



## OPPORTUNITIES FOR THE INNOVATION ALLEY AT DM DAYS NY

**DM Days NY** is the place where you can influence thousands of top marketing professionals from across the country. Be part of the 250+ exhibiting companies who will be showcasing the latest direct, interactive and database marketing advancements before a solution-hungry audience. This year, with the partnership of the Online Marketing Summit, DM Days will be inviting even more marketing and media trendsetters to join us on the exhibit hall floor.

For innovative solution providers who are new to DM Days, we are providing the turnkey **Innovation Alley**. Thousands of big-budget buyers will target this pavilion as their go-to destination at DM Days. This will be a high-traffic hot spot for all things innovative and interactive, featuring cutting-edge technology in email, web and search marketing. We are looking for new solution providers in any of these areas:

- Ecommerce Applications
- Email Services
- Internet Products and Services
- Multimedia Solutions
- Search Marketing Solutions
- Web Administration

### YOUR COMPLETE TURNKEY SOLUTION FOR \$2500

For solution providers who are new to DM Days, we are offering the new turnkey format, pictured at the right. The exhibitor turnkey package comes with

- space
- pedestal structure
- drayage
- monitor
- set-up

Just bring a laptop and marketing materials to the show! This new system levels the playing field between you and your competitors. Attention is drawn by your product/service, not by extensive setups supported by large budgets.



### YOUR \$2500 INNOVATION ALLEY PARTICIPATION WILL INCLUDE THE FOLLOWING ADDITIONAL PROMOTION:

- Email Promotion: Group email promotion to pre-registered 6,000 DM Days
- Exhibit Hall Signage: Cross-promotional signage at event to direct attendees
- Directory Highlight: Participating companies will be highlighted on the onsite directory and maps
- Web Site Advertising: A special listing on the DM Days web site at [www.dmdays.org](http://www.dmdays.org)

**To apply or for more information, please contact:**

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