



NEW YORK
CONFERENCE
& EXPO

Jacob K. Javits Convention Center, New York, NY | June 16-18, 2009

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Meet face-to-face with multiple clients and prospects, establish deals, and maximize your ROI. You cannot afford to miss out. Get your company name in the mix today!

Secure your market share from companies like these:*

- | | | | |
|------------------------------|---|---------------------------------|--------------------------------------|
| AARP | Egg-Land Best | Meredith Corporation | Rodale Inc. |
| AIG | Electronic Retailer | Metlife | Royal Caribbean |
| ALSAC-St. Jude | Equifax | The Metropolitan Museum of Art | International Scholastic Inc. |
| Amazon.com | The Estee Lauder Companies | Metropolitan Technologies Inc. | Siemens Logistics & Assembly |
| American Bankers Association | Federal Express | Mintel International | Sony Electronics Inc. |
| American Biosciences Inc. | Financial Times | Moen Incorporated | Suncraft Technologies Inc. |
| American Express | Forbes Magazine | Monarch Plastics | Terremark |
| American Greetings | The Franklin Mint | Musical Heritage Society | Texas Children's Hospital |
| AOL/Time Warner | Gerber Life Insurance Co. | Nestlé | Thomson Reuters |
| Applied Retail Technologies | Giant Foods LLC | New England Journal of Medicine | Thomson Scientific |
| Bank of America | Haband Company, Inc. | New York Life Insurance Company | TIAA-CREF |
| Barnes & Noble | Harvard Business School Publishing | New York Times | Time Inc. |
| Bell Environmental | Hertz Corporation | Newsweek | Time Waner Cable |
| Biscayne Labs | JCPenney Company, Inc. | NJIT | True North Inc. |
| BJ's Wholesale Club, Inc. | Kaplan Test Prep & Admissions | Nortel | Trump University |
| BMG Columbia House | Gevalia Kaffe | Nutrisystem Inc. | Unilever |
| BMW Group Financial Services | Kraft Foods Inc | Oxford University Press | UST |
| BusinessWatch Network | The Learning Annex | Paralyzed Veterans of America | Verizon Wireless |
| BusinessWeek | Loehmanns | Pitney Bowes | Walt Disney Parks & Resorts |
| Capital One | March of Dimes Birth Defects Foundation | Prudential | Wellpoint, Inc. |
| CareerBuilder.com | Martindale-Hubbell | Publishers Clearing House | Weyerhaeuser |
| Con-Edison Solutions | Massmutual | Ramada Plaza Resorts | World Innovators, Inc. |
| Condé Nast Publications | Masterbrands | Random House Inc. | Wyndham Worldwide (formerly Cendant) |
| Cornell University | The McGraw-Hill Companies | Reader's Digest | XM Satellite Radio |
| Courion Corporation | MeadWestvaco | Rent-A-Center, Inc. | |
| Covenant House | Medco Health Solutions, Inc. | Resolve Corp | |
| CPA2Biz | Memorial Sloan-Kettering Cancer Center | Reuters Insight | |
| Deutsch Inc. | Merck & Co., Inc. | | |
| The Economist | | | |
| E*TRADE | | | |

* Sample attendees from DM Days 2008

To exhibit or sponsor, contact **KATIE McEVOY** at 212.768.7277 x1685 or **DONNA LoPORTO** at 303.543.1164.

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- ▶ RECONFIGURED SHOW FLOOR
- ▶ NEW SHOW LOCATION



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dm days NEW YORK

**Bigger. Bolder. More Wired.
More Connected.**

Connect with **THOUSANDS** of unique prospects,
in **1 DRAMATIC SETTING**, over **3 EXCITING DAYS**.

▶ what's new at DM Days New York?

LOCATION | The show is moving upstairs out of the basement of the Javits Center, to the 3rd floor, for more natural lighting, energy and excitement.

NEW SHOW FLOOR | The exhibit space is completely reconfigured to maximize attendee flow and optimize your visibility.

INNOVATION | Prominent keynote speakers who are not only talking about the future of marketing, they're **creating** it.

▶ exhibitor benefits:

We'll Help You Form Alliances for Years to Come

- Free access to the Exhibiting ROI-Q Academy™ – these interactive sessions will teach you the fundamentals of successful exhibiting, boothmanship, and more.
- Free listing of your company's name and description in the Conference Show Directory. Target your message to attendees from day one.
- Free listing of your company's name and description on the DM Days website. Get your name front-and-center for browsers before the show – and for the rest of the year.
- Four (4) complimentary and two (2) paid full conference and expo registrations per 100 sq. feet booth space. Mix with attendees, join the discussions, and network throughout the event.
- Discounted Exhibit Hall Only passes for clients and prospects. Start doing business with a perk! Invite your best clients and hottest prospects to join you at DM Days New York.

▶ BOOTH FEES:

(per 10' x 10') **DMA MEMBERS:** \$3,795 | **NON-MEMBERS:** \$4,995

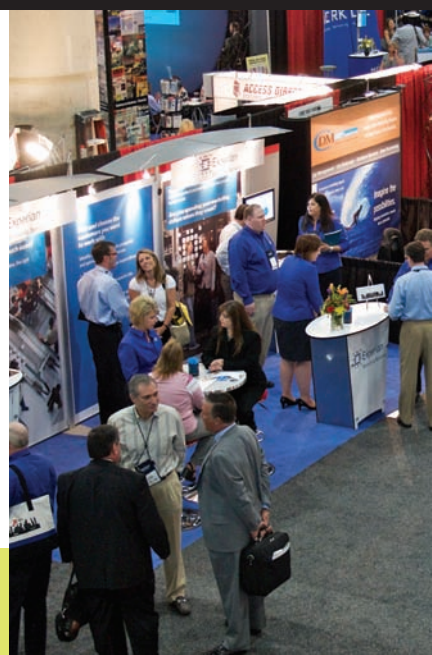


▶ why should YOU be there?

By joining this stellar showcase, you'll present your unique solutions in an inspired setting, for 3 exciting days, to the best and brightest in every segment of the field.

We'll Connect You, 1-to-1, With Your Hottest Prospects

Our unique **SMARTBOOTH** technology will help you target your hottest prospects in realtime, and meet them in this dynamic setting!



▶ why is DM Days New York unique?

Multichannel Expertise.

Only **DMA** taps a century of direct marketing to offer integrated marketing insights with real clout. That's why we attract attendees from every segment of direct, interactive, and digital marketing, at every corporate level.

▶ who's attending DM Days New York?

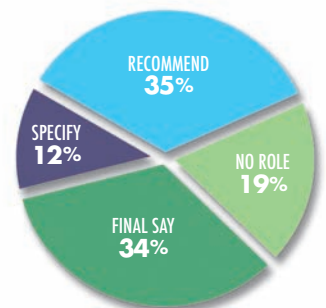
Integrated Marketing Professionals.

Marketers choose **DM DAYS NEW YORK** because they know it offers all of the solutions they seek under one roof. They come from every marketing and advertising segment:

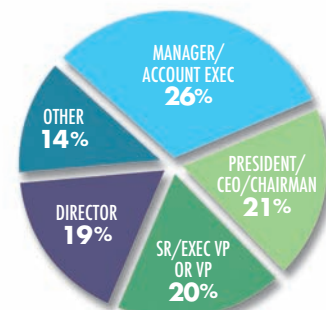
- Agencies
- Broadcast Media
- Business-to-Business
- Catalog/Mail Order
- Consumer Products/Services
- Digital Media
- E-Commerce Marketing Services
- Financial Services
- Internet Marketing
- List/Database
- Mobile Marketing
- Nonprofit Fundraising
- Publishing
- Website Management



ATTENDEES' ROLE IN PURCHASING PROCESS*



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* BASED ON 2008 ATTENDEE DEMOGRAPHICS

▶ become a sponsor

Give Your Business Even More Visibility at DM Days

Add real impact to your company name before this trend-setting audience: become a sponsor of **DM DAYS**. Many sponsorship levels are available. Your name on signage at the brand-new show and in our promotional pieces will speak volumes about your company's innovative, forward-looking focus.

connect
with **All your**
customers

Prominent keynote speakers, such as **IVANKA TRUMP** and **MIKE GAMSON** from LinkedIn, attract high-level decision-makers from all areas of marketing.



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