



POLICIES GOVERNING EXHIBIT PERSONNEL REGISTRATIONS & HOTEL RESERVATIONS

Please review the policies below and share this information with all of your exhibit personnel who will be part of your exhibit team at the 2009 DM Days New York Conference & Expo in New York June 16-18, 2009.

Registration

Exhibitors may register online via the DM Days web site: www.dmdays.com, OR

Complete the Exhibitor Registration Form and return via:

Fax: 708.344.4444 OR Mail: DMA Customer Service / DMA08
General Post Office
PO Box 27152
New York, NY 10087-7512

Complete all sections of the registration form and send it to The DMA Registration Bureau no later than **June 9, 2009**. After June 9, 2009 you will need to register on-site.

All badges will be available for pick up onsite at Exhibitor Registration. Registration opens at 12:00pm on Monday, June 15th.

Exhibitors receive four (4) complimentary and up to two (2) additional paid Exhibitor registrations per every 100 square feet of contracted space. Exhibitors who purchase the Turnkey Package in the featured category pavilions receive two (2) complimentary and one (1) additional paid Exhibitor registration. The additional Exhibitor registrations are offered at a reduced fee of \$549.50 Member / \$649.50 Non-Member. These "Exhibitor" badges include admittance to the exhibit hall, as well as conference general and concurrent sessions. The maximum Exhibitor badges per 10x10 booth is six (6) exhibitor registrations.

Additional exhibit staff attending just to work in the booth may register for an "Exhibitor Hall Only" badge at a discounted rate - \$50 per person. These badges are valid for all three days and also include keynote sessions. "Exhibitor Hal Only" badges do not include tickets for meal functions.

Registration Cancellations, Transfers or Registration Changes

For complimentary Exhibitor registrations included with your booth, name changes may be done in the event of a registration cancellation. Name changes must be submitted by June 9, 2009. Any changes after June 9, 2009 must be done onsite at Exhibitor Registration.

To Transfer or Change Your Registration: Send a written request on company letterhead to DM Days New York Registration via fax to 708.344.4444 or via mail to: DM Days New York Registration, PO Box 27152, New York, NY 10087-7512. All transfers and changes must be received by May 19, 2009. After May 19, 2009, all transfers and changes will be made on-site.

If you need to cancel a paid Exhibitor badge registration, you may send a substitute. Substitutions are allowed at any time and no fees are imposed. Registration cancellations must be sent in writing on company letterhead. Send a written request detailing the changes via email: dmdays08@compusystems.com; via fax to 708.344.4444 or via mail to: DM Days New York Registration, PO Box 27152, New York, NY 10087-7512.

Paid Exhibitor Registrations canceled on or before May 29, 2009, will be refunded minus a \$150 processing fee. Registrations cancelled after May 29, 2009 forfeit their registration fee in its entirety. No refunds will be issued for any missed sessions or events, including sessions missed due to travel delays or cancellations.

DMA is not responsible for any expenses incurred by you as a result of your registration, whether the event was attended or not.

Hotel Information

Make your hotel reservation today. A limited number of rooms at reduced rates have been set aside for DM Days participants. Make sure to plan ahead — reservations must be made by **May 22, 2009** and are only available on a first-come, first-served basis.

To book your accommodations, or if you have questions, please contact the DM Days Travel Desk at 866.611.8831 or dmdays@ttgonline.com. Bookings at our special rates will not be accepted directly by the hotels.

Official DM Days Hotel: Sheraton New York Hotel & Towers 811 7th Avenue (@53rd Street)
Room Rate: \$259 - Single/Double

Special Travel Discounts

Information on airfare and rental car discounts is available online. Be sure to check out the DM Days Travel Desk when you reserve housing. You'll find separate pages for flights, car rental and concierge services.

**For questions or inquiries, please contact the DM Days Registration Bureau:
1.866.922.0761 (US) or 708.486.0761 or email dmdays09@compusystems.com**