



DMA•08
CONFERENCE & EXHIBITION

October 11 – 16, 2008
Las Vegas Convention Center
Las Vegas, NV

EXHIBITOR SPACE APPLICATION FOR MOBILE MARKETING HOT SPOT

Important – please print all information clearly. Fax completed form to 202.955.0056.

DMA Member? Yes No DMA Customer ID#*

* If you do not know your DMA customer ID number, please contact DMA Customer Service at 212.790.1500

Exhibitor Information

Address for Exhibit Contact (to receive exhibits information)

Company Name

Company Contact

Job Title

Mailing Address

City State

Postal Code Country

Telephone Extension Fax

Email Web site

PR Contact

Phone Email

Preference in booth location:

Please see floor plan and note preferred location below.

- 1st
- 2nd
- 3rd
- 4th
- 5th
- 6th

Important — To help us in assigning the locations for the exhibit booths, please list below the names of competitors you do or do not wish to be near. This is critical information for booth assignment.

I do not wish to be near:

I do wish to be near:

Payment:

Turnkey Pedestal Package Price:

\$2,995 DMA Members \$3,495 Non-Members

Includes:

- 2 complimentary registrations
- 1 additional registration at 50% off the regular conference fee
- Pedestal rental
- Set-up and dismantle
- ID sign with company name and five bullet points
- 500 watts of power
- 19" flat-screen monitor
- Drayage of pedestal only
- Internet Connection

Number of pedestals:

Total Cost:

Full payment required with application.

*Note: 25% of total space cost is non-refundable. Please see Exhibitor Terms for complete cancellation policies.

Please check choice of payment: American Express Visa

Discover Card MasterCard Check

Account number

Expiration date

Name (as it appears on card)

Company name (if corporate card)

Signature

I have read the Exhibitor Terms & Conditions and agree to abide by them.

Signature Date

I give you permission to fax me information on DMA events and products.

Signature Date

Mail to: Gaye Dullaghan

DMA Exhibits Manager
1615 L Street, NW, Suite 1100
Washington, DC 20036
Phone: 202.861.2469
Fax: 202.955.0056

For DMA Show Management Use Only

Date Received _____

Check Number _____

Amount _____

Total Cost Priority Points _____

Booth(s) Assigned _____