

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 DMA2010 – The DMA Annual Conference & Exhibition in San Francisco, CA, October 9-14, 2010.

Registration

Exhibitors may register online via the DMA2010 web site: www.dma2010.org, OR

Complete the Exhibitor Registration Form and return via:

Fax: 708.344.4444 OR Mail: DMA Customer Service / DMA2010
General Post Office
PO Box 27152
New York, NY 10087-7512

Complete all sections of the registration form and send it to the DMA2010 Registration Bureau no later than **October 1, 2010**. After October 1, 2010 you will need to register on-site.

All badges will be available for pick up onsite at Exhibitor Registration. Please bring a copy of your registration confirmation with you.

Exhibitors receive three (3) 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 registrations. The additional Exhibitor registrations are offered at a reduced fee of \$850 Member / \$1099 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 five (5) exhibitor registrations.

Additional exhibit staff attending just to work in the booth may register for an "Exhibitor Hall Only" badge at a discounted rate - \$150 per person. These badges are valid for all three days and also include keynote sessions. "Exhibitor Hall Only" badges do not include tickets for meal functions.

Tickets for the ECHO Awards Gala may be purchased for \$299 per person when registering for badges. The Pre- Conference and Post-Conference may be purchased for an additional fee of \$250.00 per event for both members and non-members.

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 October 1, 2010. Any changes after October 1, 2010 must be done onsite at Exhibitor Registration.

To transfer or change your registration: Send a written request on company letterhead to DMA2010 Registration via fax to 708.344.4444 or via mail to: DMA2010 Registration, PO Box 27152, New York, NY 10087-7512.

Registration cancellations must be sent in writing on company letterhead. Send a written request detailing the changes via email: dma10@compusystems.com; via fax to 708.344.4444 or via mail to: DMA2010 Registration, PO Box 27152, New York, NY 10087-7512.

Paid Exhibitor Registrations cancellations received before September 5, 2010 will be refunded minus \$150.00 processing fee. **Cancellations of paid registrations received after September 5, 2010 will forfeit their registration fee in its entirety. However, you may transfer your registration to someone else without penalty.** No refunds will be issued for any missed sessions or events, including sessions missed due to travel delays or cancellations.

Hotel Information

Hotel reservations may be made via the Hotel/Travel page of the DMA2010 web site – www.dma2010.org. You will find the list of DMA2010 hotels on this page along with a hotel map. **The deadline to request housing through the DMA2010 Housing Bureau is Wednesday, September 8, 2010.**

Special Travel Discounts

Information on airfare and rental car discounts is available online. Be sure to check out the DMA2010 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 DMA2010 Registration Bureau:
1.866.486.0734 (US) or 708.486.0734 or email dma10@compusystems.com.**

ADVANCE REGISTRATION DEADLINE: October 1, 2010

EXHIBIT PERSONNEL REGISTRATION FORM **BOOTH #** _____

Please read the registration, hotel reservations & cancellation policies before completing this form.

IMPORTANT!! This form must be completed in order to register all booth personnel. The Exhibit Space Application registers your company as an Exhibitor; it does **not** register staff for badges.

EXHIBIT PERSONNEL: Each 10' x 10' booth is entitled to THREE (3) complimentary exhibit personnel registrations. If you have more than one booth, please duplicate form for additional registrations. Additionally, each 10' x 10' booth is entitled to TWO (2) additional paid exhibit personnel registrations per booth at \$850 Member / \$1099 Nonmember. Exhibitors who purchase the Turnkey Package in the featured pavilions receive two (2) complimentary and one (1) additional paid Exhibitor registration.

Exhibitor registrations include: admittance to DMA2010 general and concurrent sessions, exhibit hall, and meal functions in the exhibit hall. **Any personnel registered above the allotted exhibitor registrations, will be subject to the full conference registration fee.**

Tickets for the ECHO Awards Gala may be purchased for \$299 per person when registering for badges. The Pre-Conference and Post-Conference may be purchased for an additional fee of \$250.00 per event for both members and non-members.

All badges will be available for pick up onsite at the exhibitor registration area.

Company Name: _____

Contact Name: _____

Company Address: _____

City/State/Zip/Country: _____

Telephone: () **Fax:** ()

If your DMA Membership is under another company name, please indicate the company name: _____

If your company is a DMA member, please provide your membership number: _____

PAYMENT INFORMATION: *Registrations without full payment will not be processed.*

Check payment type:

American Express Discover MasterCard VISA Check # _____

Total amount to registration fees \$ _____ (including all registration fees, tickets and council events)

Credit Card Account number: _____ Expiration Date _____

Cardholder' Name (as it appears on card) _____

Cardholder's Signature _____

Please return Registration forms by October 1, 2010, to:

The DMA Registration Bureau

Fax: 708.344.4444

OR: General Post Office

PO Box 27152

New York, NY 10087-7152

For questions or inquiries, please contact the DMA2010 Registration Bureau:

1.866.486.0734 (US) or 708.486.0734 or email dma10@compusystems.com

ADVANCE REGISTRATION DEADLINE: October 1, 2010

Company: _____

Exhibitor Personnel Name: _____ **Title:** _____

Registrant Email Address (required) _____

Complimentary Exhibit Personnel ECHO Gala : \$299 Pre-Conference \$250 Post-Conference \$250

Please do not print the above name in the exhibit personnel listing _____

Special Needs* _____

Exhibitor Personnel Name: _____ **Title:** _____

Registrant Email Address (required) _____

Complimentary Exhibit Personnel ECHO Gala : \$299 Pre-Conference \$250 Post-Conference \$250

Please do not print the above name in the exhibit personnel listing _____

Special Needs* _____

Exhibitor Personnel Name: _____ **Title:** _____

Registrant Email Address (required) _____

Complimentary Exhibit Personnel ECHO Gala : \$299 Pre-Conference \$250 Post-Conference \$250

Please do not print the above name in the exhibit personnel listing _____

Special Needs* _____

Exhibitor Personnel Name: _____ **Title:** _____

Registrant Email Address (required) _____

Additional Paid Exhibit Personnel DMA Member \$850 Additional Paid Exhibit Personnel Non-Member \$1099

ECHO Gala : \$299 Pre-Conference \$250 Post-Conference \$250

Please do not print the above name in the exhibit personnel listing _____

Special Needs* _____

Exhibitor Personnel Name: _____ **Title:** _____

Registrant Email Address (required) _____

Additional Paid Exhibit Personnel DMA Member \$850 Additional Paid Exhibit Personnel Non-Member \$1099

ECHO Gala : \$299 Pre-Conference \$250 Post-Conference \$250

Please do not print the above name in the exhibit personnel listing _____

Special Needs* _____

SPECIAL “EXHIBIT HALL ONLY” OFFER FOR EXHIBITORS

PLEASE NOTE:

- **Exhibit Hall Only badge includes admittance to the EXHIBIT HALL AND KEYNOTE GENERAL SESSIONS. No food and beverage tickets included. Access to the hall will be the same hours as “Exhibitor” badges allotted with your booth space.**
- **If you are interested in attending sessions, please register using the “Exhibitor Personnel Registration” form.**
- **BADGES ARE NOT TRANSFERABLE.**

Company Name: _____

Contact Name: _____

Company Address: _____

City/State/Zip/Country: _____

Telephone: () _____

Fax: () _____

If your DMA Membership is under another company name, please indicate the company name: _____

If your company is a DMA member, please provide your membership number: _____

Exhibitor Hall Only Name: _____

Title: _____

Registrant Email Address (required) _____

Exhibitor Hall Only: \$150

ECHO Gala \$299

Please do not print the above name in the exhibit personnel listing.

 Special Needs**

Exhibitor Hall Only Name: _____

Title: _____

Registrant Email Address (required) _____

Exhibitor Hall Only: \$150

ECHO Gala \$299

Please do not print the above name in the exhibit personnel listing.

 Special Needs**

Exhibitor Hall Only Name: _____

Title: _____

Registrant Email Address (required) _____

Exhibitor Hall Only: \$150

ECHO Gala \$299

Please do not print the above name in the exhibit personnel listing.

 Special Needs**

PAYMENT: Registrations without full payment will not be processed. Do not send hotel deposit checks to Direct Marketing Association.

Check payment type: American Express Discover MasterCard VISA Check # _____

Account number: _____ Expiration Date _____

Cardholder' Name (as it appears on card) _____

Cardholder's Signature _____

Please return Registration forms by October 1, 2010, to:
The DMA2010 Registration Bureau
PO Box 27152
New York, NY 10087-7152
Fax: 708.344.4444
Email dma10@compusystems.com