



# DM DAYS NEW YORK CONFERENCE & EXPO

June 10 – 12, 2008

Jacob K. Javits Convention Center, New York, NY

## EXHIBITOR SPACE APPLICATION

**Important – please print all information clearly.** Fax completed form to 202.955.0056.

**DMA Member?**  Yes  No DMA Customer ID#\*

\* If you do not know your DMA customer ID number, please contact DMA Customer Service at 212.790.1500

### Exhibitor Information

Address for Exhibit Contact (to receive exhibits information)

Company Name

Company Contact

Job Title

Mailing Address

City State

Postal Code Country

Telephone Extension Fax

Email Web site

PR Contact

Phone Email

### Preference in booth location:

Please see floor plan and note preferred location below.

1<sup>st</sup>

2<sup>nd</sup>

3<sup>rd</sup>

4<sup>th</sup>

5<sup>th</sup>

6<sup>th</sup>

Important — To help us in assigning the locations for the exhibit booths, please list below the names of competitors you do or do not wish to be near. This is critical information for booth assignment.

I do not wish to be near:

I do wish to be near:

### Payment:

**Booth Price:** Per square foot

\$37.95 DMA Members  \$49.95 Non-Members

### Includes per 10'x10' booth:

- 4 complimentary registrations
- 2 additional registrations at 50% off the regular conference fee. Maximum: 6 registrations.

Booth size required:            x            or total square feet:

Total Cost:            sq. ft. x per sq. ft. charge of \$            = \$

Required deposit is 50% of total cost. Total amount enclosed \$

\*Note: 25% of total space cost is non-refundable.

\*\* Applications received after January 17, 2008, require full payment.

**Please check choice of payment:**  American Express  Visa  
 Discover Card  MasterCard  Check

Account number

Expiration date

Name (as it appears on card)

Company name (if corporate card)

Signature

I have read the Exhibitor Terms & Conditions and agree to abide by them.

Signature \_\_\_\_\_ Date \_\_\_\_\_

I give you permission to fax me information on DMA events and products.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Mail to: Gaye Dullaghan**  
DMA Exhibits Manager  
1615 L Street, NW, Suite 1100  
Washington, DC 20036  
Phone: 202.861.2469  
Fax: 202.955.0056

For DMA Show Management Use Only

Date Received \_\_\_\_\_

Check Number \_\_\_\_\_

Amount \_\_\_\_\_

Total Cost Priority Points \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_



Exhibitors shall confine their activities to the exhibit space granted pursuant to the exhibit space rental agreement. All in-line exhibits must be confined to a maximum height of 8', and perimeter exhibits must be confined to a maximum height of 12'. The front half of the side wall must contain at least 50% open area to permit side viewing through the booth. Island exhibitors are permitted a maximum height of 16". Because an island exhibit is automatically separated by the width of an aisle from all neighboring exhibits, full use of floor space is permitted, without any other restrictions.

Hanging signs which are incorporated as part of island exhibits may not exceed height limitations established for that particular style exhibit. Hanging signs must be finished on all sides. Exhibitors must receive written permission from DMA to include hanging signs as part of their display.

#### **OPERATION AND CONDUCT:**

Exhibitors are not allowed to obstruct the view or adversely affect displays of other exhibitors. Attendants, models, or robots are subject to the approval of the Association, and must confine their activities to the exhibit space occupied by the exhibitor. Exhibitor's personnel may not enter the exhibit space of another exhibitor without permission from that exhibitor and at no time may enter an exhibit space which is not staffed, except their own.

Dollies, carts, and other such devices are not permitted on the exhibit floor during exhibit hours without the written consent of DMA.

Exhibitors are responsible for all damages to property caused by themselves or their personnel. Should such damage occur, the exhibitor is liable to the owner of the damaged property.

Exhibitors shall not, without the written consent of DMA, distribute or permit the distribution of any advertising material, literature, souvenir items, or promotional materials in or about the exhibit areas except from its own allotted space.

The Association reserves the right to restrict displays which would constitute a violation of this contract, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays, which in the opinion of Association detract from the general character or appearance of the Exhibition.

The serving or distribution of alcoholic beverages by exhibitors in any part of the Exhibit Hall is forbidden, unless otherwise approved by the Association.

Photography and videotaping are prohibited without the written permission of DMA. DMA is the final authority on all matters relating to operation and conduct.

#### **FIRE REGULATIONS:**

Exhibitors must conform to all standard fire codes of the host city, New York, New York. Exhibitors shall not allow the display to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. All wiring, electrical equipment, and booth decorations must comply with said regulations.

#### **AUDIO VISUAL & SOUND PRODUCING APPARATUS:**

Video equipment, movie or slide projectors, tape recorders, or other sound equipment must be self-contained and fireproof.

The sound must be kept at a volume not to exceed that of normal conversation or 80 decibels. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. The film must be devoted exclusively to the business of the exhibitor. DMA will not be responsible for obtaining any audio/visual equipment.

No exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding exhibitors or DMA staff.

#### **VERBAL AGREEMENTS:**

DMA will not be bound to any verbal agreements, representations, or statements between DMA, exhibitors, or any supplier. DMA staff, unless confirmed in writing, will not be bound to any verbal agreements.

#### **SECURITY:**

Management will provide the services of a reputable protective agency during the period of installation, show days, and dismantling, and exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect exhibitor's property with the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management.

#### **LIABILITY AND INSURANCE:**

(a) Every reasonable precaution will be taken by DMA to protect property during installation, show period, and removal. However, neither the Sponsor of the Exhibition, The Association, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damages by fire, accident, vandalism, or other causes. Watchmen will be on the premises as required. (b) All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the Exhibition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

#### **UNION LABOR:**

Installation and dismantling of exhibits — other than tabletop and pop-up exhibits — must be done by union personnel in accordance with the rules of the Javits Center and in accord with the terms stated in the exhibitor service kit. Violation will result in cancellation of the exhibitor's booth assignment and forfeiture of fees paid.

#### **AGREEMENT:**

By signing the space application incorporating these terms by reference, the exhibitor agrees to abide by these rules and regulations, and those of the convention center and by the decisions of DMA. This contract will become binding on both the exhibitor and The Association upon its acceptance by DMA.

These terms and conditions have been developed to allow each exhibitor equality regardless of size. Each exhibiting company should be given an equal opportunity, within reason, to present its products in the most effective manner to the target audience.