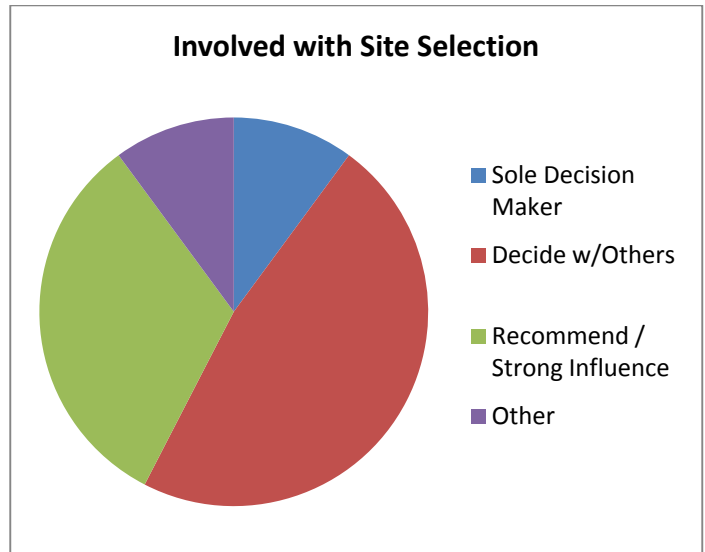


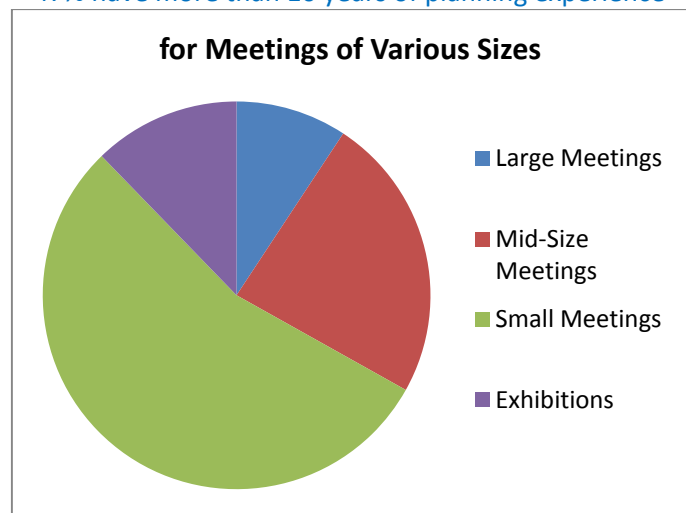
Who Attends Destinations Showcase Washington?



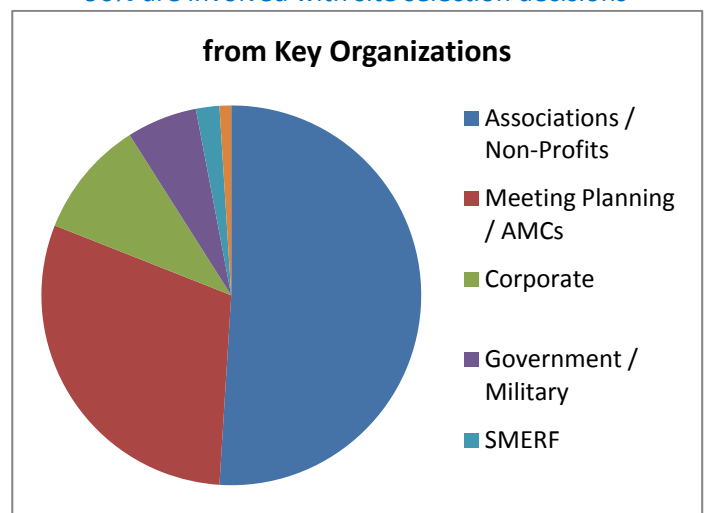
47% have more than 10 years of planning experience



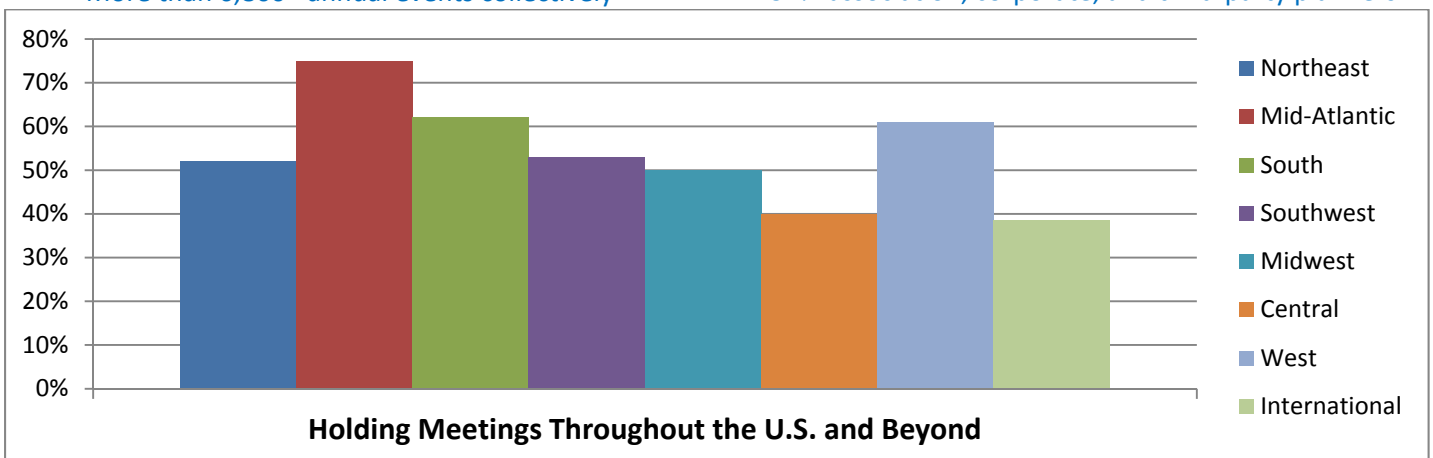
90% are involved with site selection decisions



More than 6,800+ annual events collectively



91% association, corporate, and third-party planners



SPONSORSHIP OPPORTUNITIES

All sponsorship packages include a complimentary upgrade to a premium directory listing, logo on select onsite signage, recognition on the show Web site, and inclusion in thank you page of the Event Guide.

Luncheon Sponsor

GREAT VISIBILITY AND ROI!

After a busy morning of conference sessions, attendees look forward to a meal break and chance to network before heading to the exhibit hall. Take advantage of this highly-visible opportunity to gain special recognition and promote your destination in front of the large audience drawn by a high-level speaker. Sponsorship includes display of a promotional banner, presentation time on stage during the keynote, distribution of one piece of corporate literature or a giveaway placed at each place setting, and themed table decor. *\$35,000 per show or \$60,000 for both DC and Chicago*

Event Guide

EXCLUSIVE OPPORTUNITY

The official Event Guide is distributed to all attendees during check-in at the show and includes session details and an expo floor plan. Your company logo will appear on the front cover and your full-color ad will appear on the outside back cover. *\$20,000 for both Washington and Chicago*

Mid-Afternoon Dessert

EXCLUSIVE OPPORTUNITY

Everyone has a sweet tooth and everyone loves a sponsor who satisfies that craving. If you want to be remembered by the meeting professionals attending Destinations Showcase, this mid-afternoon break on the show floor will certainly capture their attention. *\$9,000 for both Washington and Chicago - combine with Morning Coffee Break for \$12,500*

Eco-Friendly Tote Bags

EXCLUSIVE OPPORTUNITY

Attendees will carry your bag with them between conference sessions and as they cover the expo floor. Plus, these bags denoting your logo live on well past the event—extending your brand beyond the show. Sponsor may also place promotional materials in the bags (subject to show management approval). *\$7,500 per show*

Badge Lanyards

EXCLUSIVE OPPORTUNITY

Captivate the minds of hundreds of meeting planners who wear your name around their necks throughout the entire day. This invaluable marketing item will be offered to each and every attendee as they check-in at registration. *\$5,000 per show*

Morning Coffee Break

EXCLUSIVE OPPORTUNITY

Coffee is usually the first thing attendees look for when they arrive at the show. So they're sure to appreciate your generosity when they see your destination's name on their cup. *\$4,500 for both Washington and Chicago - combine with Mid-Afternoon Dessert Break for \$12,500*

CMP Breakfast

EXCLUSIVE OPPORTUNITY

In conjunction with Convention Industry Council, attendees holding current CMP status are invited to start their day with at this special networking breakfast. This is a great opportunity to increase your destination's visibility in front of this highly-qualified group of Certified Meeting Professionals. *\$4,000 per show or \$6,000 for both Washington and Chicago*

Hand Sanitizer

EXCLUSIVE OPPORTUNITY

Looking for a "hands-on" opportunity? Your logo appears on individual-size hand sanitizer bottles handed directly to attendees at registration. *\$3,000 per show or \$5,000 for both Washington and Chicago*

Hydration Station

PERFECT FOR ALLIED MEMBERS

Looking to get the attention of DMOs? Exhibitors at Destinations Showcase will be most appreciative of the water stations throughout the expo hall and cup with your logo that is delivered to their booths during show setup. *\$2,500 for Washington, \$1,500 for Chicago, or \$3,500 for both shows*

Conference Pens & Notepads

SPONSOR ONE OR BOTH

With a choice of two conference sessions, attendees will have lots of notes to take. Make a statement as they record their impressions with your logo prominently displayed on their pen and/or notepad. (Sponsor is responsible for providing a minimum of 1,500 pens and/or notepads.) *\$1,500/each per show*

Hosted Buyer Program

EXCLUSIVE ACCESS TO OUT-OF-TOWN PLANNERS

Sign-up today for exclusive access to this expanded audience of pre-qualified key decision-makers who are responsible for large-scale conferences, conventions, and trade shows. With your help, DMAI will actively recruit planners from outside the Washington and Chicago regions and invite them to participate in our new hosted buyer program—which includes reimbursement for round-trip transportation to their choice of Destinations Showcase Washington or Chicago, complete with lodging, and pre-arranged appointments with sponsoring destinations. *\$1,500 for Washington, \$1,250 for Chicago, or \$2,500 for both shows*

For more information, contact:

Frank Paige

fp Paige@destinationmarketing.org

+1-702-493-7550



Tuesday, Feb. 28, 2012
 Walter E. Washington Convention Center,
 Washington, D.C.
www.DestinationsShowcase.com

Partial List of Meetings Represented by Attending Planners

- | | | |
|---|---|---|
| AAAS Forum on S&T Policy | AIBD National Convention | BVA National Convention |
| AABB Annual Meeting & CTTXPO | AJA Annual Conference | CAI Annual Conference & Expo |
| AACC Annual Meeting | American Bus Marketplace | Cancer Center Directors Retreat |
| AAGEN Leadership Conference | Americans for the Arts Annual
Convention | Carnegie International Nuclear Policy
Conference |
| AAHC Annual Meeting | AMWA Annual Conference | CBCF Annual Legislative Conference |
| AAI Annual Meeting: Immunology | ANA Career Development Symposium | CCSSO AEP Fall Forum |
| AAICPC Conference | ANNOAL Symposium | CER Institute |
| AAJ Convention | Annual Anesthesia Meeting | CESSE Annual Meeting |
| AAM Annual Meeting & MuseumExpo | Annual ISES Conference | CHADD Annual International
Conference |
| AAMI Conference & Expo | Annual National VPPPA Conference | CMA National Conference |
| AAMVA Annual International
Conference | Annual Network & Distributed System
Security Symposium | COST Regional Meeting |
| AAN Annual Convention | Annual North American Cystic Fibrosis
Conference | CounterACT |
| AAOMPT Annual Conference | AOTA Annual Conference & Expo | CRS Interagency Meeting |
| AAPT National Meeting | APA Annual Convention | CVTA Spring Conference |
| AATA Annual Meeting | APHA Annual Meeting & Exposition | DBAI Water/Wastewater Conference |
| ABA Annual Advanced Mediation &
Advocacy Skills Training | API Pipeline Conference | DEMA Show |
| ABA Annual Convention | APL User Conference | Development: The Annual Meeting for
Commercial Real Estate |
| ABC3 Conference | APPA Annual Conference and Exhibition | Digestive Disease Week |
| ABET Annual Conference | APSCU Annual Convention & Expo | Distribution Solutions Conference |
| ABIA Annual Conference | APTA Bus & Paratransit Conference | DOE DEER Conference |
| ACCC Annual Meeting | APTA Rail Conference | DOI Procurement Conference |
| ACCE Annual Convention | APTUSC Annual Conference | DSA Annual Meeting |
| ACEC Annual Convention | ARTBA National Convention | EBA Semiannual Meeting |
| ACICS Annual Meeting | ARVO Annual Meeting | Ecobuild America |
| ACM Annual Conference | ASBMB MAC Retreat | EDRA Annual Conference |
| ACNM Annual Meeting | ASCB Annual Meeting | EIS Conference |
| ACNP Clinical Conference | ASCD Annual Conference | EO Global Leadership Conference |
| ACPA Convention | ASCD Summer Conference | EPA National Grants Conference |
| ACPA Student Affairs Assessment
Institute | ASCE Annual Meeting | FCC Media Ownership Workshop |
| ACS National Meeting & Expo | ASCO Annual Meeting | FCCLA National Leadership Conference |
| ACTFL Annual Convention | ASEE Annual Conference | FEMA Annual Hazus Conference |
| AFBF Annual Meeting | ASEE Engineering Deans Institute | Finance and Strategy Summit |
| AFFI Food Logistics Forum | ASHS Annual Conference | FSCM Annual Conference |
| AFFSA Professional Airmans Conference | ASLA Annual Meeting & Expo | GHC Annual Conference |
| AGA Professional Development
Conference | ASTD International Conference and
Exposition | Global Conference on Oceans, Climate
and Security (GCOCS) |
| AGC LELC Symposium | ATA Safety & HR Conference & Exhibit | GMS Alumni Advisory Council |
| AGU Fall Meeting | ATIS Annual Meeting | Governing Leadership Forum |
| AHA Annual Meeting | AUA Annual Meeting | Greenbuild International Expo |
| AHCA Independent Owner Conference | AWC National Conference | HIDA Conference & Expo |
| AHCA Multifacility CEO Conference | AYPF Forum | Highlights of ASH |
| AHMP Annual Conference | B&CMA Technical Conference | HLAA Annual Convention |
| AIAA Joint Propulsion Conference and
Exhibit | BAC Annual Meeting | IACP LEIM Conference |
| | BIO International Convention | IAM Annual Meeting |

ICAA Convention and Trade Show	NAEYC Annual Conference & Expo	PHA on the Road
ICAS Convention	NAFCU Annual Conference	Philanthropy Roundtable
ICMA Annual Conference	NAGC Annual Conference	PIAA Medical Liability Conference
ICPI Summer Meeting	NAHC Annual Conference	Quota International Convention
IEC Annual National Convention	NAHSE Annual Educational Conference	RAA Annual Meeting
IEDC Annual Conference	NAM CMA Winter Conference	Renewable Energy Law Conference
IEDC Spring Conference	NAS Annual Meeting	Rotavirus Symposium
IGLTA Annual Meeting	NASA Executive Forum	SAF National Convention
IIAR Industrial Refrigeration Conference & Exhibition	NASAA Leadership Institute	SCAI Scientific Sessions
IMA Annual Conference & Expo	NASEO Annual Meeting	SCCT Annual Scientific Meeting
IMAPS International Symposium on Microelectronics	NASPAA Annual Conference	Sea-Air-Space Exposition
IME Spring Meeting	NASS Summer Conference	SEPA Utility Solar Conference
INA Annual Conference	NASVH Summer Conference	SESPRS Annual Scientific Meeting
InfoComm	National Brownfields Conference	SHRM Annual Conference
Information Assurance Symposium	National Conference on Child Abuse and Neglect	Sigma Pi Sigma Congress
International CES	National Government Ethics Conference	SIOR Spring World Conference
International Convention of Allied Sportfishing Trades	National OPSEC Conference	SkillsUSA National Leadership and Skills Conference
Interservice/Industry, Training, Simulation and Education Conference (I/ITSEC)	NBA Annual Convention	SLA Annual Conference
ION GNSS	NBPTS National Conference	SMACNA Convention
IRS Nationwide Tax Forums	NCEA Convention & Expo	SNM Annual Meeting
ISEA Fall Meeting	NCLR Annual Conference	Solid-State Lighting Workshop
ITEEA Annual Conference	NCSD Annual Meeting	SPORTRIAS Investigators Meeting
Joint Industry Unsaleables Management Conference	NCSEA Annual Conference	Supply Chain World North America
Libertarian Party Presidential Convention	NCSS Annual Conference	SWE Annual Conference
Life@50+ National Event	NCTM Annual Conference	Symposium on Biotechnology for Fuels and Chemicals
LSA Annual Conference	NCTM Annual Conference	Technologies for Critical Incident Preparedness Expo and Conference
Mary Kay Career Conference	NDTA Annual Forum	TFAS Leadership Network
McKesson Health Solutions Conference	NECA Annual Convention & Trade Show	TFAS Spring Conference
Mentornet National Conference	NERB General Assembly	The AWMA Show
MFA Forum	NGFA Annual Convention	The Composites Exhibition & Convention
MOAA Annual Meeting	NHPCO Management & Leadership Conference	The Endocrine Society's Annual Meeting (ENDO)
NAA Assembly of Delegates	NIEA Annual Convention and Tradeshow	The Payments Institute
NAAEE Annual Conference	NIRI Annual Conference	TLPA Annual Convention & Trade Show
NACAC National Conference	NMA Board of Directors Meeting	TRB Annual Meeting
NACAS Annual Conference	NNA Annual Convention & Trade Show	UNITY Convention
NACD Corporate Governance Conference	NPRA Annual Meeting	UPCEA Annual Conference
NACDD Annual Conference	NRA Annual Meeting & Exhibits	USDA Safety and Health Symposium
NACDS Marketplace	NRA Range Development & Operations Conference	USPRA Annual Conference
NACUBA Annual Meeting	NRF Annual Convention & Expo	VHSA Annual Meeting
NADO Annual Training Conference	NSA Annual Conference & Exhibition	WEFTEC
NAEP Annual Meeting	NSF Regional Grants Conference	WETP Trainers Exchange
	NTA Annual Conference	Windpower Conference and Exhibition
	OHS Summit	Women's Entrepreneur Summits
	OJJDP National Conference	YWCA USA Annual Conference
	PAYMENTS	

For exhibiting/sponsorship information, contact:

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Partial List of Attending Organizations

Corporate

Battelle
Booz Allen Hamilton
Bostrom Corporation
Corporate Executive Board
DENTSPLY International
Dozier Technologies
EMMES
ESI International
L-3 Communications
Mary Kay Inc.
McKesson Health Solutions
Northrop Grumman
SAIC
The Advisory Board Company
United BioSource Corporation
United Franchise Group

Government / Military

Administrative Office of the U.S. Courts
Bureau of Labor Statistics
Defense Intelligence Agency
Department of Defense (DoD)
Department of Health & Human Services
Department of Homeland Security (DHS)
Department of the Interior (DOI)
Environmental Protection Agency (EPA)
Federal Bureau of Investigation (FBI)
Federal Communications Commission (FCC)
Federal Emergency Management Agency (FEMA)
Internal Revenue Service (IRS)
Office of Personnel Management
U.S. Census Bureau
U.S. Department of Agriculture (USDA)
U.S. Department of State
U.S. Department of Treasury

Meeting Planning / AMCs

Access Intelligence
AIM Meetings and Events
ASCENT Management
ConferenceDirect
Courtesy Associates
Drohan Management Group
EDJ Associates
Experient
HelmsBriscoe
National Trade Productions
Palladian Partners
Paltech
SmithBucklin

Associations / Non-Profits

AARP

Accrediting Commission of Career Schools and Colleges (ACCC)
Accrediting Council for Independent Colleges and Schools (ACICS)
Air Force Sergeants Association (AFSA)
Air Transport Association
Alliance for Telecommunications Industry Solutions (ATIS)
Alliance of Hazardous Materials Professionals (AHMP)
American Academy of Orthopedic Manual Physical Therapists (AAOMPT)
American Art Therapy Association (AATA)
American Association for Clinical Chemistry (AACC)
American Association for Clinical Chemistry (AACC)
American Association for the Advancement of Science (AAAS)
American Association of Attorney-CPAs
American Association of Blood Banks (AABA)
American Association of Immunologists (AAI)
American Association of Medical Colleges (AAMC)
American Association of Motor Vehicle Administrators (AAMVA)
American Association of Museums (AAM)
American Association of Physics Teachers (AAPT)
American Astronomical Society (AAS)
American Bakers Association (ABA)
American Bankers Association (ABA)
American Bankers Insurance Association (ABIA)
American Bus Association
American Chamber of Commerce Executives (ACCE)
American Chemical Society (ACS)
American College Personnel Association (ACPA)
American Composites Manufacturers Association (ACMA)
American Council of Engineering Companies (ACEC)
American Council on the Teaching of Foreign Languages (ACTFL)
American Farm Bureau Federation (AFBF)
American Frozen Food Institute (AFFI)
American Health Care Association (AHCA)
American Healthcare Institute (AHI)
American Historical Association (AHA)
American Institute of Aeronautics and Astronautics (AIAA)
American Institute of Biological Sciences (AIBS)

American Institute of Building Design (AIBD)
American Institute of Physics (AIP)
American Jail Association (AJA)
American Medical Writers Association (AMWA)
American Occupational Therapy Association (AOTA)
American Petroleum Institute (API)
American Psychological Association (APA)
American Public Health Association (APHA)
American Public Human Services Association (APHSA)
American Public Transportation Association (APTA)
American Road & Transportation Builders Association (ARTBA)
American Society Engineering Education (ASEE)
American Society for Biochemistry and Molecular Biology (ASBMB)
American Society for Cell Biology (ASCB)
American Society for Horticultural Science (ASHS)
American Society for Training & Development (ASTD)
American Society of Church History (ASCH)
American Society of Civil Engineers (ASCE)
American Society of Hematology (ASH)
American Society of Landscape Architects (ASLA)
American Sportfishing Association (ASA)
American Thyroid Association (ATA)
American Trucking Associations (ATA)
American Urological Association (AUA)
American Youth Policy Forum (AYPF)
APPA Leadership in Educational Facilities
ASCD (formerly the Association for Supervision and Curriculum Development)
Associated General Contractors of America (AGC)
Association for the Advancement of Medical Instrumentation (AAMI)
Association Management Group (AMG)
Association of Alternative Newsweeklies (AAN)
Association of Academic Health Centers (AAHC)
Association of Community Cancer Centers (ACCC)
Association of Government Accountants (AGA)
Association of Practicing CPA's (APCPA)
Association of Private Sector Colleges and Universities (APSCU)
Association of Public Health Laboratories (APHL)

Association of Public Treasurers of the U.S. and Canada (APTUSC)
 Atlantic States Marine Fisheries Commission (ASMFC)
 Automotive Aftermarket Industry Association (AAIA)
 Automotive Parts Remanufacturers Association (APRA)
 Biotechnology Industry Organization (BIO)
 Biscuit & Cracker Manufacturers' Association (B&CMA)
 Blinded Veterans Association (BVA)
 Cato Institute
 Center for Medical Technology Policy
 Children & Adults with ADHD (CHADD)
 Claims Prevention and Procedure Council (CPPC)
 Commercial Vehicle Training Association (CVTA)
 Community Associations Institute (CAI)
 Congressional Black Caucus Foundation (CBCF)
 Congressional Research Service (CRS)
 Construction Management Association (CMA)
 Consumer Electronics Association (CEA)
 Council of Chief State School Officers (CCSSO)
 Council of Engineering and Scientific Society Executives (CESSE)
 Council On State Taxation (COST)
 Cystic Fibrosis Foundation
 Design-Build Institute of America (DBIA)
 Direct Selling Association (DSA)
 Environmental Bankers Association (EBA)
 Family, Career and Community Leaders of America (FCCLA)
 Gates Millennium Scholars Program
 Global Health Council (GHC)
 Grocery Manufacturers Association
 Health Industry Distributors Association (HIDA)
 Hearing Loss Association of America (HLAA)
 InfoComm International
 Institute for Progressive Leadership
 Institute of Makers of Explosives (IME)
 Institute of Management Accountants (IMA)
 Institute of Navigation (ION)
 International Association of Chiefs of Police (IACP)
 International Association of Credit Portfolio Managers (IACPM)
 International Association of Movers (IAM)
 International City/County Management Association (ICMA)
 International Council of Air Shows (ICAS)
 International Economic Development Council (IEDC)
 International Foodservice Distributors (IFD)
 International Institute of Ammonia Refrigeration (IAR)
 International Microelectronics And Packaging Society (IMAPS)
 International Nanny Association (INA)
 International Safety Equipment Association (ISEA)
 Internet Security Alliance (ISA)
 Internet Society
 Investment Adviser Association
 Managed Funds Association (MFA)
 Military Officers Association of America (MOAA)
 NACHA - The Electronic Payments Association
 NAIOF - The Commercial Real Estate Development Association
 National Academy of Sciences (NAS)
 National Alliance of Postal and Federal Employees (NAPFE)
 National Apartment Association (NAA)
 National Assembly of State Arts
 National Association for College Admission Counseling (NACAC)
 National Association for Gifted Children (NAGC)
 National Association for the Education of Young Children (NAEYC)
 National Association of Chain Drug Stores (NACDS)
 National Association of College and University Business Officers (NACUBO)
 National Association of Corporate Directors (NACD)
 National Association of Councils on Developmental Disabilities (NACDD).
 National Association of Development Organizations (NADO)
 National Association of Educational Procurement (NAEP)
 National Association of Federal Credit Unions (NAFCU)
 National Association of Health Services Executives (NAHSE)
 National Association of Home Builders (NAHB)
 National Association of Manufacturers (NAM)
 National Association of Neighborhoods (NAN)
 National Association of Schools of Public Affairs and Administration (NASPAA)
 National Association of Secretaries of State (NASS)
 National Association of State Energy Officials (NASEO)
 National Bankers Association (NBA)
 National Board for Professional Teaching Standards (NBPTS)
 National Cancer Institute
 National Catholic Educational Association (NCEA)
 National Coalition of STD Directors (NCSD)
 National Council for Social Studies (NCSS)
 National Council of La Raza (NCLR)
 National Council of Teachers of Mathematics
 National Defense Industrial Association (NDIA)
 National Defense Transportation Association (NDTA)
 National Education Association (NEA)
 National Electrical Contractors Association (NECA)
 National Governors Association (NGA)
 National Grain & Feed Association (NGFA)
 National Health Care Anti-Fraud Association
 National Hospice and Palliative Care Organization (NHPCO)
 National Indian Education Association (NIEA)
 National Institute of Building Sciences
 National Institutes of Health (NIH)
 National Investor Relations Institute (NIRI)
 National League of Cities
 National Marrow Donor Program
 National Mining Association (NMA)
 National Newspaper Association (NNA)
 National Osteoporosis Foundation (NOF)
 National PACE Association (NPA)
 National Petrochemical & Refiners Association (NPRA)
 National Retail Federation (NRF)
 National Rifle Association (NRA)
 National Sheriffs' Association (NSA)
 National Training and Simulation Association (NTSA)
 Naval Submarine League
 Navy League of the U.S.
 North American Association for Environmental Education (NAAEE)
 North East Regional Board
 Nurse Anesthesiology Faculty Associates
 Physician Insurers Association of America (PIAA)
 Progressive National Baptist Convention
 Pulmonary Hypertension Association (PHA)
 Satellite Broadcasting & Communications Association (SBCA)
 Sheet Metal and Air Conditioning Contractors' National Association (SMACNA)
 SkillsUSA
 Society for Cardiovascular Angiography and Interventions (SCAI)
 Society for Human Resource Management (SHRM)
 Society for Industrial Microbiology (SIM)
 Society of American Foresters
 Society of Cardiovascular Computed Tomography (SCCT)
 Society of Industrial and Office Realtors (SIOR)
 Society of Nuclear Medicine (SNM)
 Society of Wine Educators (SWE)
 Solar Electric Power Association (SEPA)
 Special Libraries Association (SLA)
 Standard Performance Evaluation Corporation (SPEC)
 Taxicab, Limousine & Paratransit Association (TLPA)
 The Association of Union Constructors (TAUC)
 The Endocrine Society
 The Fund for American Studies (TFAS)
 Transportation Research Board (TRB)
 U.S. Green Building Council
 U.S. Psychiatric Rehabilitation Association (USPRA)
 U.S. Wheat Associates
 UNITY: Journalists of Color
 University Professional & Continuing Education Association (UPCEA)
 Voluntary Protection Programs Participants' Association (VPPPA)
 Waste Equipment Technology Association (WASTEC)
 Water Environment Federation

Source: 2011 Attendee Data

2012 EXHIBIT SPACE APPLICATION AND CONTRACT

*** Space Applications are due by **Dec. 16, 2011**, for Washington and **April 20, 2012**, for Chicago or a late fee will apply. ***
 Payment due 30 days prior to event date and may be submitted separately from contract.

PLEASE PRINT CLEARLY OR ENTER INFORMATION DIRECTLY INTO PDF FORM, SIGN AND FAX COMPLETED FORM TO 202-296-7889.

PART I: EXHIBITOR INFORMATION

Organization Name (as it should be published on Web site, please avoid abbreviations and acronyms):		DMAI Member? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Billing Address:			
City:		State/Province/Country:	Postal Code:
Primary Contact Name (to receive all exhibitor information—including service manual):		Job Title:	
Phone:	Fax:	Email (required):	

PART II: SPACE REQUIREMENTS

Packages include standard 10' x 10' carpeted booth space, one exhibitor staff badge w/admission to keynote luncheon, pre-registered attendee direct mail list with electronic profiles, destination name in event brochure mailed to meeting planners (subject to deadline), exhibitor listing in official Event Guide, and post-show attendee direct mail list with electronic profile data (excludes email, per DMAI's privacy policy).

Booth Packages (select one):	Quantity of 10x10 Booths (circle rate →)	Early Bird Member Fee by July 31, 2011	Advance Member Fee by Sept. 30, 2011	Regular Member Fee after Sept. 30, 2011	Non-Member Fee	Amount Due
<input type="checkbox"/> Combo Package	___ x rate →	US\$ 5,500	US\$ 5,650	US\$ 5,775	US\$ 6,825	= \$
<input type="checkbox"/> Washington Only	___ x rate →	US\$ 2,995	US\$ 3,050	US\$ 3,100	US\$ 3,675	
<input type="checkbox"/> Chicago Only	___ x rate →	US\$ 2,785	US\$ 2,835	US\$ 2,890	US\$ 3,415	
Additional Booth Personnel (indicate quantity for each show):	___ Washington ___ Chicago	x US\$ 375				+ \$
If sharing a booth (see paragraph 3), please indicate name of other organization(s):					Total Booth Fees = \$	

If possible, we prefer NOT to be adjacent to or directly across from the following probable exhibitor(s): _____

PART III: PROMOTIONAL OPPORTUNITIES

Event Guide Ads (in US Dollars):	Washington – <input type="checkbox"/> 1/3-page sq. (\$375) <input type="checkbox"/> half-page (\$685) <input type="checkbox"/> full-page (\$1,315) <input type="checkbox"/> full-page premium (call) Chicago – <input type="checkbox"/> 1/3-page sq. (\$315) <input type="checkbox"/> half-page (\$575) <input type="checkbox"/> full-page (\$1,050) <input type="checkbox"/> full-page premium (call)	+ \$
Tote Bag Inserts:	Exhibitor responsible for production and shipping – <input type="checkbox"/> Washington (US\$1,250) <input type="checkbox"/> Chicago (US\$1,000)	+ \$
Sponsorships:	<input type="checkbox"/> Washington Hosted Buyer (US\$1,500) <input type="checkbox"/> Chicago Hosted Buyer (US\$1,250) <input type="checkbox"/> Other _____	+ \$

PART IV: PAYMENT INFORMATION (ALL FEES QUOTED IN U.S. DOLLARS)

<input type="checkbox"/> Check Enclosed (payable in U.S. Dollars to "DMAI/Destinations Showcase") <input type="checkbox"/> Bill Me (Members Only) Charge My: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> AmEx		Total Fees Due = \$ Less: Deposit w/Contract - \$
Account Number	Expiration Date	
Cardholder Signature	Date	Charge Amount US\$ BALANCE DUE = \$

PART V: AGREEMENT

Destinations Showcase personnel will make all space assignments with full consideration given to the exhibitor's preferences. Destinations Showcase reserves the right to assign space as equitably as possible. Applications received after space assignments will be placed on a first come basis. **Cancellation Policy:** All cancellations and/or request for refunds must be made in writing to Destinations Showcase. A 50% refund will be granted upon written notice received at least 120 days prior to the event. No refund will be given for any cancellations received less than 120 days before the event and all outstanding balances are due in full. By signature below, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract and agrees to abide by all exhibit regulations, instructions and conditions contained herein, and as published in the Exhibitor Manual which will be forwarded to the above contact approximately 60 days prior to the event.

Authorized Exhibitor Signature	Date	Authorized DMAI Signature	Date
Print Name	Title	Print Name Kristen White	Title Operations Director

TERMS & CONDITIONS

1. Defined Terms: The term Event means the Destinations Showcase, currently scheduled to be held in Washington D.C. and/or Chicago in 2012. The Event is owned and operated by Destination Marketing Association International. As used hereinafter, the term "Organizers" means Destination Marketing Association International, and each of their officers, directors, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term "Exhibitor" means the company or person or any of its officers, directors, shareholders, employees, contractors, agents or representatives that applied for exhibit space rental and agreed to enter into this contract.

2. Contract Acceptance: The Contract shall become effective when it has been signed by a duly authorized representative of the exhibiting company and counter-signed by a duly authorized representative of the organizer. A signed contract is binding with or without payment.

3. Qualification of Exhibitors: Eligibility in the event is limited to members of the Destination Marketing Association International and their convention centers, exhibition facilities and additional participants deemed appropriate and representative of the destination by the host CVB. The Organizers reserve the right to restrict or remove any Exhibit, which they and the Destination Marketing Association International show committee believe is objectionable or inappropriate. Exhibitors are prohibited, if contracting less than 200 square feet of exhibit space, from sharing exhibit space (i.e., two convention bureaus or a convention bureau and an exhibition facility). Exceptions: 1.) Bureaus or Exhibition facilities with budgets under \$700,000 U.S. are permitted to share less than 200 square feet of space. 2.) Non-North American Exhibitors are permitted to share less than 200 square feet of exhibit space if they a) are convention bureaus from the same country or region, or b) are exhibition facilities from the same destination. This option is limited to two bureaus or exhibition facilities per 10x10 booth. Convention Centers may contract separately for booth space provided that the CVB representing their destination is contracted to exhibit at the same show.

4. Assignment of Space: Initial assignment of space will be determined by show management based on geographic regions. Following the space assignment, space will be assigned by Destination Marketing Association International on a first-come first-served basis. Destination Marketing Association International reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event if DESTINATION MARKETING ASSOCIATION INTERNATIONAL determines that to do so is in the best interest of the Event.

5. Use of Space: The space contracted for is to be used solely by the Exhibitor whose name appears on the contract and its participants that have been deemed appropriate and representative of the exhibiting destination. No Exhibitor shall assign, sublet, or apportion the whole or any part of the space allotted to him, nor exhibit therein, nor permit any other person or party to exhibit goods, apparatus, etc., not represented by the Exhibitor in the regular course of his or her business, except upon prior written consent of the Organizer.

6. Cancellation by Exhibitor: A 50% cancellation fee applies if the Exhibitor cancels its participation in the Event at least 120 days prior to the event, and is non-transferable to any other Destinations Showcase event. No refunds or rebates are available and exhibitor is liable for 100% of the total contract amount for cancellations received less than 120 days prior to the event. All cancellations must be in writing.

7. Downsizing by Exhibitor: An Exhibitor may be required to move to a new location if it requests a downsizing of space.

8. Exhibit Space Occupancy: Any Exhibitor failing to occupy its assigned space one hour prior to show opening or who leaves his or her space unattended

during the Exhibit hours, forfeits their rights to the space. All exhibits must be open for business during the Event hours. Exhibitors may not dismantle their display until the official closing time or until the Event is officially closed by the Organizers.

9. Cancellation of Exhibit Space: If an Exhibitor fails to make required payments as described in the exhibit space contract, the organizer may terminate Exhibitor's participation in the Event without further notice and without obligation to refund moneys previously paid. Exhibitors may not move-in until full payment is received.

10. Cancellation of the Event: If Organizers cancel the Event due to circumstances beyond the reasonable control of the Organizers (such as Acts of "God," Act of War, governmental emergency, labor strike or unavailability of the exhibit facility), the Organizers shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred in full satisfaction of all liabilities.

11. Exhibit Design and Inclusions: Included with each 10x10 exhibit space are back drape and side rail, booth carpet, one (1) skirted table, one (1) standard identification sign, one (1) attendee pre-registration direct mail list, one (1) final attendee direct mail list and one (1) representative registration. All Exhibitors must remain within the confines of their own space, and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury, or disadvantageously affect the display of other Exhibitors.

12. Character of Displays: Use of Aisles and Common Areas: Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. Each Exhibitor agrees to exhibit only products that it represents. All exhibits shall display products or services in a tasteful manner. The aisles, passageways, and overhead space remain strictly under the control of the organizer and no signs, decorations, banners, advertising material or special exhibit will be permitted in the aisles. Employees must remain within the booth occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. Stickers are prohibited in the exhibit area. (Handouts with gummed backing that adhere or cause adhesion are considered stickers.)

13. Listing and Promotional Materials: By exhibiting at the Event, Exhibitors grant the organizer a fully-paid, perpetual non-exclusive license to use, display and reproduce the name of Exhibitors in any directory listing the exhibiting companies at the Event and to use such names in promotional materials. The organizer shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials.

14. Copyrighted Materials: Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted materials at the Event unless it has obtained all necessary rights and paid all required royalties, fees or other payment.

15. Safety, Fire and Health: Federal, State and City laws must be strictly observed. A full listing of these fire and safety regulations will be found in the Exhibitor Service Manual.

16. Sound Devices: The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside of the exhibit booth. Exhibitors are specifically prohibited from employing any carnival-type attraction, animal or human, or from operating such noise-creating devices as bells, horns or megaphones.

17. Contractor Services: In the interest of making available the best-qualified craftsmen in numbers sufficient to handle all of the services necessary for the operation of the Event, Destination Marketing Association International has contracted an official contractor to provide certain services. Service companies other than the official contractor will not be

allowed to perform any exclusive services. Non-exclusive services may be performed by Exhibitor-appointed contractors (EAC) within certain guidelines. A complete listing of exclusive services and EAC guidelines will be provided in the Exhibitor Service Manual.

18. Exhibitor Representatives: Exhibitor representatives are limited to personnel employed by the Exhibitor listed on the contract and its named participants who have been deemed appropriate and representative of the exhibiting destination. The purchase of each exhibit space (10'x10') includes one (1) Exhibitor representative registration. Registration for up to three (3) additional representatives may be purchased with a maximum of four (4) total representatives per each (10'x10') exhibit space for \$375.00 per additional exhibitor registration.

19. Care of Exhibit Facility: Exhibitor shall promptly pay for any and all damage to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the Exhibitor or any of its employees, agents, contractors or representatives.

20. Taxes and Licenses: Exhibitor shall be solely responsible for obtaining any licenses, permits or approvals under Federal, State, or local law applicable to its activities at the Event. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the Event.

21. Observance of Laws: Exhibitor shall abide by and observe all Federal, State and local laws, codes, ordinances, rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

22. Assumption of Risks; Release: Exhibitors must have their own theft, public liability and property damage insurance with combined single limits of at least \$1,000,000. This insurance should include both bodily injury and property damage coverage. Exhibitor expressly assumes all risk associated with, resulting from or arising in connection with Exhibitor's participation or presence at the Event, including, without limitation, all risks of theft, loss, harm or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, Act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by its insurer. Neither organizer nor the Exhibit Facility accepts responsibility, nor is a bailment created, for property delivered by or to the Exhibitor. Neither the Organizers, nor the Exhibit Facility, nor any of their respective officers, directors, shareholders, agents, employees, representatives, or assigns, shall be liable for, and Exhibitor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph.

23. Exhibitor Service Manual: Approximately 60 days from the Event, an Exhibitor Service Manual will be available online to the "Primary Contact" listed on the contract. The Exhibitor Service Manual will include information integral to your organization's participation at the Event, including but not limited to: additional Exhibitor Rules and Regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, decorator, audio/visual, exhibitor display rules and move-in/move-out schedules, and insurance information.

24. Incorporation of Rules and Regulations: Any and all matters pertaining to the Event not specifically covered by this Contract and the rules and regulations as described in the Exhibitor Service Manual, shall be subject to determination by the organizer. Organizer may adopt rules or regulations from time to time governing such matters and may amend or revoke them at any time, upon reasonable notice to the Exhibitor.