

## DMA2010 Exhibitor FAQs

### When is DMA2010?

Pre-Conference Weekend	Saturday-Sunday, October 9-10
Exhibition	Sunday-Tuesday, October 10-12
Conference	Monday-Wednesday, October 10-13
Post-Conference	Wednesday-Thursday, October 13-14

### Where is DMA2010 being held?

DMA2010 will be at the Moscone Center in San Francisco, CA

### Who is the sponsoring organization?

DMA2010 is sponsored by the Direct Marketing Association

### What are the exhibit hall dates and hours?

The Exhibit Hall will be open:

Sunday, October 10	3:00pm – 5:30pm
Monday, October 11	10:00am – 5:00pm
Tuesday, October 12	10:00am – 5:00pm

### What are the installation dates and times?

Thursday, October 7	8:00am – 5:00pm	Select Exhibits*
Friday, October 8	8:00am – 5:00pm	All Exhibits*
Saturday, October 9	8:00am – 5:00pm	All Exhibits*

\*Please refer to the color-coded target move-in floor plan in the service manual to determine the specific date and time for set up of your booth.

### What are the dismantling dates and times?

Tuesday, October 12	5:00pm – 10:00pm
Wednesday, October 13	8:00am – 12:00pm

All exhibits must remain intact and staffed until 5:00pm on Tuesday, October 12 – the close of the show. Exhibitors who leave booths un-staffed or tear down early will incur a 15% deduction of their total priority points.

### What are the booth rates for 2010?

Space rates for DMA2010 are \$39.95 per square foot for DMA Members; \$51.95 per square foot for non-members. The minimum size booth is 10'x10'. Turnkey booths are available in select Pavilions at \$3,295 (DMA Members) and \$4,895 (Non-members)

### What are the terms of payment?

Applications received prior to June 10, 2010 must include a 50% deposit. Final payments are due June 10, 2010. Applications received after June 10, 2010 must include full payment.

### What is included in the cost of exhibit space?

#### ***Exhibitors receive the following per 10'x10' space rented:***

- Standard booth equipment: 8' high blue backwall drape, 3' high blue sidewall drape, one standard 7"x22" identification sign
- Three complimentary badges that allow access to the Exhibit Hall, conference general and concurrent sessions and meal functions in the exhibit hall
- Two additional paid exhibit personnel registrations
- Special rate on Exhibitor Hall Only badges (unlimited number)
- Complete company and product listing in the onsite Show Directory, distributed to all attendees
- Complete company and product listing in the online directory
- Preferred Exhibit Hall passes for exhibitors to distribute to customers\*
- Advertising in the onsite Show Directory; Sponsor and Co-Sponsor opportunities

- Access to Exhibitor Meeting Rooms on the show floor
- Access to registered attendee mail list for pre-show promotion
- Exhibit Hall-only time with attendees
- Refreshments, coffee and other beverages available daily in Exhibit Hall

\* These passes will only be available to exhibitors booking through the DMA Housing Bureau.

***Exhibitors receive the following with the Turnkey Booth Package:***

- Pedestal rental including: Set-up and dismantle of turnkey booth, header with company logo, (5) five bullet points, standard electric (500 watts), 19" flat-screen monitor, 1 stool, 1 literature rack, drayage of pedestal only
- Two complimentary badges that allow access to the Exhibit Hall, conference general and concurrent sessions and meal functions in the exhibit hall
- One additional paid exhibit personnel registration
- Special rate on Exhibitor Hall Only badges (unlimited number)
- Complete company and product listing in the onsite Show Directory, distributed to all attendees
- Complete company and product listing in the online directory
- Preferred Exhibit Hall passes for exhibitors to distribute to customers\*
- Advertising in the onsite Show Directory; Sponsor and Co-Sponsor opportunities
- Access to Exhibitor Meeting Rooms on the show floor
- Access to registered attendee mail list for pre-show promotion
- Exhibit Hall-only time with attendees
- Refreshments, coffee and other beverages available daily in Exhibit Hall

\* These passes will only be available to exhibitors booking through the DMA Housing Bureau.

**If I've used all my complimentary badges, what is the cost for additional registrations?**

For each 10' x 10' booth, exhibitors may register an additional (2) two Exhibitor badges at \$850 for DMA members / \$1099 for Non-Members. Exhibitors with the turnkey package are entitled to one (1) additional Exhibitor badge at \$850/\$1,099. These badges include access to the Exhibit Hall, conference general and concurrent sessions and meal functions in the exhibit hall.

If you have additional staff attending to work the booth only, you may purchase an unlimited number of Exhibitor Hall Only badges for \$150 per person. This badge is valid for all 3 days of the show.

**Does my Exhibitor badge allow me to attend either the Pre-Conference or Post-Conference sessions?**

Exhibitors must register separately for both the Pre-Conference and/or Post-Conference programs. The registration fee is \$299 for each event. This fee applies only to the Exhibitor badge allotment received with the booth. Exhibitor Hall Only registrants interested in attending either Pre-Conference or Post-Conference sessions would need to register separately. [Click here](#) for a summary of the Exhibitor badge allotment and entitlements.

**Will there be other costs to exhibitors associated with exhibiting?**

Yes. Exhibitors are responsible for all associated costs for their booth including furnishings, shipping, carpet, electrical, telephone and Internet services, plus any other services including computer and a/v rental, in-booth food & beverage orders, floral and photography. Please refer to the Exhibitor Service Manual that will be accessible online at the DMA2010 website.

**Who is the official general contractor?**

DMA has selected Freeman as the official general services contractor for DMA2010. Freeman can provide exhibitors with a wide range of services including booth furnishings, carpet, labor, rental booths and shipping.

**When will the Exhibitor Service Manual be available?**

Service manuals will be available online mid-June. Exhibitors will find a link to the online kit through the DMA2010 web site as well as on Freeman's web site – <http://www.myfreemanonline.com>. The kit will also include list of other official contractors for additional show services (computer and a/v rental, floral, photography) along with order forms for these services as well as services available from the Moscone Center (electrical, Internet, catering).

**How many attendees come to DMA2010?**

Total expected attendance for DMA2010 is approximately 10,000 people. For more details on audience demographics, please refer to the [DMA2010 Exhibitor Prospectus](#).

**Does my booth need to be carpeted?**

It is the exhibitor's responsibility to create an attractive display area. Exhibitors are required to provide carpet to cover the area contracted, including carpet under equipment.

**Are there union regulations?**

Yes, union labor may be required for some aspects of your installation and dismantling. Please carefully read the Union Rules and Regulations included in the online Exhibitor Service Kit to determine your needs.

**What are the rules for Exhibitor Appointed Contractors (EAC)?**

Exhibitors may employ the services of independent contractors to install and dismantle their display. Written notification must be submitted at least 30 days prior to the first move-in day to either DMA or Freeman. Exhibitors must provide evidence that the EAC has the proper certificate of insurance.

**Do my installers need work passes?**

Wristbands for workers – other than Freeman and Moscone labor crews – are provided by Security for access to the exhibit hall during move-in and tear-down. Access to the exhibit floor during show days is by official DMA2010 badges only.

**How are booth space assignments determined?**

Space sales held onsite for the following year are done according to the Exhibitor Priority Point System. After the onsite space selection meetings, all assignments are processed on first come, first served based on the date of receipt of both the complete space application and required booth payment.

**What is the Priority Points System?**

Companies that have participated in previous DMA Annual Conferences may accumulate exhibition points from successive shows. For each year, the exhibitor receives two (2) participation points plus one (1) point for each 100 square feet of exhibit space contacted. Additionally, DMA members earn 5 Member points.

**What happens if my company merges with another company?**

In the case of company acquisitions or mergers, priority points are non-transferable. For example, if company A has been acquired by company B (and company A ceases to exist), company B cannot acquire company A's priority points.

**Is sharing space allowed?**

No exhibitor shall assign, sublet, or apportion the whole or any part from companies other than its own in the said exhibit without written consent of The DMA.

**My company would like to do a raffle drawing. Is that possible?**

Exhibitors may hold prize drawings from the confines of their exhibit space. All raffles and sweepstakes must fall within any local and state regulations. Announcements of winners over the in-house public address system will not be permitted.

**Is insurance required?**

Exhibitors are advised to carry appropriate insurance to cover display materials against damage and/or loss, and public liability insurance against injury to the person and property of others.

**What is the liability?**

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. 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.

**Can I set up my own booth?**

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 Moscone Center 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 feeds paid.

**What are the labor rates?**

Please refer to the appropriate order form in the Freeman Service Kit for labor rates. All order forms include the hourly rates for both straight time and overtime labor.