

# DMA:2010

» CONFERENCE & EXHIBITION



S P O N S O R S H I P      O P P O R T U N I T I E S

October 9 – 14 | Moscone Convention Center, San Francisco, CA | [www.dma2010.org](http://www.dma2010.org)

# DMA2010 SPONSORSHIP OPPORTUNITIES

**Did you know you can drive 104% more booth traffic with a sponsorship?\***

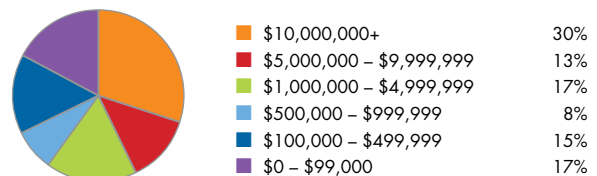
Increase your company's brand loyalty, create awareness about your products, and drive sales by participating as a DMA09 sponsor. Your company will receive unprecedented exposure to 10,000+ potential clients and leaders in the global direct marketing community. You will receive meaningful recognition and valuable networking opportunities.

## THE MOST INFLUENTIAL DM DELEGATION EVER ASSEMBLED!

### Top Level Decision-Makers



### Annual Marketing Expenditures



### High-Level & Influential Purchasers



NOTE: Percentages may not equal 100% due to rounding.

\* Source: CEIR's Power of Exhibitions II Report

\*\* Source: DMA09 Attendee Demographics

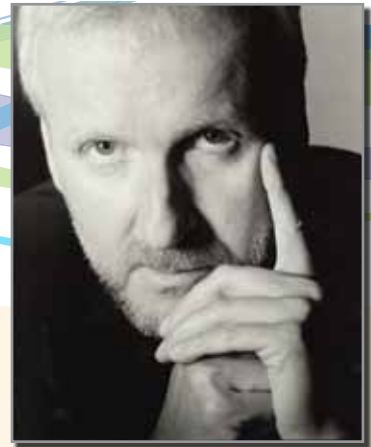
To confirm your spot as a DMA2010 sponsor or to learn more, please contact:  
Donna LoPorto at 303.543.1164 or at [dloporto@the-dma.org](mailto:dloporto@the-dma.org)



# DMA2010 SPONSORSHIP OPPORTUNITIES

## TITLE SPONSORSHIP

As the Title Sponsor of DMA2010, your company will have premium exposure to the market's power players in the conference. Your company's logo will be incorporated into, and will always appear with, the event logo. Your company will also be included in all marketing efforts surrounding the conference.



### BENEFITS INCLUDE:

- Category exclusivity
- Company logo integrated into event logo with the phrase, "Title Sponsor"
- Official recognition as a title sponsor online and in print advertisements promoting the show
- Database of all DMA2010 attendees to be received pre-and post-conference (database includes: name, title, company, and mail address)
- Meeting Room in the Exhibit Hall for your company and executives to use during the conference
- Table for 10 at the ECHO Gala
- Reserved VIP Area at the ECHO Gala After Party
- 1 Speaking Opportunity during the Ask-the-Experts Roundtable Discussion
- 5 full conference and exhibition passes for DMA2010
- Hotel Room Drop during peak night of the conference
- Full page, 4-color advertisement in the DMA2010 Show Directory (insertion order forms due August 2, 2010)



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# DMA2010 SPONSORSHIP OPPORTUNITIES

## PLATINUM

As a Platinum Sponsor at DMA2010, your company will have the opportunity to be in front of the elite group of industry power players at this event. Your company will also be included in all marketing efforts surrounding the conference.

### PLATINUM OPPORTUNITIES ALL INCLUDE:

- Official recognition as a Platinum Sponsor in print advertisements promoting the show
- One (1) complimentary copy of the DMA2010 attendee roster via electronic file (may use list twice for pre- and post-show mailings, mailing addresses only)
- Your company logo listed on “Thank You Sponsors” sign in the DMA2010 Registration Area
- Meeting Room in the Exhibit Hall for company executives to use for meetings during the conference
- 4 full conference and exhibition registration passes for DMA2010
- 1 full page, 4-color advertisement in the DMA2010 Show Directory (artwork due: August 2, 2010)
- Company logo on DMA2010 Website

### MONDAY GENERAL SESSION AND KICKOFF KEYNOTE

**CO-SPONSORSHIP: \$40,000**  
**(1 SOLD, 1 AVAILABLE)**

This prestigious branding opportunity includes many special benefits such as: gobo lighting, company walk-in slide, signage outside the General Session Keynote and seat drop.

### OFFICIAL WIFI

**EXCLUSIVE SPONSORSHIP MEMBERSHIP**  
**RATE: \$75,000    NON-MEMBER: \$115,000**  
**CO-SPONSORSHIP: (3 AVAILABLE)**  
**MEMBER: \$30,000    NON-MEMBER: \$45,000**

Get everyone connected by sponsoring the DMA2010 WIFI connection and enjoy premier advertisement placement on the inside front cover of the DMA2010 Onsite Show Directory. Sponsorship includes the opportunity to have your own web page as the home page in certain DMA2010 areas, and exclusive WIFI signage in the “hot spot” zones of the conference & exhibition.

### CONFERENCE TOTE BAGS (EXCLUSIVE)

**MEMBER: \$65,000    NON-MEMBER: \$98,000**

Attendees receive conference materials, including the all-important Show Directory, in one complete packet inside a branded tote bag — guaranteed for every attendee. In addition to all the items you receive as a Platinum Sponsor, your company will have the opportunity to include one piece of your company literature in the conference tote bag.

### BADGE HOLDERS (EXCLUSIVE)

Every attendee wears a badge with your logo on it. Branding doesn't get more direct than this!

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DMA<sup>D</sup>

# DMA2010 SPONSORSHIP OPPORTUNITIES

## GOLD

As a Gold Sponsor of DMA2010, your company will have the opportunity to gain exposure to the entire conference audience, which will include an elite group of direct marketing's power players. Your company will also be incorporated into the marketing efforts surrounding this unique event.

### GOLD OPPORTUNITIES ALL INCLUDE:

- Official recognition as a Gold Sponsor in print advertisements promoting the show.
- One (1) complimentary copy of the DMA2010 attendee roster via electronic file (may use list twice for pre- and post-show mailings, mailing addresses only)
- Your company logo listed on "Thank You Sponsors" sign in the DMA2010 Registration Area
- 3 full conference and exhibition registration passes for DMA2010
- 1 full page, 4-color advertisement in the DMA2010 Show Directory (artwork due: August 2, 2010)
- Company logo on DMA2010 Website



### BUS TRANSPORTATION

#### EXCLUSIVE SPONSORSHIP:

**MEMBER: \$55,000 NON-MEMBER: \$85,000**

Considering all attendees have to get to DMA2010, where better to sponsor than the actual transportation buses? Your company will be featured on all buses with a color banner on the passenger's side for premium exposure. You will also receive: your color logo on "on-bus" Route ID signs, B/W logo and booth number on Transportation Flyer distributed at all hotels and the convention center, logo on color window sign on second window on passenger's side for premium exposure, and full-color interior header sign above the right windshield at the front of each bus facing all seated passengers. Ninety-five percent of DMA2010 hotels will have your color logo and booth number on lobby signs (where permitted), and best of all, your company logo and booth number will be shown as a full bus wrap outside all transportation from the DMA2010 hotels to the San Francisco Convention Center. Don't miss out on your opportunity to "drive" your success!

### DMA2010 NETWORKING STATIONS

#### EXCLUSIVE SPONSOR:

**MEMBER: \$55,000 NON-MEMBER: \$85,000**

#### CO-SPONSOR

**(2 AVAILABLE)**

**MEMBER: \$30,000 NON-MEMBER: \$45,000**

This is where attendees can surf the web, check out the innovative sites discussed in sessions, or keep in touch with the office via e-mail. Sponsor benefits include signage in the area, plus your company logo featured on each computer station and screen saver, and visibility during the conference and post-conference.



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## AISLE SIGNAGE



### AISLE SIGNAGE IN THE EXHIBIT HALL

**CO-SPONSORSHIP (1 SOLD, 1 AVAILABLE)**  
**MEMBER: \$30,000 NON-MEMBER: \$45,000**

Twenty-two Aisle Signs are located in the exhibit hall where attendees are guaranteed to look at the Aisle Signage which navigates their path through the hall. Have your company logo and booth number listed on the aisle signage and be the name that attendees see each time they look at these directionals.

### ONLINE MARKETING SOLUTIONS PAVILION (EXCLUSIVE)

**MEMBER: \$50,000 NON-MEMBER: \$75,000**

Reinforce your presence in the online marketing space by sponsoring the Online Marketing Solutions Pavilion at DMA2010. As the hot zone in the Exhibit Hall, this sponsorship will award you even more visibility and exposure to thousands of delegates that network within the Exhibit Hall. As the sponsor of this pavilion, your company logo and booth # will be placed on signage within the Online Marketing Solutions Pavilion. Your company will also be listed in the At-A-Glance Guide and the DMA2010 Show Directory as the sponsor of the Online Marketing Solutions Pavilion.

### THE MARKETPLACE PAVILION (EXCLUSIVE)

**MEMBER: \$50,000 NON-MEMBER: \$75,000**

The Marketplace Pavilion, located in the exhibit hall, offers stress-free exhibiting in a turnkey pedestal package. Located in the exhibit hall, be the sponsor of the Marketplace Pavilion and have your company listed as *THE* marketing company to see in San Francisco. Receive brand recognition in the At-A-Glance Guide and the DMA2010 Show Directory, as well as your logo and booth number on signage directing attendees to the pavilion.

### MOBILE MARKETING PAVILION (EXCLUSIVE)

Be the exclusive sponsor of the Mobile Marketing pavilion and show your competitors that you are the mobile company to see at DMA2010. This sponsorship comes with a complimentary turnkey pedestal in the pavilion, opportunity to arrange speaking presentations at the pavilion, brand recognition in the At-A-Glance Guide and the DMA2010 Show Directory, as well as, your logo and booth number on signage directing attendees to the pavilion.

### DIGITAL PRINT & PUBLISHING PAVILION (EXCLUSIVE)

**MEMBER: \$50,000 NON-MEMBER: \$75,000**

The Digital Print & Publishing pavilion offers stress-free exhibiting in a turnkey pedestal package. Located in the exhibit hall, be the sponsor of this pavilion and have your company highlighted in San Francisco. Your company will also receive brand recognition on the At-A-Glance Guide and the DMA2010 Show Directory, as well as, your logo and booth number on signage directing attendees to the pavilion.

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## **INTERNATIONAL SERVICES PAVILION (EXCLUSIVE)**

**MEMBER: \$50,000      NON-MEMBER: \$75,000**

As the sponsor of this pavilion, your company logo and booth number will be placed on signage over the International Services Pavilion. Your company will also be listed in the At-A-Glance Guide and the DMA2010 Show Directory as the sponsor of the International Pavilion with the opportunity to place your country's flag over the pavilion.

## **HOTEL KEY CARDS**

**MEMBER: \$50,000      NON-MEMBER: \$75,000**

Be the last name people see when they go back to their rooms each night. Your name and logo will appear on DMA2010 Headquarter Hotel room key cards. Don't miss out on this chance to be the company attendees tuck into their pockets!



## **GLOBAL LEADERS FORUM**

**CO-SPONSORSHIP: (1 SOLD, 1 AVAILABLE)**

**MEMBER: \$20K      NON-MEMBER: \$35K**

This invitation only, C-Level event, is being held Monday, October 11th, 2010. This event is a fantastic way to obtain excellent exposure with decision-makers and thought leaders in the direct marketing community. Event is closed to the press. As an added bonus, your company will have the ability to invite 25 potential clients to the invitation list.

## **DMA2010 KICKOFF PARTY**

**CO-SPONSORSHIP: (3 AVAILABLE)**

**MEMBER: \$20K      NON-MEMBER: \$30K**

This event kicks off the DMA2010 Conference in style! Hundreds of guests are expected to attend this party to network and kick off the conference. The Sponsor's brand will be prominently displayed on signage, gobo lighting and all other promotional materials at the event.



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# DMA2010 SPONSORSHIP OPPORTUNITIES

## SILVER

As a Silver Sponsor of DMA2010, your company will have the opportunity to reach the global direct marketing community's marketplace leaders attending the event. Your company will also be incorporated into the marketing efforts surrounding this unique event.

### SILVER OPPORTUNITIES ALL INCLUDE:

- Official recognition as a Silver Sponsor online and in print advertisements promoting the conference
- One (1) complimentary copy of the DMA2010 attendee roster via electronic file (may use list twice for pre- and post-show mailings, mailing addresses only)
- 2 full conference and exhibition registration passes for DMA2010
- 1 full page, 4-color advertisement in the DMA2010 Show Directory (artwork due: August 2, 2010)
- Company logo on DMA2010 Website

### MARKETER OF THE YEAR AND TUESDAY GENERAL SESSION KEYNOTE (EXCLUSIVE)

#### CO-SPONSORSHIP (1 SOLD, 1 AVAILABLE)

**MEMBER: \$30,000    NON-MEMBER: \$70,000**

The company or individual who takes home the honor of Marketer of the Year, will illustrate excellence in the integration of direct marketing into its overall marketing mix. This sponsorship includes seat drops, gobo lighting, recognition on walk-in slides, and signage outside the general session room.

### SUNDAY AND WEDNESDAY KEYNOTES (EXCLUSIVE)

**MEMBER: \$30,000    NON-MEMBER: \$45,000**  
(Each Day)

#### CO-SPONSORSHIP (2 AVAILABLE)

**MEMBER: \$20,000    NON-MEMBER: \$30,000**  
(Each Day)

These prestigious branding opportunities include many special benefits such as seat drops, gobo lighting, signage outside General Sessions, and your logo on the "Thank You to Our Sponsor" walk-in slides.

### DMA2010 RELAXATION STATION (EXCLUSIVE)

**MEMBER: \$30,000    NON-MEMBER: \$45,000**

What better way to unwind at this busy conference than at a relaxation station? In addition to the benefits your company will receive as a Silver Sponsor, the DMA2010 Relaxation Station will have a customized area onsite in the San Francisco Convention Center with carpeting, draped tables, and healing décor. Have your company supply signature clothing for the massage therapists to wear and distribute coupons in the DMA2010 Conference Tote Bag with your company logo to visit the relaxation station.

### HOTEL ROOM DROP

**(1 SOLD, 2 AVAILABLE)**

**MEMBER: \$30,000    NON-MEMBER: \$45,000**

Your literature and message will be delivered to attendees' hotel rooms at the DMA2010 Headquarter Hotels the evening of the conference. Use this opportunity as a way to market your speaking company, exhibit booth, or meeting room space at the convention center. This is a valuable opportunity to make an impression as attendees leave their hotel room each morning.

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# The DMA Hall of Fame

## HALL OF FAME LUNCHEON (EXCLUSIVE)

**MEMBER: \$30,000    NON-MEMBER: \$45,000**

The DMA Hall of Fame Luncheon is a unique opportunity to be among the direct marketing community as the DMA recognizes icons who have contributed significantly to the field of direct marketing, individuals who have made a major contribution to the theory and/or practice of direct marketing, and those who have given back to the community. This sponsorship includes signage prominently located throughout the event and placement within the Show Directory.



## GOLF LESSONS WITH A PRO (EXCLUSIVE)

**MEMBER: \$30,000    NON-MEMBER: \$45,000**

Be a part of our newest sponsorship opportunity! Sponsor The Golf Guy's high-tech, computerized golf swing analysis and watch the crowd gather in the exhibit hall. Under your logo, each visitor takes several swings with The Golf Guy's golf pro, and gets an instant swing analysis. You can also run a business card raffle for a custom-built driver. This is a great way to get great leads in a unique and fun-filled environment.



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# DMA2010 SPONSORSHIP OPPORTUNITIES

## BRONZE

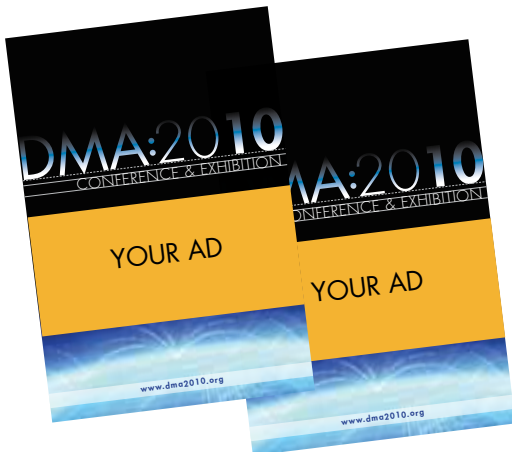
As a Bronze Sponsor of DMA2010, your company will have the opportunity to reach leader's attending this event. A bronze level sponsorship is a great way to start if this is your first time sponsoring with the DMA!

### BRONZE OPPORTUNITIES ALL INCLUDE:

- One (1) complimentary copy of the DMA2010 attendee roster via electronic file (may use list twice for pre- and post-show mailings, mailing addresses only)
- Your company logo listed on "Thank You Sponsors" sign in the DMA2010 Registration Area
- One (1) complimentary Conference & Exhibition-only registration
- Company logo on DMA2010 website

### DMA2010 SHOW DIRECTORY BELLY BAND (EXCLUSIVE)

Your company's multicolor ad printed and wrapped around each copy of the DMA2010 Show Directory will serve as one of the first touch points between your company and attendees. All production included.



### CONFERENCE SESSION TRACK SPONSOR

MEMBER: \$20,000 NON-MEMBER: \$30,000

Get your company brand in front of targeted attendees in the sessions of your choice (based on availability) with a track sponsorship. This sponsorship includes your company logo on a walk-in slide between sessions, logo recognition in the Show Directory, and logo visibility displayed outside of the session rooms within your track during all three days of the Conference. Choose from one of the following:

- Acquisition & Lead Generation
- ~~Creative & Production~~ **SOLD**
- Behavioral & Trigger Marketing
- Leveraging Emerging Channels
- Direct & Digital Marketing Fundamentals
- Cross-channel Marketing
- Database, Measurements & Attribution
- Retention & Loyalty
- ~~Brand & Social Marketing~~ **SOLD**

### DMA2010 AT-A-GLANCE GUIDE

Your company logo and promotional copy will be prominently displayed on a fold-out brochure that will be distributed in the Registration Area. On one side are the educational sessions and other event highlights, while the other side has the DMA2010 exhibit floor plan with your booth highlighted.



### Z-CARD® (EXCLUSIVE)

**MEMBER: \$20,000    NON-MEMBER: \$30,000**

Get noticed. Build booth traffic and brand awareness at DMA 2010 with your custom fold-out Z-CARD® map of San Francisco. Pocket-sized when closed, the Z-CARD® opens to reveal a map of local attractions in San Francisco, with places to eat and visit on one side and your full-page promotional message on the other. A great way to get and keep your DMA message in the hands of the attendees. Z-CARD®--Print People Keep.



### NONPROFIT DAY

**MEMBER: \$15,000    NON-MEMBER: \$25,000**

Join the DMA Nonprofit Federation and its nonprofit delegates at the Nonprofit Day in October. This day focuses on issues most important to nonprofit marketers. Your company brand will be prominently displayed in signage and promotional materials in the session rooms and in the networking areas, as well as e-mails promoting the event.

### MONDAY EXHIBIT HALL LUNCHEON

**MEMBER: \$15,000    NON-MEMBER: \$25,000**  
**(2 AVAILABLE)**

Make this a working lunch as you meet with prospects to uncover new leads. Lunch sponsors will be acknowledged on tables and on signage inside the Exhibit Hall near the luncheon stations. You will also receive recognition as the luncheon sponsor in the DMA2010 Show Directory and have napkins and cups with your company name (and booth number if applicable on them).

### MONDAY NETWORKING RECEPTION IN THE EXHIBIT HALL CO-SPONSOR

**MEMBER: \$10,000    NON-MEMBER: \$15,000**  
**(1 SOLD, 2 AVAILABLE)**

Sponsor's brand will be featured on prominently displayed signage at this must-attend event in the Exhibit Hall. At the end of a stimulating day, it's time to get together with colleagues and friends for good conversation, refreshments, and additional time for market-making. This item includes sponsor logo on cups and napkins displayed during the reception.



### THOUGHT LEADERSHIP SERIES CO-SPONSOR

**MEMBER: \$10,000    NON-MEMBER: \$15,000**  
**(1 SOLD, 2 AVAILABLE)**

Your company brand will be prominently displayed on signage at the Thought Leadership Session of your choice. Your company will also have the opportunity to place marketing materials in the back of the Thought Leadership sessions and have your logo displayed on walk-in slides at each session.

# DMA2010 SPONSORSHIP OPPORTUNITIES

## A La Carte Items

### PASSPORT TO PRIZES

(16 AVAILABLE, 4 SOLD)

MEMBER: \$2,000      NON-MEMBER: \$3,000

Attendees pick up their game cards at registration and must visit all 20 sponsors, who will stamp their cards. When the cards are completed, attendees must drop them in the designated bins inside the Exhibit Hall. Drawings will take place in the Exhibit Hall for the sponsors' prizes and DMA's Grand Prize of \$500! We will promote Passport to Prizes on the DMA2010 website and in other DMA2010 promotions. Each sponsor must provide a gift or gift certificate valued at \$150 or more.

*\*\*Winners must be present to win a prize.*

### PRE- OR POST-CONFERENCE SESSION INTENSIVES

(10 AVAILABLE)

MEMBER: \$8,000      NON-MEMBER: \$16,000

Get your company brand in front of targeted attendees in the sessions of your choice (based on availability) with a Pre or Post-Conference Intensive Workshop Sponsorship. This sponsorship includes your company logo on a walk-in slide between sessions, logo recognition in the DMA2010 Show Directory, and logo visibility displayed outside of the session rooms within your intensive during the two days of the conference.

### INTERNATIONAL DELEGATES LOUNGE

MEMBER: \$8,000      NON-MEMBER: \$16,000

The International Delegates Lounge provides delegates a place to relax between conference sessions. Refreshments and Internet access are provided throughout the day, so you can expect many delegates to be passing through this public area. *(Lounge hours mirror the Conference schedule.)*



### METER BOARDS (2 SOLD, 1 AVAILABLE)

MEMBER: \$7,500      NON-MEMBER: \$15,000

Have your company's original artwork displayed on 10 meter boards throughout the DMA2010 conference & exhibition. Your artwork, along with the DMA2010 logo can be used to generate traffic to your booth or create awareness about your company. Meter boards are 38 1/4" x 87 1/4".

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## EXHIBIT HALL FLOOR STICKERS



### EXHIBIT HALL FLOOR STICKERS

(5 SOLD, 3 AVAILABLE)

**MEMBER: \$7,500    NON-MEMBER: \$15,000**

Attendees will be led right to your booth with these 2' x 3' graphic floor stickers that have your company name, logo and booth number printed in any shape you choose — footprints, ovals, etc. They will be placed at the entrance to the exhibit hall and lead to your booth. twenty-five stickers will be printed.

### PRESS ROOM (EXCLUSIVE)

**MEMBER: \$7,500    NON-MEMBER: \$15,000**

Build relationships with influential media outlets through your sponsorship. The Press Room is a designated area set aside for the working press covering DMA2010. This is your opportunity to expose your brand to both trade and consumer media.

### TOTE INSERTS

**MEMBER: \$6,000    NON-MEMBER: \$10,000**

Insert your company's collateral into the official DMA2010 Conference Tote Bag — a fantastic way to get additional exposure, make a special offer, and keep your name in front of buying attendees after the conference.

### CONFERENCE PENS (EXCLUSIVE)

**MEMBER: \$6,000    NON-MEMBER: \$10,000**

Be the company that attendees pick up to write leads down! As the sponsor of the DMA2010 pens and notepads, your company logo will be visible on all pens and notepads available in conference session rooms and throughout the registration area.

### CONFERENCE NOTEPADS (EXCLUSIVE)

**MEMBER: \$6,000    NON-MEMBER: \$10,000**

Be the company that attendees pick up to write leads down! As the sponsor of the DMA2010 pens and notepads, your company logo will be visible on all pens and notepads available in conference session rooms and throughout the registration area.

### TWINGO (20 AVAILABLE)

**MEMBER: \$3,000    NON-MEMBER: \$4,500**

Building on the classic bingo game, attendees take their TWINGO card in which participating exhibitors are squares on the card to get stamped and win great prizes. This is a great opportunity for you, the exhibitor and sponsor, to be recognized on pre-show materials and onsite materials. The winner will be announced on DMA's website with a Twitter PR campaign. For an additional \$500 design your own Twitter clue!! Another great way to drive traffic to your booth and market your product to those at the show and those following Twitter!



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Please complete and return immediately  
to confirm your sponsorship.

Sponsor Item:

Company Contact:

Title:

Company Name:

Mailing Address:

City/State/Zip:

Telephone:

Fax:

Email:

Web Address:

Total Cost of Sponsorship: \$

Terms and conditions to follow. Contract requires  
signature.

**Please return this form to:**

**Debra Venedam**, Direct Marketing Association, Inc.  
1120 Avenue of the Americas • New York, NY 10036  
• Fax: 212.302.7643

**Sponsorship Contract and Agreement**

**DMA:2010**  
CONFERENCE & EXHIBITION

**TERMS AND CONDITIONS**

Sponsor agrees to pay amount indicated on previous page  
for sponsorship, as determined by Show Management.

**Payment in full is due upon receipt of contract.** DMA  
reserves the right to withdraw the sponsorship if payment  
is not received within 10 business days of receipt of the  
signed contract. Show Management must receive notice  
of cancellation in writing. No refunds will be made after  
receipt of payment. Acceptance of this application by the  
Direct Marketing Association constitutes a contract. By  
signing below, sponsor agrees to abide by contract terms  
and conditions as outlined above.

**IMPORTANT: A FULL PAYMENT MUST ACCOMPANY THIS  
SPONSORSHIP CONTRACT.**

Please make check payable to:

**Direct Marketing Association, Inc.**

Reference on check: **DMA2010 Sponsorship**

**PAYMENT**

Total Cost of Sponsorship: (from above): \$

Check #:

Credit Card Type:

Credit Card #:

Exp. Date:

Name on Card:

Signature of Card Holder:

Sponsorships for this event are assigned on a first-come,  
first-served basis. It is understood that sponsors are respon-  
sible for providing the Direct Marketing Association with  
all company logos for use with any sponsorship, and that  
all company logos are subject to approval by show man-  
agement. Please email all artwork to the address below.  
I agree to abide by the above.

Authorized Signature:

Date:

Please keep a copy of this form for your records. Submit  
your company logo via e-mail to **Debra Venedam, Sr.**  
Operation Manager, at **[dvenedam@the-dma.org](mailto:dvenedam@the-dma.org)**. Please  
include company logo materials with payment and  
registration. Format guidelines are as follows:

**ACCEPTABLE SOFTWARE AND FILE TYPE:**

**A: Illustrator EPS CS3 or lower and JPG** (all fonts  
should be outlined; grayscale and color versions of the  
logo should be provided)

**B: High resolution Photoshop CS3 or lower, EPS, or  
Tiff 300dpi and JPG**(grayscale and color versions of  
the logo should be provided)

- Please include the following information in your email:
  - Conference Title
  - Sponsored Item
  - Your Company's Name
  - File Format (example: EPS, JPG, or TIF)
  - Contact Person and Phone Number



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*Now, there's an App for that!*

## DMA2010: Sponsorship and Exhibitor Opportunities

**DMA** is pleased to offer a new sponsorship and exhibitor opportunity to its preferred partners. To enhance attendee experience at **DMA2010** at the Moscone Convention Center in San Francisco (October 9-14), we'll be working with our partner **SwiftMobile** to develop a mobile app for iPhones and other smart phones. This app will put all the details of the event right at the users' fingertips. Mobile apps such as the one we have planned are increasingly a standard part of world-class events, and we are seeking a lead sponsor to be featured in the **DMA2010** app.



Sponsoring a mobile app can take many forms and offers interested organizations a variety of opportunities. We've outlined the most popular options below. If you're interested in developing new ideas, we would be pleased to work with you.

### > About Our App

The new **DMA2010** App combines venue and showfloor maps, session schedules, local maps and merchant listings, area transportation alerts and schedules. We also integrate popular social-networking features that help conference attendees navigate the \_\_ sessions and \_\_ exhibitors—and connect with each other and participate in event buzz.



SwiftMobile, Inc. provides customized mobile apps and related services to the conference, trade show and meeting industry. Our apps help event attendees network and navigate large events and deliver measurable ROI to event producers and sponsors. Download or see a video about our apps and in-app sponsorships here. Learn more at [www.imswift.com](http://www.imswift.com) or email us at [info@imswift.com](mailto:info@imswift.com).

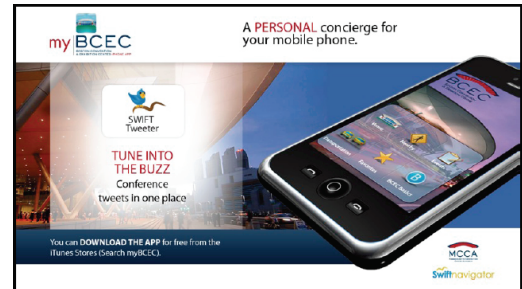
Now, there's an App for that!

# DMA2010: Sponsorship and Exhibitor Opportunities

## > High-Visibility Placements

### 1. Event Promotion and Marketing Collateral

DMA plans to promote the app to conference attendees at registration, through email, advertising, signage flyers, in-room packets and micro-sites. The sponsor's name and possibly logo may also be included in these promotional materials and websites whenever we mention the app.

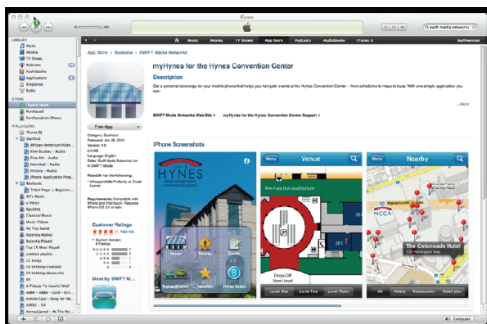


### 2. Point of Registration

DMA will include notice of the app at the point of registration—and also include the apps sponsor.

### 3. Point of Download

The sponsors name and typically branding can also appear at the point of in except in iTunes, where only the name is permitted. On iTunes, we can also include a screen shot which includes sponsor branding.



### 4. Digital Signage Integration

We promote the app onsite with digital signage and will include the sponsor. Who says your sponsored app has to stay inside the smartphone?



### 5. Session Graphics

Walk-in Graphics in key sessions will promote the app and include sponsor branding.

Now, there's an App for that!

## DMA2010: Sponsorship and Exhibitor Opportunities

# > In-App Branding

### 1. Sponsor name on the start screen.

Every time a user launches the app, the sponsor's name will appear on the start screen. Your name can appear above DMA2010.



### 2. Sponsor Screen and Link

We build a unique sponsorship screen right into the app on event screen with a link to your mobilized website

### 3. Sponsored the Trade Show Floor Map

This is the most viewed feature in the app. Why not make sure that every time it loads, your company is present?

### 4. In-app banner ads

Pick screens (sessions, network me, floor maps, nearby, transportation, or A-list.) to add a text banner or link. Pick one, two or several, up to five. We can serve the add up \_\_\_ times.



### 7. Curated "Nearby"

The app includes a GPS-enabled feature called *Nearby* which offers local information on area merchants and attractions—and its extremely popular with out-of-town visitors.

Sponsors can add special locations to the map, or design a special map. Talk to us if you are interested.

### 8. NetworkMe

Sponsors can also register in the *NetworkMe* section of the app and invite users to connect with them.



Now, there's an App for that!

## DMA2010: Sponsorship and Exhibitor Opportunities

### > Exhibitor Options



#### 1. Booth Spotlight

Users tell us the in-app showfloor map is extremely valuable. We can make a sponsor's booth will "pop" on the trade show floor map inside the app. Sponsors names can also be highlighted in search listings.

#### 2. Exhibitor Pages.

Every exhibitor can have a page in the app with up to \_\_ lines of text and a logo.

#### **NEW!**

#### 3. Enhanced Exhibitor Pages.

We're inviting \_\_ of our leading exhibitors to take part in our Enhanced Exhibitor pages. You'll be able to include more details, links a photo and a special offer.



*Now, there's an App for that!*

## **DMA2010: Sponsorship and Exhibitor Opportunities**

<b>Lead Sponsor (Exclusive)</b>	\$20,000 / \$30,000	<a href="#">Click for more info</a>
<b>Premium Directory Listing</b> (Early Bird Pricing - \$299 before Aug. 31)	\$500 / \$1,000	<a href="#">Click for more info</a>
<b>Banners - 5 Slots Available</b> (Early Bird Pricing - \$2,299 before Aug. 31)	\$3,000 / \$4,500	<a href="#">Click for more info</a>