



## SHOWCASE OPPORTUNITIES FOR MARKETING TECHNOLOGY COMPANIES AT DM DAYS NY

DM Days is the premier event for marketers that takes over New York City every summer. This year, with the guidance of the Marketing Technology Council, DM Days will be spotlighting technology-enabled marketing through educational sessions, exhibit floor displays and networking opportunities. Below are three reasons on why and how you need to be involved:

### REASON 1: MARKETING TECHNOLOGY CONTENT AT DM DAYS

Each of these topics--Marketing Resource Management & Dashboards, Marketing Asset Management, Campaign Management, Web Analytics, Search Tools, and Web-to-Print--will be explored in two exciting ways.

- Marketing Technology and Operations Conference Track  
First, experts will lead the discussion on why tools are needed to create the most efficient and effective marketing. Content will be approached from the marketer's perspective of using specific solution tools and how it relates to their achieving their marketing goals.
- Showdown, Center Stage, DM Days Exhibit Floor  
Second, following each conference session there will be a corresponding Showdown on the exhibit hall's stage. A panel of expert vendors will provide solutions to a real-life scenario created by the impartial moderator.

### Reason 2: Marketing Technology/Operations Pavilion on DM Days Exhibit Floor

To showcase companies in the marketing technology and operations space, please join us in the first year of the Marketing Technology/Operations Pavilion. You'll be able to showcase your unique solutions to over 6000 people walking through the DM Days Exhibit Hall.

#### Exhibit Hall Booth:

DMA Member: \$37.95 / sq. ft. (10x10 booth=\$3,795)

Non-Member: \$49.95 / sq. ft. (10x10 booth=\$4,995)

### Reason 3: Networking Nightlife in NYC Hotspot

Be a celebrity sponsor in the Wednesday evening invitation-only party to be held in a hot New York locale.

#### Party Sponsor Fees:

\$3000 each, available to 10 sponsoring companies. Networking Nightlife Party sponsors must be a current exhibitor of DM Days.

To sign up or for more information, please contact:

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