

## **DM Days 2008 Exhibitor FAQs**

### **What is the name of the meeting?**

DM Days New York Conference & Expo

### **When is DM Days New York?**

DM Days dates are June 10-12, 2008.

### **What is the location?**

DM Days will be held at the Jacob K. Javits Center in New York City.

### **Who is the sponsoring organization?**

DM Days New York is sponsored by the Direct Marketing Association

### **What are the meeting dates?**

Conference & Expo                      Tuesday – Thursday, June 10-12

### **What are the exhibit hall dates and hours?**

Exhibits will be open:

Tuesday, June 10	10:00am – 5:00pm
Wednesday, June 11	10:00am – 5:00pm
Thursday, June 12	10:00am – 3:00pm

### **What are the installation dates and times?**

Friday, June 6	1:00pm – 4:30pm	Island booths in Aisles 200-600*
Saturday, June 7	8:00am – 4:30pm	All Exhibits*
Sunday, June 8	Dark Day	No Set-Up
Monday, June 9	8:00am – 4:30am	All Exhibits

\*Please refer to the color-coded target move-in floor plan in the service manual to determine the specific date and time for set up of your booth.

### **What are the dismantling dates and times?**

Thursday, June 12                      3:00pm – 8:00pm

All exhibits must remain intact and staffed until 3:00pm on Thursday, June 12 – the close of the show. Exhibitors who leave booths un-staffed or tear down early will incur a 15% deduction of their total priority points.

### **What is included in the cost of exhibit space?**

#### ***Exhibitors receive the following per 10'x10' space rented:***

Standard booth equipment: 8' high back drape, 3' high side drape, one identification sign; Four (4) complimentary badges that allow access to the Exhibit Hall, conference general and concurrent sessions and meal functions in the exhibit hall; Two additional paid exhibit personnel registrations; Special rate on Exhibitor Hall Only badges; Complete company and product listing in the onsite Program & Directory, distributed free to all attendees; Complete company and product listing in the online directory; VIP Exhibit Hall passes for exhibitors to distribute to customers; Advertising in the onsite Program & Directory; Sponsorship and Co-Sponsorship opportunities; Access to Exhibitor Meeting Rooms on the show floor; Access to registered attendee mail list for exhibitor promotions; Exhibit Hall-only time for attendees; 24-hour exhibit hall security service; Refreshments, coffee and other beverages available daily in Exhibit Hall.

**If I've used all my complimentary badges, what is the cost for additional registrations?**

For each 10' x 10' booth, exhibitors may register an additional Two Exhibitor badges at \$449.50 for DMA members / \$549.50 for Non-Members. These badges include access to the Exhibit Hall, conference general and concurrent sessions and meal functions in the exhibit hall.

If you have additional staff attending to work the booth only, you may purchase an unlimited number of Exhibitor Hall Only badges for \$75 per person. This badge is valid for all 3 days of the show.

**What are the booth rates for 2008?**

Space rates for DM Days New York are \$37.95 per square foot for DMA Members; \$49.95 per square foot for non-members. The minimum size booth is 10'x10'.

**Will there be other costs to exhibitors associated with exhibiting?**

Yes. DMA has selected The Freeman Companies as the official decorator for DM Days New York. Costs for booth furnishings, electrical, drayage, etc. will be additional. Please refer to the Freeman Service kit that will be accessible online via the DM Days website.

**Who is the official general contractor?**

DMA has selected Freeman as the official general services contractor. Freeman can provide exhibitors with a wide range of services including booth furnishings, carpet, labor and shipping.

**When will the Exhibitor Service Manual be available?**

The service kit will be available online by the end of March. Exhibitors will find a link to the online kit through the DM Days web site as well as on Freeman's [www.myfreemanonline.com](http://www.myfreemanonline.com) site.

**How is space assigned?**

Booth space is assigned on a first-come, first-assigned basis.

**How many attendees come to DM Days?**

An average of 5,000 people attend DM Days New York.

**What are the terms of payment?**

Applications received prior to January 17, 2008 must include a 50% deposit. Final payments are due January 17, 2008. Any applications received after January 17, 2008 must include full payment.

**Does my booth need to be carpeted?**

The exhibit hall is not carpeted – rather is a bare concrete floor. DMA provides carpet in the aisles of the show to enhance the overall appearance of the show floor. It is the exhibitor's responsibility to create an attractive display area. The exhibitor is required to provide carpet or another floor covering such as padded tiles to cover the area contracted, including carpet under equipment.

**Are there union regulations?**

Yes, union labor may be required for some aspects of your installation and dismantling. Please carefully read the Union Rules and Regulations included in the Exhibitor Service Manual to determine your needs.

**What are the rules for Exhibitor Appointed Contractors (EAC)?**

Exhibitors may employ the services of independent contractors to install and dismantle their display. Written notification must be submitted at least 30 days prior to the first move-in day to either DMA or Freeman. The deadline to notify DMA and/or Freeman of your intent to use an independent contractor is May 6, 2008. Exhibitors must provide evidence that the EAC has the proper certificate of insurance.

**Do my installers need work passes?**

Wristbands for workers – other than Freeman and Javits labor crews – are provided by Security for access to the exhibit hall during move-in and tear-down. Access to the exhibit floor during show days is by official DM Days New York badges only.

**How are the space assignments determined?**

Space sales held onsite for the following year are done according to the Exhibitor Priority Point System. After the onsite space selection meetings, all assignments are done on first come, first served based on the date of receipt of both the complete space application and required booth payment.

**Is sharing space allowed?**

No exhibitor shall assign, sublet, or apportion the whole or any part from companies other than its own in the said exhibit without written consent of The DMA.

**What is the Priority Points System?**

Companies that have participated in previous DM Days New York Conferences may accumulate exhibition points from successive shows. For each year, the exhibitor receives ten (10) points for each 100 square feet of exhibit space contacted.

**What happens if my company merges with another company?**

In the case of company acquisitions or mergers, priority points are non-transferable. For example, if company A has been acquired by company B (and company A ceases to exist), company B cannot acquire company A's priority points.

**My company would like to do a raffle drawing. Is that possible?**

Exhibitors may hold prize drawings from the confines of their exhibit space. All raffles and sweepstakes must fall within any local and state regulations. Announcements of winners over the in-house public address system will not be permitted.

**Is insurance required?**

Every reasonable precaution will be taken by The 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.

**What is the liability?**

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.

**Can I set up my own booth?**

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 feeds paid.

**What are the labor rates?**

Please refer to the appropriate order form in the Freeman Service Kit for labor rates. All order forms include the hourly rates for both straight time and overtime labor.