



2008 EMAIL EVOLUTION CONFERENCE

February 12–13, 2008

Sheraton Hotel & Marina • San Diego, CA

GENERAL EXHIBITOR INFORMATION

Registering and Payment of Exhibit Space

To exhibit, please complete all sections of the Exhibitor Application Form and mail it to: Email Evolution Conference, Attn: Gaye Dullaghan, DMA, 1615 L Street, NW, Ste. 1100, Washington, DC 20036 or fax 202.955.0056. Full payment must accompany your exhibit application.

Assignment of Display Space

Space will be assigned by DMA Exhibit Hall Management on a first-come, first-served basis, based on the date of receipt of the enclosed application with full payment.

Turnkey Pedestal Package Includes

- Pedestal rental
- Setup and dismantle
- ID sign with company name and five bullet points
- 500 watts of power
- 17" flat-screen monitor
- Drayage of pedestal only
- (1) Wireless connection

Open Hours and Events*

We encourage all Exhibit Personnel to staff their displays during all scheduled events in the exhibit area:

Tuesday, February 12

Hall Open	9:30 A.M. – 12:00 P.M. 1:30 P.M. – 5:15 P.M.
Hall Closed	12:00 P.M. – 1:30 P.M.
Networking Reception in the Hall	4:30 P.M. – 5:15 P.M.

Wednesday, February 13

Hall Open	9:30 A.M. – 12:00 P.M. 1:30 P.M. – 4:30 P.M.
Hall Closed	12:00 P.M. – 1:30 P.M.
Hall Tear-Down	4:30 P.M. – 5:30 P.M.

**Schedule is subject to change. The final schedule will be available during set-up hours.*

DMA will have your items delivered to the Hall by 8:00 A.M. on Tuesday February 12, 2008. You must set up your display between 8:00 A.M. and 9:00 A.M. on February 12, 2008. The Exhibit Hall will open at 9:30 A.M.

All companies are responsible for replenishment of materials. It is not necessary for a representative to staff the exhibit during all open hours. However, Exhibits should be staffed during scheduled functions in the hall.

We strongly advise you to secure any valuable equipment in your guest room during the off-hours.

Exhibit Personnel Registration Policies

Names of exhibitors registered by February 1, 2008 will appear in the Official Conference Exhibitor Roster.

Exhibitors will receive one (1) complimentary registration per pedestal package. Exhibitor registrations include: admittance to the Email Evolution Conference sessions, exhibit hall and meal functions. Additionally, exhibitors may register one (1) additional exhibitor personnel at \$697.50 Member/\$797.50 Non-Member.

Registration Changes & Transfers

Send a written request detailing the registration changes to DMA Customer Service via fax at 212.302.7643 by February 5, 2008. After February 5, 2008 all changes will be handled on-site.

Registration Cancellations

Put your badge cancellation in writing, and send it to DMA Customer Service via mail at 1120 Avenue of the Americas, New York, NY 10036 or fax it to 212.302.7643.

- Badge cancellations received by February 1, 2008 will receive a full refund.
- Badge cancellations received February 4 – February 8, 2008 will not be refunded, rather held on account, minus a \$75 administration fee, for a future DMA event held within 12 months of the original event date.
- Cancellations received on or after February 11, 2008 will not be refunded.

Hotel Reservations

Please contact the hotel directly for reservations and specify that your registration is for the **Email Evolution Conference**. Please make your reservations by January 18, 2008, to receive the special hotel conference rate. Hotel reservations will require a first and last-night's non-refundable deposit. The credit card will be charged at the time of reservation. DMA reserves the right to cancel room reservations for those individuals who are not registered to attend the conference.

San Diego Sheraton Hotel & Marina

1380 Harbor Island
San Diego, CA 92101
619.291.2900
Web: www.sheraton.com/sandiego

Room Rates:

Single/Double: \$245

*All rooms are subject to applicable taxes and fees. Hotel tax rates are subject to change without notice. All hotel rates include a subsidy to offset registration costs.