- Acknowledgement in promotional pieces
- Thank you signage at the event
- Full page B&W ad in the on-site program (Note: Must be received by March 1st)

Items available (Choose One):

- Continental Breakfast
- Awards Luncheon
- Networking Reception

Silver Level Sponsorship: \$2,000

- One (1) complimentary registration for the event
- Acknowledgement and linkable logo on the conference website
- Acknowledgement in promotional pieces
- Thank You signage at the event
- Acknowledgement in the on-site program

The 14th Annual DMA Directo Days Conference Page 2

Items available (Choose One):

- Coat Check
- Morning Networking Break
- Afternoon Networking Break
- Tote Bag Inserts (1 SOLD, 2 AVAILABLE)

Bronze Level Sponsorship: \$500

- Acknowledgement and linkable logo on the conference website
- Acknowledgement in promotional pieces
- Acknowledgement in Thank You signage onsite
- Acknowledgement in the on-site program

Items Available (Choose One):

- General Sponsor (6 available)

Please complete and return immediately to confirm your sponsorship.

Company Contact: _____

Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Address: _____

Total Cost of Sponsorship: \$ _____

Terms & conditions to follow. Contract requires signature.

Please return this form to: Katie Cunningham
The Direct Marketing Association, Inc.
1120 Avenue of the Americas, Suite 1300
New York, NY 10036
Fax: 212-719-1952

For questions, please contact Holly Clifton at hclifton@the-dma.org after February 1st.

Sponsorship Contract and Agreement

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. The 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: The Direct Marketing Association, Inc.; Reference on check: Directo Days 2007

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 exhibitors 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 Cunningham, Business Development Coordinator, DMA at kcunningham@the-dma.org. Company logo requested upon payment. Format guidelines are as follows:

- Vector File in Adobe Illustrator EPS file or Corel Draw EPS file. The document should have an ".eps" extension. Additionally we request that you do not compress the file. Compression of an EPS file is difficult and unnecessary for this purpose. Please do not submit GIF files.
- Please include the following information in your email.
 - Conference Title
 - Sponsored Item
 - Your Company's Name
 - File Format (example: .EPS Corel Draw)
 - Contact person and phone number

***Complimentary Registration**

Company Contact: _____

Title: _____

Company Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Address: _____

*Your sponsorship level "benefits" on page 1, lists 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 Cunningham, Business Development Coordinator, at kcunningham@the-dma.org or 212.768.7277 ext. 1685.