

CRITICAL BUSINESS CONNECTIONS.  
QUALIFIED LEADS.

# DMA:2010

## CONFERENCE & EXHIBITION

**October 9 –14, 2010**  
Moscone Convention Center  
San Francisco, CA

**GO BEYOND  
THE BOOTH** ▶



**EXHIBITOR PROSPECTUS**

# EXPAND YOUR CUSTOMER BASE AT DMA2010.

Make the connections that will help you meet — and exceed — your business goals at DMA2010. Showcasing your products and services at DMA2010 is the most powerful way to engage the marketing community and reinforce business relationships.

**Harness the power of face-to-face interaction** with your clients, old and new.

- Exhibiting gives you access to the entire supply chain. From the managers who specify their preferences, to the CEOs who sign the check, you'll meet the whole team at DMA2010.
- Rather than waste precious marketing dollars flying around the country to pitch to lukewarm leads, meet quality prospects all under one roof this Fall in San Francisco.
- A majority of our attendees choose DMA2010 as the only industry event they attend each year, offering you just one chance to tap into their annual buying plans.

**DMA2010, the largest gathering of marketers**, offers opportunities for exceptional lead generation and brand exposure. You'll network with the best and brightest in the global marketing community and leave DMA2010 with the qualified leads that will position you for a strong 2011 and beyond.

## DID YOU KNOW...

85% of our conference attendees have a role in the purchasing process for their company.

*By far our best show ever. There was no shortage of serious, qualified leads. In fact, there were times that people were standing in line to talk to us. We are already booking new business generated by our exhibit.*

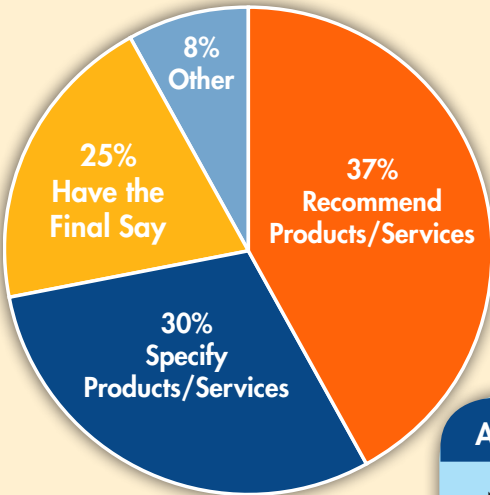
— **Kirk Chritton**, Director of Marketing & Product Development, **MCH, Inc.**

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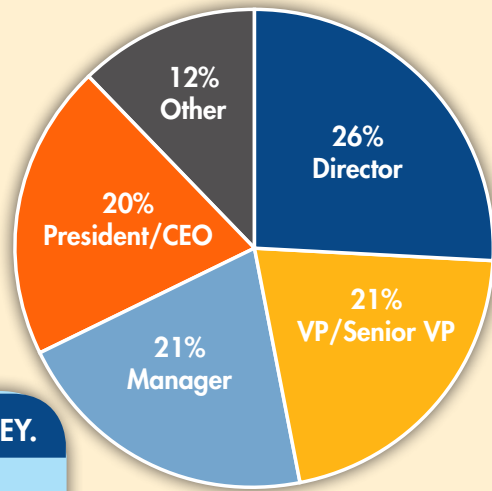
**RESERVE YOUR SPACE TODAY.** Contact **Donna LoPorto** at **303.543.1164** or [dloporto@the-dma.org](mailto:dloporto@the-dma.org)

# ATTENDEES AT DMA2010 HAVE POWER TO SPEND.

## ATTENDEES WITH POWER.



## ATTENDEES WITH EXPERTISE.



## ATTENDEES WITH MONEY.

- Nearly half will spend more than \$1 million dollars on marketing initiatives and digital platforms
- One out of every four will spend \$10 million or more

### DID YOU KNOW...

Exhibitions like DMA2010 offer a lower cost-per-lead than prospecting in the field.



**If your company specializes in providing the following products or services you need to be at DMA2010:**

- Internet Services
- Email Marketing Services
- Mobile Services
- Lead Generation
- Database Management
- List Brokers/Compilers
- Social Media Services
- Creative Services
- Search Agencies
- Digital Agencies
- Advertising Agencies
- Digital Marketing Services
- And much more!

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# MASTER OF MOBILE MARKETING? DIGITAL PRINT EXTRAORDINAIRE?

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## ZERO IN ON YOUR TARGET AUDIENCE IN SPECIALTY PAVILIONS

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**Digital Print & Publishing Pavilion:** After receiving a warm (and jam-packed) reception at its DMA09 debut, this pavilion is back to satisfy the growing demand for more digital printers and publishers. Companies offering personalized, customized, and/or variable data print jobs will feel right at home in this pavilion.

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**Mobile Marketing Hot Spot:** As mobile marketing continues to rapidly grow in popularity and relevancy the all-inclusive, turnkey pedestal pavilion at DMA2010 is set to expand as well. We've added plenty of room to accommodate all the mobile marketing products and service providers interested.

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**Online Marketing Solutions Pavilion:** All the usual suspects of digital: search, web, RSS, blogs, email marketing, widgets, as well as the up-and-coming technologies and services, flock to this pavilion. Get "in" this interactive pavilion *before it's too late!*

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**The Marketplace:** Perfect for start-ups, successful suppliers, and everyone in between, this turnkey pedestal pavilion allows you to break into the arena of DMA2010 without breaking the bank!

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**International Services Pavilion:** As more businesses look to expand efforts overseas, this pavilion gives you a passport to become a part of their global expansion plans.

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**Virtual Solutions Showcase:** Can't make it out to DMA2010? Consider the Virtual Solutions Showcase, a highly-interactive, user friendly opportunity for exhibitors and prospects to meet regardless of their physical location.

### DID YOU KNOW...

We can create a custom exhibit space package based on your individual needs. Contact Donna Loporto today to discuss.

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## MORE THAN JUST EXHIBIT HALL SPACE

### Target the Audience that Matters to You Most

Promotion on our part gets the word out about your booth! Our comprehensive global marketing campaigns begin the day DMA09 ends and extends until you set foot in San Francisco. Our aggressive integrated promotion delivers the additional attention, leads, traffic and higher return you've come to expect at DMA's annual event.

**Direct Marketing • Email Marketing • Social Media • Search • Display Advertising  
Media Exposure • Interactive Website**

### SPONSORSHIP OPPORTUNITIES

Increase your exposure, drive traffic to your booth and let this powerful audience know exactly where to find you by securing a sponsorship at DMA2010. Contact Donna LoPorto to explore remaining sponsorship opportunities.

### VALUED ADDED INCENTIVES

If incomparable attendee quality, media attention, exclusive special events and broad markets represented aren't enough to get you on the floor at DMA2010, consider these special value-added incentives:

**Company listing on the DMA2010 website  
[www.dma2010.org](http://www.dma2010.org):**

#### VALUE \$5,000

Conference registrants and prospective attendees can search the exhibitor listings by company, keyword, or product category for companies that offer the types of products/services they're looking for at the show.

#### ATTENDANCE AT ALL SESSIONS\*\*\*

#### VALUE \$1,399

As an exhibitor, you're invited to attend the General Sessions and all concurrent sessions. They're ideal opportunities to meet potential buyers, as well as gain insight to the needs of direct marketers.

#### POST-SHOW ATTENDEE MAILING LIST

#### VALUE \$1,000

You'll have access to the names, company affiliations, and addresses of all attendees.\*\* Pre-show attendee list available for a fee.

\*\*Exhibitors must book all their hotel rooms through the DMA Housing Bureau to be eligible.

\*\*\*For every 100 square feet of booth space, exhibitors receive 3 complimentary conference and exhibition passes and up to 2 paid Exhibitor badges for the booth. Additional badges are available for a nominal fee.

#### BD METRICS MICROSITE

#### VALUE \$500

The Exhibitor Microsite is a listing on MyDMA2010 that provides you with online exposure and ensures visitors to DMA2010 and the show web site can search, learn more about your products and services, and request information from you all year long.

#### PREFERRED EXHIBIT HALL PASS\*\*

#### VALUE \$250

Use your Preferred Passes to invite key customers and prospects to walk the exhibit floor.

#### Traffic-building Events on the Exhibit Floor

#### VALUE (PRICELESS)

Events are designed and promoted to keep buyers coming back time and time again.

#### DID YOU KNOW...

88% of our attendees come from the senior ranks of top companies. Connect with them at DMA2010.

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# DMA2010 EXHIBITOR RESERVATION FORM



Contact Donna LoPorto by completing the form below or email her at [dloporto@the-dma.org](mailto:dloporto@the-dma.org). Fax completed form to 303.494.4577.

Salutation: \_\_\_\_\_

Fax: \_\_\_\_\_

\*First Name: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

\*Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

\*Title: \_\_\_\_\_

City: \_\_\_\_\_

\*Company: \_\_\_\_\_

State/Province: \_\_\_\_\_

Website: \_\_\_\_\_

Zip: \_\_\_\_\_

\*Email: \_\_\_\_\_

Country: \_\_\_\_\_

Phone: \_\_\_\_\_

Industry: \_\_\_\_\_

(please include country and city codes; e.g. +1 111 111 1111) (+1 is the country code for the United States)

\*Required

## EXHIBIT HALL HOURS

**Sunday, October 10:** 3:00 P.M. – 5:30 P.M.

**Monday, October 11:** 10:00 A.M. – 5:00 P.M.

**Tuesday, October 12:** 10:00 A.M. – 5:00 P.M.

## EXHIBIT SPACE RATES

**DMA Member:** \$39.95 / sq. ft.  
(10x10 booth = \$3,995)

**Non-member:** \$51.95 / sq. ft.  
(10x10 booth = \$5,195)\*

*Utilities, including internet, are not included.*

## TURNKEY PEDESTALS IN SPECIALTY PAVILIONS:

**DMA Member:** \$3,295

**Non-member:** \$4,895

*Utilities, including internet, are not included.*

\*For **DMA membership** information, call **212.768.7277**.

For information regarding virtual exhibits at DMA2010 please contact **Donna LoPorto** at **303.543.1164** or [dloporto@the-dma.org](mailto:dloporto@the-dma.org).

## NO SUITCASING

Anyone observed to be soliciting in the aisles, lunch tables, or other public areas, or in an exhibitor's booth will be asked to leave immediately. Additional penalties also may be levied. Please report any violations you observe to Show Management.