

DMA•06 Conference & Exhibition

Sponsorship Contract and Agreement

<input type="checkbox"/> Monday General Session with Speaker Richard Branson	\$80,000	<input type="checkbox"/> Sunday Night Room Drop (1 sold, 1 available @)	\$15,000
SOLD <input type="checkbox"/> Registration Tote Bags	\$65,000	<input type="checkbox"/> Monday Night Room Drop (2 available @)	\$15,000
<input type="checkbox"/> Interactive Marketing Pavilion	\$50,000	SOLD <input type="checkbox"/> Hotel Key Cards	\$15,000
<input type="checkbox"/> Shuttle Bus Service	\$50,000	<input type="checkbox"/> Cyber Café	\$15,000
SOLD <input type="checkbox"/> Registration Badge Holders	\$45,000	SOLD <input type="checkbox"/> Expocards	\$13,000
<input type="checkbox"/> Tuesday General Session (2 available @)	\$25,000	<input type="checkbox"/> Exclusive Track Sponsor (choose 1) (9 available @)	\$12,000
<input type="checkbox"/> Bottled Water	\$30,000	<input type="checkbox"/> Fold Out Maps	\$12,000
<input type="checkbox"/> Hall of Fame Luncheon	\$30,000	SOLD <input type="checkbox"/> 12' x 30' Hanging Banner (set of 4)	\$10,000
<input type="checkbox"/> Monday Networking Reception in Exhibit Hall	\$30,000	SOLD <input type="checkbox"/> Press Room	\$7,500
<input type="checkbox"/> Senior Summit (1 sold, 3 co-sponsorships @)	\$15,000	<input type="checkbox"/> 12' x 60' Hanging Banner (1 sold, 5 available @) (2 available @)	\$8,000 \$6,000
<input type="checkbox"/> Sunday Exhibit Hall Opening Reception	\$30,000	<input type="checkbox"/> Tote Inserts (1 sold, 5 available @)	\$6,000
<input type="checkbox"/> Aisle Signage in Multichannel Exhibit Hall	\$30,000	<input type="checkbox"/> Step Sticker Leading to Exhibit Hall (2 sold, 1 available @)	\$5,000
<input type="checkbox"/> Shuttle Bus Headrest	\$25,000	<input type="checkbox"/> Footprint Floor Stickers (4 available @)	\$5,000
<input type="checkbox"/> Program Guide Belly Band	\$20,000		
SOLD <input type="checkbox"/> International and Weekend Reception	\$20,000		
<input type="checkbox"/> Monday Exhibit Hall Luncheon	\$15,000		

Booth#: _____

Company Contact: _____ Title: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Address: _____

Item/Event: _____

Total Cost of Sponsorship: \$ _____

Terms & Conditions to follow. Contract requires signature.

Please return this form to: Kevin Fox

Direct Marketing Association, Inc.
1120 Avenue of the Americas, 14th Floor
New York, NY 10036
Fax: 212.719.5106

For questions, please contact Kevin Fox at 212.768.7277, ext. 1578 or e-mail kfox@the-dma.org

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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 "DMA06 Annual Conference & Exhibition Sponsorship" on check.

Payment

Total Cost of Sponsorship (from previous page): \$ _____

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 responsible 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 Management. Please mail 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 Katie Cunningham, Business Development Coordinator at kcunningham@the-dma.org. Company logo must be received by August 30, 2006. Format guidelines are as follows:

- Vector File in Adobe Illustrator EPS file or Corel Draw EPS file. The document should have an ".eps" extension. Additionally, we request that you do not compress the file. Compression of an EPS file is difficult and unnecessary for this purpose. Please do not submit GIF files.
- Please include the following information in your e-mail:
 - ✓ Conference Title
 - ✓ Sponsored Item
 - ✓ Your Company's Name
 - ✓ File Format (example: .EPS Corel Draw)
 - ✓ Contact person and phone number