

\*Please be advised that the contact listed below will be the point person for all communications between DMA and your company.

Company Name: \_\_\_\_\_  
 \*Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

By providing your fax number and email address, you grant DMA to contact you via fax and email regarding important show-related information and opportunities.

### II. EXHIBIT SPACE SELECTION

1. Total number of exhibit booths: \_\_\_\_\_  
 \*Minimum booth size: 10' x 10'
2. Total price for 2010 Retail Marketing Conference 10'x10' booth:  
 \$3,295: DMA members x \_\_\_\_\_ # of booths = \$ \_\_\_\_\_  
 \$3,695: Non-members x \_\_\_\_\_ # of booths = \$ \_\_\_\_\_  
 50% Deposit Amount = \$ \_\_\_\_\_
3. Location preferences: 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_ 5th: \_\_\_\_\_
4. To help us in assigning locations for exhibit space, please list the names of competitors you do not wish to be near. *This is critical information for space assignments.* \_\_\_\_\_

### IV. MARKETING OPPORTUNITIES

I would like to take advantage of the following additional 2010 Retail Marketing Conference Marketing Opportunities: (please check all that apply)

- 4/C logo in Official Show Directory.....\$350  Website link to your company's URL.....\$250
- EXHIBIT PLUS PACKAGE.....\$1,195  EXHIBIT PREMIER PACKAGE.....\$1,495  ONLINE EXPOSURE PACKAGE.....\$1,595
- Add on basic pre-show and at-show marketing opportunities to enhance your exhibit! (See package description for full details.)  
 Exhibit Plus Package with additional enhancements, plus post-show marketing options! (See package description for full details.)  
 Hyperlink to company's URL, enhanced online listing, button ad, & group email sent to pre-show attendees (See package description for details.)

### III. CATEGORY LISTINGS

Please indicate appropriate business categories (check up to 3):

- |                                                    |                                                    |                                                   |                                               |                                                     |
|----------------------------------------------------|----------------------------------------------------|---------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Affiliate Mktg Programs   | <input type="checkbox"/> Data Mining/Warehousing   | <input type="checkbox"/> Gift Card Programs       | <input type="checkbox"/> Order Management     | <input type="checkbox"/> Search Engine Optimization |
| <input type="checkbox"/> Alternate Response Media  | <input type="checkbox"/> Database Mgmt/Mktg.       | <input type="checkbox"/> Internet Security        | <input type="checkbox"/> Systems              | <input type="checkbox"/> Shopping Cart Software     |
| <input type="checkbox"/> Auction Software/Services | <input type="checkbox"/> Digital Photography/Svcs. | <input type="checkbox"/> Internet/Online Services | <input type="checkbox"/> Payment Processing & | <input type="checkbox"/> Site Search                |
| <input type="checkbox"/> Campaign Management       | <input type="checkbox"/> Direct Marketing Services | <input type="checkbox"/> Internet Service         | <input type="checkbox"/> Security             | <input type="checkbox"/> Telemarketing              |
| <input type="checkbox"/> Channel Management        | <input type="checkbox"/> Distribution Services     | <input type="checkbox"/> Providers                | <input type="checkbox"/> Personalization/     | <input type="checkbox"/> User Experiences/Usability |
| <input type="checkbox"/> Comparison Shopping Sites | <input type="checkbox"/> E-Commerce Software       | <input type="checkbox"/> Kiosk Systems            | <input type="checkbox"/> Relevant Marketing   | <input type="checkbox"/> Warehousing Systems/Svcs.  |
| <input type="checkbox"/> Contact Center Solutions  | <input type="checkbox"/> /Systems                  | <input type="checkbox"/> List Mgmt./Broker/Svcs.  | <input type="checkbox"/> Returns Processing   | <input type="checkbox"/> Web Analytics              |
| <input type="checkbox"/> Content Management        | <input type="checkbox"/> E-Commerce Solutions      | <input type="checkbox"/> Loyalty/ Incentive Pgms  | <input type="checkbox"/> RFID/Supply Chain    | <input type="checkbox"/> Web Design Services        |
| <input type="checkbox"/> Consulting Services       | <input type="checkbox"/> E-Mail Appending          | <input type="checkbox"/> M-Commerce               | <input type="checkbox"/> Mgmt.                | <input type="checkbox"/> Wireless Technologies      |
| <input type="checkbox"/> Co-op Mailers             | <input type="checkbox"/> /Transmission             | <input type="checkbox"/> Merchandising Online     | <input type="checkbox"/> Rich Media/Imaging/  | <input type="checkbox"/> Other: _____               |
| <input type="checkbox"/> Creative Agencies &       | <input type="checkbox"/> E-Mail Marketing          | <input type="checkbox"/> Online Catalogs          | <input type="checkbox"/> Modeling             |                                                     |
| <input type="checkbox"/> Graphic Designers         | <input type="checkbox"/> Financial & Credit Svcs.  | <input type="checkbox"/> Online Customer          | <input type="checkbox"/> Search Engine        |                                                     |
| <input type="checkbox"/> CRM Systems               | <input type="checkbox"/> Fulfillment Services      | <input type="checkbox"/> Support/Live Chat        | <input type="checkbox"/> Marketing            |                                                     |

### V. PAYMENT INFORMATION

Please make checks payable to 2010 Retail Marketing Conference

- Check #: \_\_\_\_\_ enclosed.  
 Mail completed contract and check to:  
 Penton Media  
 24657 Network Place  
 Chicago, IL 60673-1276
- Credit Card  
 For your security, credit card payments must be made online at [www.RMC2010.org](http://www.RMC2010.org), click on Exhibitors to log in.  
 You will receive detailed instructions and a password along with your invoice via e-mail. Your deposit is due immediately upon receipt of your invoice. Please contact your sales manager for more information.

**IMPORTANT: A NON-REFUNDABLE 50% DEPOSIT MUST ACCOMPANY THIS SIGNED APPLICATION & CONTRACT FOR EXHIBIT SPACE. THE REMAINING 50% BALANCE IS DUE ON JANUARY 8, 2010.**

### VI. TERMS

Booth spaces are allocated for this event on a priority point basis. It is understood that although every effort will be made by exhibit management to provide the requested location, such assignments are subject to prior and/or competitive conflicts and that final allocations of booth space will be determined by exhibit management. Applicant agrees to abide by the above and the Exhibitor Rules and Regulations which accompany this Exhibitor Space Application and Contract.

Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Questions? Contact Trinnette Cunningham: (T) 724.809.6224; (E) [tcunningham@the-dma.org](mailto:tcunningham@the-dma.org)

For Office Use Only

EB	JM	BG

# 2010 Retail Marketing Conference

## Rules & Regulations of Exhibit Space Contract

May 24-26, 2010 • Gaylord Palms Resort • Orlando, FL

**1. Contract for Space:** The contract for space, the formal notification of space assignment and full payment of fees together constitute a contract between the exhibiting organization, hereinafter known as the Exhibitor, and Penton Media Inc., and The Direct Marketing Association, owners of Retail Marketing Conference hereinafter known as Management, for the right to use space for 2010 event. The contract is based upon the plan of exhibit rates shown thereon and general information contained in the exposition prospectus and sales kit, all of which are to be considered along with details on all pages of this form as part of the contract. This contract may be freely assigned by management.

All measurements shown on the floor plan are approximate and Management reserves the right to make such modifications as may be deemed to be necessary, making equitable adjustment with any exhibitor or exhibitors thereby affected. Management also reserves the right to adjust the floor plan to meet the needs of the exposition.

**2. Installation and Dismantling of Exhibits:** Delivery of freight, installation of exhibits and completion of erection of exhibits will take place on the dates hereinafter shown. The exhibits must be ready for inspection no later than 12:00 pm of the first show day. Should an exhibit not be set by 12:00 pm of the first show day, Management reserves the right to have the Official Exhibit Services Contractor install the exhibit or remove unopened freight at the expense of the exhibitor. Dismantling may not begin until the close of the exposition on the final show day.

Goods and materials used in any display shall not be removed from the exhibit hall until the exposition has officially been closed. Any exception to this rule must have the written approval of Management.

Dismantling must be completed and all exhibit materials removed by the final moveout date and hour shown. (NOTE: Exhibitors are advised to remove small, portable items immediately upon conclusion of the exposition.)

**3. Storage – Boxes and Packing Crates:** Exhibitors will not be permitted to store boxes or packing crates in or behind exhibit booths. Prior to 8:00 am of the first show day, all boxes and crates will be placed in storage provided they are properly labeled for storage. Those not so labeled will be removed and destroyed as refuse. (NOTE: Storage labels will be provided at the Official Exhibit Services Contractor's Desk.)

**4. Minors and Children:** Persons under 18 years of age will not be permitted in the exhibit area.

**5. Floor Plan:** The floor plan for this exhibit will be maintained as originally presented wherever possible. However, Management reserves the unqualified right to modify said plan to the extent necessary for the best interests of the exhibit, the exhibitors, and the industry.

**6. Applications for Space – Conditions:** Reservations must be made on the Space Application form which must contain complete information. Management reserves the right to reject applications for space.

It is the policy of management to limit the use of exhibit spaces to firms whose products or services contribute to the purposes of the Retail Marketing Conference. **NO CASH SALES WILL BE PERMITTED.**

**7. Payment Schedule/Cancellation or Reduction of Space:** The payment schedule is listed on the face of the contract. Cancellation of this contract or reduction of space must be in writing, and by mutual consent of the applicant and Management, except that Management may unilaterally cancel this contract for non-payment of any balance due by the date specified.

**Cancellation or Reduction of Space Penalty:** Space cancelled or reduced on or before January 8, 2010 will be charged a 50% service charge on the net cost of the original space. The full contract price is due and payable and non-refundable for any space cancelled or reduced after January 8, 2010.

**8. Space Assignment:** Space assignment will be indicated on the accepted contract. However, should conditions or situations warrant, Management has the unqualified right to reassign space for the best interest of the exposition. Exhibitors must rent sufficient space to contain their exhibit completely within the confines of booth lines. Equipment may not extend into the aisles, over the aisles, or across the exhibitor's purchased booth line. Heights and Depths addressed in Section 11 must be observed.

**Wait List:** Exhibitors have an opportunity to be placed on a Wait List for an alternative location on the show floor upon request. Exhibitors must have space reserved and appropriate payment received to be moved per the Wait List request.

**9. Sharing/Subletting Space:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted, or have representatives, equipment, or materials from other than their own firm in the said space.

Management policy prohibits subcontracting of exhibit space. Should an exhibitor decide to cancel, exhibit space reverts back to Management.

**10. Exhibitor Personnel:** Each exhibitor will furnish Management, in advance, the names of those persons who will staff the booth on the Exhibitor Personnel Form furnished by Show Management in the Exhibitor Service Manual.

Personnel will be admitted to the show floor at 8:00 am each day. In the event earlier admission is required, special permission must be obtained from Management.

Exhibitor's representatives manning the exhibit will be owners, employees or agents of exhibiting companies, and such representatives will wear proper badge identification furnished by the exposition. Such badges will be supplied upon presentation of the list of personnel by the exhibitor or by application made at the Exhibitors' Registration Desk. Each exhibitor will place on file in the Show Management Office the name of the representative (including hotel or local phone number) who has primary responsibility on the floor for the exhibitor's display, and who is authorized to make decisions for the exhibitor as requested by Management on-site or in the case of an emergency.

**Note:** Supplying Exhibitor personnel badges to current or prospective customers by exhibitors is expressly forbidden. If such use of exhibitors' badges is made and this is recognized, individuals wearing said badges will be removed from the premises and badges will be confiscated. Management will supply VIP Tickets, which the Exhibitor may distribute to said customers for purpose of attendee registration. The Exhibitor personnel registration is to be used solely for employees or agents of the Exhibitor.

**11. Displays and Construction:** Management has arranged for a standard uniform booth background, including header sign (7' x 44") with exhibitor's name and booth number.

Equipment must be spotted within the confines of the exhibit space, and allow sufficient space for exhibitor personnel to conduct business within the space.

All demonstrations must be within the confines of the exhibit space. Aisles must not be obstructed at any time by exhibitor personnel or attendees. Management reserves the right to unilaterally determine if a demonstration interferes with adjacent exhibit spaces and may, if necessary, order its discontinuation.

**Note:** Please refer to the exhibitor manual for specific booth dimension instructions.

**12. Contractors Services:** All services, such as furniture, carpeting, labor, cleaning, storage of boxes and crates, shipping and other special services must be arranged through the Official Exhibit Services Contractor. An Exhibitor Service Manual will be provided with proper forms for ordering such services. Forms should be carefully prepared and returned by the deadlines noted to avoid late charges.

**Independent Contractors:** Notification to use an independent contractor to install/dismantle exhibits must be received forty-five (45) days prior to the first day of the show. If an exhibitor elects to use any contractor other than the official contractors designated by Show Management, Show Management's not in a position to intercede in disputes on behalf of the exhibitor. See rules in Exhibitor Service Manual for other requirements. Notification to use independent contractor(s) must go to both show management and the Official Exhibit Services Contractor.

**13. Character of Exhibits:** It is the desire of Management that each exhibitor design and create an exhibit of an attractive nature which will enhance the overall appearance of the exposition and be a credit to the industry. We request that all exhibitors respect applicable clauses of the Americans with Disabilities Act.

Management reserves the right to approve the character of the display and to prohibit any display which, because of noise or other objectionable features, detracts from the general character of the exposition. Exhibits must be in good taste as determined by Management.

Show Management provides carpet for the aisles of the show to enhance the overall appearance of the show floor. It is the exhibitors' responsibility to create an attractive display area. The exhibitor is required to provide carpet to cover the area contracted, including carpet under equipment.

Provided with the booth space rental by Management for a standard booth is the 8' cloth backdrop, 42" side cloth dividers, 7' x 44" identification sign (see order form in Exhibitor Service Manual), and aisle carpeting for comfort of trade show traffic.

Any part of an exhibit space which does not compliment the purpose of the exhibition must be corrected at the exhibitor's expense. Management reserves the unilateral right to correct any unsightly exhibit and the exhibitor agrees to pay Management for expenses incurred in making the necessary alterations.

**14. Gadgets, Gimmicks, Demonstrations, Music and Sound:** Side show tactics, scantily clad individuals, or other undignified promotional methods will not be permitted. Exhibitors are asked to observe the "good neighbor" policy at all times. Exhibits should be conducted in a manner not to be objectionable or offensive to neighboring booths.

The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devices are restricted to within the exhibitor's booth. Management reserves the right to determine when such items become objectionable.

Management requires exhibitors to obtain music licenses through ASCAP and BMI if they intend to use Copyrighted music in their booths. Management is not responsible for the music used by exhibitors, and Exhibitor hereby agrees to indemnify, defend and hold harmless Management for any and all costs or damages, including attorneys fees, related to any copyright violations that result from Exhibitor's failure to obtain the appropriate license(s).

Balloons, horns, odors, or congestion in Exhibitors' booths are not permitted.

Give-aways, demonstrations and/or entertaining the attendees in booths must be arranged so that attendees coming into the exhibit do not block aisles or overlap into neighboring exhibits.

The operation of equipment indoors will not be permitted on a continuous basis. Operation of equipment may be approved for demonstration purposes for short periods (approximately one to five minutes), provided Management is notified in writing thirty (30) days prior to the first day of the show. Booths must be closed by each exhibitor so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems of equipment producing sound is an exception to the rule, not a right. Management reserves the exclusive right to determine at what point a disruption or sound level constitutes interference with other exhibits and must be discontinued.

Exhibitors may be asked to discontinue any demonstrations indoors during show hours if surrounding exhibitors lodge complaints of excessive noise or other disruptions.

Racing lights, flashing lights and strobe lights are considered offensive to neighboring booths and are not permitted unless it is part of the product demonstration.

Exhibitors may take photos or videos of their display, however, they are not permitted to directly take pictures of any other display, or instruct others to take such pictures, without written permission by Management and the exhibitor whose display is being photographed.

Exhibitors must respect the privacy of other exhibitors and not intrude or disrupt another exhibitor while they are conducting business on the show floor.

**15. Other Exhibits:** The Exhibitor agrees that neither they, their agents nor their distributors will distribute publications or conduct any other display or exhibit any equipment bearing their trademark within a three mile radius of the exposition covered by this contract or its officially designated hotel properties during the dates of each exhibition so that disruption or noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Violation of this provision by an exhibitor will constitute a breach of the contract and Management may, in its sole discretion, cancel this contract and exhibitor will remove their display and any equipment contained in the exhibit hall and forfeit all payments to Penton Business Media pursuant to this contract.

**16. Soliciting – Access to Lists, Samples & Prizes:** No soliciting of registrants shall be permitted in the aisles or in other exhibitors' booths. Samples, catalogues, pamphlets, publications, souvenirs, etc., may be distributed by exhibitors and their representatives (including hosts and hostesses) only within their own booths. No exhibitor will be permitted to conduct any prize drawings, awards for signing of names and addresses, etc., without prior written approval of Management. Signs showing the price of items must not be displayed.

Management reserves the right to limit access to attendee, exhibitor and any other list or information gathered by management, or its contractors.

Exhibitors that publish industry publications may distribute their publications outside their booths only to the other exhibitors and only during show hours. Show sponsors that produce industry publications may distribute their publications to exhibitors at times designated by show management.

No exhibiting firm, organization or trade publication, regardless of its product or service, is permitted to sell product off the show floor.

**17. Flammable Materials:** Flammable fluids, substances, or material of any nature are prohibited in the booth and in the storage area behind the booth. All decorative materials must be flame-proofed before being taken into the exhibit hall, and must comply with local fire regulations. Transferring of flammable liquids while in the exhibit hall is expressly prohibited. Electrical equipment and wiring must meet all safety codes.

**18. Beverages and Foods:** Food and/or beverages may be supplied by the exhibitor, with the prior written consent of Management and the Facility. Alcoholic beverages may not be served in the exhibit. **Note:** Corkage fees to the Facility may be required.

**19. Liability:** Neither Management, the official service contractors, exhibit hall management, Penton and DMA's security service, nor any of the officers or employees of the above will be responsible for the safety of property of exhibitors from theft, strikes, damage by fire, water, storm or vandalism or other causes. Management will take reasonable precautions through the employment of security personnel to protect exhibits from such loss.

All property of the exhibitor is understood to remain in the exhibitor's custody and control in transit to or from or within the confines of the exhibit hall and subject to the rules and regulations for the exposition.

**Note:** Exhibitors are to carry insurance to cover exhibit materials against damage and loss and public liability insurance against injury to the person and property of others. By executing the Contract for Exhibit Space, Exhibitor warrants that there is in effect said insurance policy covering the Exhibitor, with coverage remaining current through Exhibitor's occupancy of the Retail Marketing Conference and Gaylord Palms Resort.

Exhibitor must comply with all federal, state, local and exposition facilities' safety regulations. Corrections will be made at Exhibitor's expense. If corrections cannot be made, exhibit shall be removed at Exhibitor's cost, with no liability accruing to Management. Under no circumstances may the weight of any exhibit material exceed the specified maximum floor load of the exhibit hall. Exhibitor accepts full and sole responsibility for any injury or damage to persons or property resulting from failure to distribute the placement of his exhibit material to conform with the floor loading specifications.

**Indemnity:** Exhibitor agrees to indemnify, defend, and hold harmless Management, its officers, employees, and agents from and against any and all third party claims and other liabilities (including reasonable attorney's fees) that are caused by, arise from, or grow out of the negligent acts or omissions of the Exhibitor, its agents, officers, employees, representatives, servants, invitees, patrons, or guests.

The exhibitor is charged with knowledge of all local laws, ordinances and regulations pertaining to business licenses, health, fire prevention and public safety affecting participation in the exposition. Compliance with such laws is mandatory for all exhibitors and is the sole responsibility of the exhibitor. This contract shall be construed under the laws of the State of New York and any dispute shall be brought in the state of NY, county of NY.

If unusual equipment is to be installed, the exhibitor must communicate with Management for information concerning the facility or applicable regulations.

Management will not be liable for the fulfillment of this contract as to the delivery of space if non-delivery is due to any of the following causes: By reason of the building being destroyed or substantially damaged by fire, act of God, public enemy, strikes; authority of law; or any other cause beyond the control of Management. In the event of not being able to hold the exposition for any of these reasons, Management will refund to each exhibitor the amount they paid for their space less a prorated share of all the expenses incurred for the exposition up to the date of required cancellation.

**20. Damage:** Exhibitors will be liable for any damage caused by fastening fixtures to the floors, walls, columns or ceilings of the exhibit building and for any damage to equipment furnished by Management or service suppliers designated by them.

**21. Violation:** The interpretation and application of these rules and regulations are the responsibility of Management. Any violation by the exhibitor of any of the terms or conditions herein shall subject exhibitor to cancellation of its contract to occupy booth space and to forfeiture of any monies paid on account thereof.

Upon written notice of such cancellation, Management shall have the right to take possession of the exhibitor's space, remove all persons and properties of the exhibitor and hold the exhibitor accountable for all risks and expenses incurred in such removal.

**22. Social Functions/Special Events:** Any social function or special event during Retail Marketing event, in the host city, is reserved for exhibiting companies and must be approved by Show Management.

**23. Show Rules:** In the event that unforeseen events make it necessary, Management will have the right to amend these rules and regulations or make additions thereto, and all such amendments or additions shall be made known promptly to each exhibitor. Show rules are promulgated separately and are tailored to the individual exhibit hall.



May 24-26, 2010  
Gaylord Palms Resort  
Orlando, FL  
www.RMC2010.org

## Exhibitor Packages

### EXHIBIT PLUS PACKAGE

Add on these basic pre-show and at-show marketing opportunities to enhance your exhibit at the Retail Marketing Conference!

- Web site link to your company's URL
- 4-color logo in the official 2010 show directory
- Enhanced online exhibitor listing (includes logo)
- Retail Marketing Conference 2010 pre-show mailing list (attendees only)\*

*\*List does not include telephone, fax numbers or email addresses*

**Exhibit Plus Package.....\$1,195!**  
**SAVE \$495 TODAY!**

### EXHIBIT PREMIER PACKAGE

Exhibit Plus Package with more enhancements plus post-show marketing options!

- Web site link to your company's URL
- 4-color logo in the official 2010 show directory
- Exhibit listing highlighted in official 2010 show directory
- Enhanced online exhibitor listing (includes logo)
- Retail Marketing Conference 2010 pre-show mailing list (attendees only)\*
- Retail Marketing Conference 2010 post-show mailing list (attendees only)\*

*\*Lists do not include telephone, fax numbers or email addresses*

**Exhibit Premier Package.....\$1,495!**  
**SAVE \$795 TODAY!**

### ONLINE EXPOSURE PACKAGE

A special package with more online options!

- Web site link to your company's URL
- Enhanced online exhibitor listing (includes logo)
- Button Ad (upgraded sizes available)
- Basic Group email advertisement sent to pre-registered attendees

**Online Exposure Package .....\$1,595!**

For additional questions or to reserve your package, contact Trinetta Cunningham at 724-809-6224 or [tcunningham@the-dma.org](mailto:tcunningham@the-dma.org)