

# The 5<sup>th</sup> Annual Insert Media Day

McGraw Hill Companies Conference Center  
1221 Avenue of the Americas @ 49<sup>th</sup> St., NYC  
April 1, 2008

## Exhibitor Application Form – Page 1

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_  
(as it should appear for exhibit signage)

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

### Please circle one:

DMA Member \$995  
Non-Member \$1,295

### Exhibit Includes:

- One (1) 2' x 6' table
- Two (2) complimentary Exhibit Manager, full conference registrations
- One (1) conference registration at 50% off regular rate

### Terms and Conditions

Exhibitor 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 exhibit 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, exhibitor agrees to abide by contract terms and conditions as outlined above.

**IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS SPONSORSHIP CONTRACT.**

### Payment

Total Cost of Exhibit: (from previous page): \$ \_\_\_\_\_

Check #: \_\_\_\_\_  
(Please make check payable to: The Direct Marketing Association, Inc.; Reference on check: Insert Media Day 2007)

Credit Card #: \_\_\_\_\_ Credit Card Type \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

# The 5<sup>th</sup> Annual Insert Media Day

## Exhibitor Application Form – Page 2

### OPEN HOURS AND EVENTS

Exhibits are open throughout the entire conference. All Exhibit Personnel must staff their displays during all social events in the exhibit area:

Tuesday, April 1, 2008

Exhibit Set-up: 7:00 A.M. – 8:00 A.M.

Exhibit Hall Open: 8:00 A.M.

Registration: 8:00 A.M. – 3 P.M.

Continental Breakfast: 8:00 A.M. – 8:45 A.M.

Break in Exhibit Hall: 10:30 A.M. – 10:50 A.M.

Luncheon Reception in Exhibit Hall: 11:45 P.M. – 1:45 P.M.

Networking Break in Exhibit Hall: 1:45 P.M. – 2:10 P.M.

Closing Reception: 4:30 P.M. – 5:30 P.M.

Exhibit Breakdown: 5:00 P.M. – 5:30 P.M.

\*Schedule is subject to change. The final schedule will be available during set-up hours.

### Assignment of Display Space

Space will be assigned by the DMA Exhibit Hall Management on a first-come, first-serve basis, based on the date of receipt of the enclosed application with full payment.

### Use of Display Space

Exhibit displays cannot be more than five (5) feet in height and cannot block the view of any other display. Floor easels or floor displays are not allowed. All Exhibit displays and literature are subject to approval by the DMA Exhibit Hall Management during the pres-show set-up hours.

Please forward your display items directly to the McGraw Hill Companies Conference Center at the address below. This center requests that packages arrive no earlier than March 24, 2008. Packages should be addressed to the attention of Marty at the address below.

Sample shipping label:

McGraw Hill Companies Conference Center  
1221 Avenue of the Americas @ 49<sup>th</sup> St. 2<sup>nd</sup> Floor  
New York, NY 10020

C/O: Marty

The DMA 5<sup>th</sup> Annual Insert Media Day Conference

April 1, 2008

Hold for: Company's Contact Name/ Exhibiting Company Name/ Booth #

The DMA will have your items delivered to the Exhibit Hall by 6:30 A.M. on Tuesday, April 1<sup>st</sup>. If you decide to ship your boxes earlier, you are responsible and will be billed directly for any labor fees incurred in moving your boxes. You will also be responsible and billed directly for labor fees incurred in moving your boxes from the hotel receiving dock to the event floor on the day of the event. You must set up your display between 6:30 A.M. and 7:30 A.M. The Exhibits will open with a continental breakfast at 8:00 A.M.

All Exhibit companies are responsible for the set-up maintenance, replenishment of materials, and breakdown of their space. Exhibit tables will be skirted and storage space will be provided beneath each table. It is not necessary for a representative to staff the table during all open hours. However, Exhibits are required to be staffed during scheduled functions in the room.

The DMA is not responsible for any equipment left in the display area. We strongly advise you to secure any valuable equipment in your guestroom during the Exhibition's off-hours.

# The 5<sup>th</sup> Annual Insert Media Day

## Exhibitor Application Form – Page 3

The DMA will list your company name and display location in the program floor map of the event.

### **BREAKDOWN AND RETURN SHIPMENT**

Breakdown of Exhibits will take place during the closing session from 3:45 P.M. – 4:30 P.M. on Tuesday, April 1st. Any materials left in the Exhibit Hall after 6:00 P.M. will be disposed of by the building. We strongly encourage you to bring return shipping labels (including your company's FedEx or UPS account number) with you to the exhibition. Payment for shipments can be charged to your company's FedEx or UPS account number. You will not be able to pay by credit card.

**The DMA is not responsible for returning materials to you. Please note there will be a labor charge to move boxes.**

### **CANCELLATION POLICY**

Cancellation requests must be sent in writing to the attention of The DMA Insert Media Day Exhibits. If cancellation notice is received before or on February 29, 2008, the exhibitor is liable for 50% of the total exhibit space cost. If cancellation notice is received after January 26th, 2007 no refund will be granted.

### **CHANGES & TRANSFERS**

Send a written request detailing the registration changes to DMA Customer Service Department via fax, e-mail, or mail. After, March 21, 2008 all changes will be handled on-site and must be submitted in writing on company letterhead.

# The 5<sup>th</sup> Annual Insert Media Day

## Exhibitor Application Form – Page 4

### **\*Complimentary Registration**

Company Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Company Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

\* This form is only for your company's two complimentary registrations. Please call DMA Customer Service to register an additional attendee at 50% off and note that you are an Insert Media Day Sponsor.

Please return all forms to:

Katie McEvoy  
The Direct Marketing Association, Inc.  
1120 Avenue of the Americas, Suite 1300  
New York, NY 10036  
Fax: 212.302.7643

For questions, please contact Katie McEvoy at [kmcevoy@the-dma.org](mailto:kmcevoy@the-dma.org) or at 2121.768.7277 x1685