



# The Direct Marketing to Business (DMB) Conference

April 16 – 18, 2007

The Rosen Centre Hotel, Orlando, FL

## EXHIBITOR SPACE APPLICATION

**Important – please type all information.** Complete and return this form with full payment and fax it to 202.955.0056.

**DMA Member?**  Yes  No DMA Customer ID#\* \_\_\_\_\_

\* If you do not know your DMA customer ID number, please contact DMA Customer Service at 212.790.1500

### Exhibitor Information

Address for Exhibit Contact (to receive exhibits information)

Company Name \_\_\_\_\_

Company Contact \_\_\_\_\_

Job Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Extension \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Web site \_\_\_\_\_

PR Contact \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

### Preference in booth location:

See attached floor plan. Please note preferred tabletop location below.

1<sup>st</sup> \_\_\_\_\_

2<sup>nd</sup> \_\_\_\_\_

3<sup>rd</sup> \_\_\_\_\_

4<sup>th</sup> \_\_\_\_\_

5<sup>th</sup> \_\_\_\_\_

6<sup>th</sup> \_\_\_\_\_

Important — To help us in assigning the locations for the exhibit booths, please list below the names of competitors you do or do not wish to be near. This is critical information for booth assignment.

I do not wish to be near: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I do wish to be near: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Payment:

#### Tabletop Booth Price:

\$2,195.00 DMA Members  \$2,595.00 Non-Members

#### Includes:

- 2 complimentary registrations
- 1 additional paid registration at the special discounted rate of \$699 Member/\$799 Non-Member, as applicable

# of tabletops required: \_\_\_\_\_

Total Cost: \_\_\_\_\_ Tabletop at \$ \_\_\_\_\_ = \$ \_\_\_\_\_

Full payment required with application.

\*Note: 25% of total space cost is non-refundable.

**Please check choice of payment:**  American Express  Visa  
 Discover Card  MasterCard  Check

Account number \_\_\_\_\_

Expiration date \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

Company name (if corporate card) \_\_\_\_\_

Signature \_\_\_\_\_

I have read the Exhibitor Terms & Conditions and agree to abide by them.

Signature \_\_\_\_\_ Date \_\_\_\_\_

I give you permission to fax me information on DMA events and products.

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Mail to: Gaye Dullaghan

DMA Exhibits Manager  
1615 L Street, NW, Suite 1100  
Washington, DC 20036  
Phone: 202.861.2469  
Fax: 202.955.0056

#### For DMA Show Management Use Only

Date Received \_\_\_\_\_

Check Number \_\_\_\_\_

Amount \_\_\_\_\_

Total Cost Priority Points \_\_\_\_\_

Booth(s) Assigned \_\_\_\_\_



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## Terms and Conditions

**EXHIBIT SPACE RENTAL AGREEMENT:** The exhibit space rental agreement and these rules and regulations, and any other rules and regulations adopted by DMA, shall constitute the agreement between DMA and DMA exhibitor and is hereinafter referred to as the application and/or agreement. Submission of an exhibit space rental agreement and/or payment for exhibit space does not guarantee that the exhibit space will be assigned.

**EXHIBITOR REPRESENTATIVE:** The signer of the exhibit space agreement shall be the official representative of the exhibiting company and shall have the authority to act on behalf of the exhibitor in all matters relating to DMA.

**APPLICATIONS AND FEES:** Applications for exhibit space shall be subject to the approval of DMA. DMA reserves the right to reject applications for space with or without cause if it is in the best judgment of DMA exhibition. Payment in full must accompany the application to reserve space. Note: 25% of the total exhibit space cost is non-refundable.

**CANCELLATIONS:** Cancellation requests must be sent in writing to the attention of DMA Exhibits. Note: 25% of the total exhibit space cost is non-refundable. If cancellation notice is received prior to close of business March 12, 2007, the cost of exhibit space will be refunded, less 25%. There are no refunds after March 12, 2007.

**SPACE ASSIGNMENTS:** Space assignments shall be indicated on the exhibit space rental agreement as approved by DMA. Exhibit space will be assigned on a first-come, first-served basis, based on the date of receipt of application and required payment. DMA reserves the right to rearrange exhibitors or to adjust the floor plan to accommodate the best interests of the Exhibition. The floor plan maintained by DMA shall be the official floor plan. Changes may occur at any time, including prior to the space assignment, to accommodate show needs.

**SUBLETTING SPACE:** No exhibitor shall assign, sublet, or apportion the whole or any part of the space assigned, or have representatives, products, or materials from companies other than its own in the said exhibit without written consent of DMA.

**ADMISSION REGULATIONS:** Admission to the exhibition will be official DMA registration badges only. Badges must be worn at all times, including during set-up and tear-down.

**INSTALLATION OF DISPLAYS:** (a) All displays must be completely arranged for viewing by 4:00 P.M. on Monday, April 16. (b) Noisy or unsightly work in any exhibitor's display space after the above deadline is prohibited during exhibition hours. (c) Shipments of display and exhibit materials arriving prior to set-up day must be sent to the official show service contractor and must arrive prepaid. Goods received after the show opening must be delivered to the space and arranged at times other than official hours. (d) Goods and materials used in any display (except bona fide samples) may not be removed from the show floor without written approval of The Association. (e) If erection of any exhibit has not started by 4:00 P.M. on Monday, April 16, and no arrangements for set-up have been made, DMA shall have the authority to order the exhibit to be erected and the exhibitor will be billed for, and agree to pay for, all charges incurred. DMA shall not be liable for any damages that may occur during this exhibit set-up. (f) Any space not claimed and occupied by 4:00 P.M. on Monday, April 16, for which no special arrangements have been made, may be resold or reassigned by DMA without obligation on the part of DMA for any refund.

**REMOVAL OF DISPLAYS:** (a) The exhibitor shall not dismantle its display or begin tear-down prior to the stated close of the show. Exhibits are to remain open until after the conclusion of the last exhibit period as specified in the official program. Exhibitors agree that premature tear-down detracts from the overall merit of the show. (b) The deadline for clearance of all materials is 3:00 P.M. on Wednesday, April 18. It is the sole responsibility of each exhibitor to have materials packed, identified, and cleared for shipment by such designated time. (c) The Association reserves the right with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store, and clear from the premises any display material, goods, property, or merchandise of an exhibitor who has failed to comply with the above requirements, or to order such to be done at the sole expense of the exhibitor.

**SPACE PROVISIONS AND REGULATIONS:** Each exhibit booth will be equipped with one (1) 6' skirted table and two (2) chairs. All exhibits must be free standing and fit on the skirted table provided. Exhibit Hall displays cannot be more than five (5) feet in height and they cannot block the view of any other display. Exhibitors shall confine their activities to the exhibit space granted pursuant to the exhibit space rental agreement. No bolts, screws, hooks, or nails shall be driven into, or otherwise attached to, the walls, pillars, or floor of the exhibit areas. No part of the display may be attached to or otherwise secured to the drapery back or side dividers. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars, or floor of the exhibit areas. Exhibitors shall not post any sign of any description except within the confines of the exhibit space assigned. Every exhibit must be staffed and operational during scheduled events in the exhibit hall.

**OPERATION AND CONDUCT:** Exhibitors are not allowed to obstruct the view or adversely affect displays of other exhibitors. Attendants, models, or robots are subject to the approval of the

Association, and must confine their activities to the exhibit space occupied by the exhibitor. Exhibitor personnel may not enter the exhibit space of another exhibitor without permission from that exhibitor, and at no time may enter an exhibit space which is not staffed, except their own.

Dollies, carts, and other such devices are not permitted on the exhibit floor during exhibit hours without the written consent of DMA.

Exhibitors are responsible for all damages to property caused by themselves or their personnel. Should such damage occur, the exhibitor is liable to the owner of the damaged property.

Exhibitors shall not, without the written consent of the DMA, distribute or permit the distribution of any advertising material, literature, souvenir items, or promotional materials in or about the exhibit areas except from its own allotted space.

The Association reserves the right to restrict displays which would constitute a violation of this contract, because of noise, methods of operation, materials, or for any reason, become objectionable, and to prohibit or remove any displays, which in the opinion of the Association detract from the general character or appearance of the Exhibition.

The serving or distribution of alcoholic beverages by exhibitors in any part of the Exhibit Hall is forbidden, unless otherwise approved by Association.

Photography and videotaping are prohibited without the written permission of DMA. DMA is the final authority on all matters relating to operation and conduct.

**FIRE REGULATIONS:** Exhibitors must conform to all standard fire codes of the host city, Orlando, Florida. Exhibitors shall not allow the display to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. All wiring, electrical equipment, and booth decorations must comply with said regulations.

**AUDIO VISUAL & SOUND PRODUCING APPARATUS:** Video equipment, movie or slide projectors, tape recorders, or other sound equipment must be self-contained and fireproof.

The sound must be kept at a volume not to exceed that of normal conversation, or 80 decibels. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. The film must be devoted exclusively to the business of the exhibitor. DMA will not be responsible for obtaining any audio/visual equipment.

No exhibitor shall show any goods or apparatus in operation if the same are noisy or objectionable to surrounding exhibitors or DMA staff.

**VERBAL AGREEMENTS:** DMA will not be bound to any verbal agreements, representations, or statements between DMA, exhibitors, or any supplier. DMA staff, unless confirmed in writing, will not be bound to any verbal agreements.

**SECURITY:** Management will provide the services of a reputable protective agency during the period of installation, show days, and dismantling, and exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect exhibitor's property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management.

**LIABILITY AND INSURANCE:** (a) Every reasonable precaution will be taken by DMA to protect property during installation, show period, and removal. However, neither the Sponsor of the Exhibition, the Association, service contractors, building or grounds officials, nor any officers, staff members, or directors of any of the same, are responsible for the safety of the property of exhibitors from theft or damages by fire, accident, vandalism, or other causes. Watchmen will be on the premises as required. (b) All property of the exhibitor will remain under his custody and control in transit to, from, and within the confines of the exhibit hall, subject to the rules and regulations of the Exhibition. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss, and public liability insurance against injury to the person and property of others.

**UNION LABOR:** Installation and dismantling of exhibits — other than tabletop and pop-up exhibits — must be done by union personnel in accordance with the rules of the Rosen Centre Hotel and in accord with the terms stated in the exhibitor service kit. Violation will result in cancellation of the exhibitor's booth assignment and forfeiture of fees paid.

**AGREEMENT:** By signing the space application incorporating these terms by references, the exhibitor agrees to abide by these rules and regulations, and those of the convention center, and by the decisions of DMA. This contract will become binding on both the exhibitor and the Association upon its acceptance by DMA.

These terms and conditions have been developed to allow each exhibitor equality regardless of size. Each exhibiting company should be given an equal opportunity, within reason, to present its products in the most effective manner to the target audience.

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## General Conference and Registration Information

### Registering and Payment of Exhibit Space

To exhibit, please complete all sections of the Exhibitor Application Form and mail it to: The DMB Marketing 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.

### Telephone and Electrical Services

Information regarding Telephone and Electrical Services will be provided along with your exhibit space confirmation. Please be advised that there is a charge for telephone and electrical services and you will receive a bill from the Rosen Centre Hotel for these services. Full payment and completion of tabletop registration is required before this request will be processed.

### Open Hours and Events\*

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

#### Monday, April 16

Exhibit Hall Set-Up	12:00 P.M. – 4:00 P.M.
Opening Reception in the Exhibit Hall	4:30 P.M. – 6:00 P.M.

#### Tuesday, April 17

Exhibit Hall Open	8:00 A.M. – 11:00 A.M. 1:30 P.M. – 6:15 P.M.
Continental Breakfast in the Exhibit Hall	8:00 A.M. – 9:00 A.M.
Coffee Break in the Exhibit Hall	10:15 A.M. – 10:45 A.M.
Exhibit Hall Closed	11:00 A.M. – 1:30 P.M.
Roundtable Discussions in the Exhibit Hall	1:45 P.M. – 2:45 P.M.
Dessert in the Exhibit Hall	2:45 P.M. – 3:30 P.M.
Networking Reception in the Exhibit Hall	4:45 P.M. – 6:15 P.M.

#### Wednesday, April 18

Exhibit Hall Open	8:00 A.M. – 11:00 A.M.
Continental Breakfast in the Exhibit Hall	8:00 A.M. – 8:30 A.M.
Coffee Break in the Exhibit Hall	9:45 A.M. – 10:45 A.M.
Exhibit Hall Tear-Down	11:00 A.M. – 3:00 P.M.

\*Schedule is subject to change. The final schedule will be available during setup hours.

DMA will have your items delivered to the Exhibit Hall by 12:00 P.M. on Monday, April 16, 2007. You must set up your display between 12:00 P.M. and 4:00 P.M. on April 16, 2007. The Exhibit Hall will open with the Opening Exhibit Reception on April 16 at 4:30 P.M.

All Exhibit companies are responsible for the set-up, maintenance, replenishment of materials, and break-down of their spaces. Exhibit tables will be skirted and storage space will be provided beneath each table. It is not necessary for a representative to staff the table during all open hours. However, Exhibits should be staffed during scheduled functions in the hall.

DMA is not responsible for any equipment left in the display area. We strongly advise you to secure any valuable equipment in your guest room during the Exhibition's off-hours.

DMA will provide a professionally created (8" x 22") sign for your company to be posted on your table ONLY if a completed application and full payment are received by April 6, 2007.

### Exhibit Personnel Registration Policies

Names of exhibitors registered by April 6, 2007 will appear in the Official Conference Exhibitor Roster.

Exhibitors will receive two (2) complimentary registrations per tabletop. Exhibitor registrations include: admittance to The DMB Conference pre-conference, conference sessions, exhibit hall, meal functions, and cocktail receptions. Additionally, exhibitors may register one (1) additional exhibitor personnel at \$699-Member/\$799-Non-Member.

### Hotel Reservations

Please contact the hotel directly for reservations and specify that your registration is for **The DMB Conference**. Please make your reservations by March 19, 2007, 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.

### The Rosen Centre Hotel

9840 International Drive  
Orlando, FL 32819  
1.800.204.7234  
Web: www.rosencentre.com

### Room Rates:

Single/Double: \$179      Triple: \$199      Quad: \$219

\*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.

### Travel Arrangements

Make your travel arrangements and save. Please call Protravel at 1.800.683.9100.

### Registration Changes & Transfers

Send a written request detailing the registration changes to DMA Customer Service via fax at 212.302.7643 by April 6, 2007. After April 6, 2007 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 April 9, 2007 will receive a full refund.
- Badge cancellations received April 10 – 13, 2007 will not be refunded, rather the remainder will be held on account, minus an administration fee, for a future DMA event held within 12 months of the original event date.
- Cancellations received on or after April 16 will not be refunded.