



**SPONSORSHIP
OPPORTUNITIES**



The Premier New York Event for Marketers

June 10-12, 2008
Jacob K. Javits Convention Center
New York, New York USA

www.dmdays.com



DM DAYS NEW YORK 2008

DM Days Sponsorship Opportunities

Platinum Sponsorship: \$25,000

Become a platinum sponsor, reserved for only a select group of companies, and gain the highest visibility possible throughout DM Days.

Benefits include:

- Opportunity to introduce one opening keynote session (Tuesday, Wednesday or Thursday)
- Exclusive track sponsor (choose 1)
- Ask-the-Experts Roundtables – opportunity for speaker at table (5 available)
- Kick-off reception (3 sponsorships available)
- Exhibit hall luncheons
- Thursday Exhibit Hall closing reception
- Tote inserts (4 available)
- Conference and Expo at-a-glance brochure
- Fold-out maps
- Footprint floor stickers
- One (1) complimentary copy of the 2008 DM Days NY attendee roster via electronic file
- Carpet Sticker in front of Registration Area
- Your company logo on **www.dmdays.com**
- Your company logo listed on “Thank You Sponsors” sign in the DM Days NY Registration Area
- Three (3) full Conference and Expo admission badges
- One (1) full-page, four-color ad in the Show Directory

Gold Sponsorship: \$10,000

At the Gold Level Sponsorship, you will be visible to attendees through targeted means:

Benefits include:

- Exclusive track sponsor (choose 1)
- Ask-the-Experts Roundtables – opportunity for speaker at table (5 available)
- City-wide hanging signage
- Kick-off reception (3 sponsorships available)
- Exhibit hall luncheons
- Thursday Exhibit Hall closing reception
- Tote inserts (4 available)
- Conference and Expo at-a-glance brochure
- Footprint floor stickers
- One (1) complimentary copy of the 2008 DM Days NY attendee roster via electronic file
- Carpet Sticker in front of Registration Area
- Your company logo on **www.dmdays.com**
- Your company logo listed on “Thank You Sponsors” sign in the DM Days NY Registration Area
- Two (2) full Conference and Expo admission badges
- One (1) full-page, four-color ad in the Show Directory

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Silver Level Sponsorship: \$5,000

As a Silver Level Sponsor, pick and choose the best opportunities to reach your audience

Benefits include:

- Ask-the-Experts Roundtables – opportunity for speaker at table (5 available)
- Tote inserts (4 available)
- Conference and Expo at-a-glance brochure
- One (1) complimentary copy of the 2008 DM Days NY attendee roster via electronic file
- Carpet Sticker in front of Registration Area
- Your company logo on www.dmdays.com
- Your company logo listed on “Thank You Sponsors” sign in the DM Days NY Registration Area
- One (1) full Conference and Expo admission badge
- One (1) full-page, four-color ad in the Show Directory

Additional Sponsorship Opportunities

- Press Room: \$5,000 (1 available)
- Fold-out Maps: \$5,000 (2 available)
- Recycle Bin: \$4,000 (1 available)
- Vendor Theatre Presentation: \$3,000 (4 available)
- 15 minute speaking opportunity to share insights on how your company is deploying solutions that meet today’s marketing challenges.
- Literature Bin: \$3,000 (1 available)
- Outdoor Signage: Concourse Entrances: \$2,000
- Passport-to-Prizes: \$1,000 (15 available)
- Outdoor Signage: Entrance Doors: \$1,000
- Meeting Room Space:
 - Half Day \$400
 - Full Day \$700
- Bottled Water, Price Varies

DM DAYS NEW YORK 2008 Sponsorship Opportunities

Jacob K. Javits Convention Center
New York, New York
June 10 – 12, 2008

CALL NOW!

Sponsorships
are limited!

Please complete and return immediately to confirm your DM Days New York sponsorship.

BOOTH #:

COMPANY CONTACT

TITLE

COMPANY NAME

MAILING ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

EMAIL

WEB ADDRESS

ITEM/EVENT

TOTAL COST OF SPONSORSHIP: \$

Terms and conditions to follow. Contract requires signature.

Please return this form to: Katie McEvoy
Sales and Sponsorship Manager
Direct Marketing Association, Inc.
1120 Avenue of the Americas, 14th Floor
New York, NY 10036
Phone: 212.768.7277, ext. 1685
Fax: 212.302.7643

For questions, please contact Donna LoPorto at 212.768.7277, ext. 1468 or email dloporto@the-dma.org.

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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: **Direct Marketing Association, Inc.**

Reference on check: **DM Days NY 2008**

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 email to **Katie McEvoy**, Sponsorship Liaison Specialist, at **kmcevoy@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