

[ ] We would like to be a MADMC sponsor:

For this sponsorship, your company's name and logo will be listed on the conference Web site and a link to your site will be provided. Your company's name will also appear in the conference program. Please send your logo with your registration.

Please note: Wireless Internet service is available throughout the facility.

Please check one:

No. of Spaces	Before 1/11/08	After 1/11/08	
[ ] 1	\$350	\$400	\$ _____
[ ] 2	\$700	\$800	\$ _____
[ ] 3	\$1,050	\$1,200	\$ _____
	SUB-TOTAL		\$ _____
Sponsorship	\$250		\$ _____
	TOTAL		\$ _____

Make check payable to:

**MADMC**

Mail this form and check to:

Cathy Belcher  
c/o VDACS  
P.O. Box 1163  
Richmond, VA 23218

## Directions

The Sheraton Inn - Dover, DE is located at 1570 North Dupont Highway, Dover, DE 19901.

### From East:

Follow signs to Route 13 and Dover. The hotel is located on Route 13, 1/2 mile north of the Dover Mall.

### From North:

Take Route 1 South (Tollroad). Take Exit 104 and turn left at the light onto Route 13 South. Continue for approximately 1 mile. Turn right immediately past Walmart into the hotel parking lot.

### From West:

Take Route 301 to 302. Take Route 452 to Route 8 and take Route 8 to Route 13. Turn left on Route 13 and continue approximately 3 miles to the hotel.

### From South:

Take Route 1 North (Toll road). Take Exit 104 and turn left at the light onto Route 13 (DuPont Highway). Continue for approximately 1 mile. Turn right immediately past Walmart into the hotel parking lot.

## 2008 Hosts

This program is sponsored by Cooperative Extension, RMA-USDA, Departments of Agriculture and Farm Market and Agritourism Associations of Delaware, Maryland, New Jersey, Pennsylvania and Virginia.

# 25th Mid-Atlantic Direct Marketing Conference & Trade Show



## February 6-8, 2008

## Sheraton Inn Dover, Delaware

## MADMC 2008

### Locally Grown - Selling the Image

Showcase your products to farm direct marketers from up and down the East Coast February 6-8, 2008 in Dover, Delaware.

The conference will be held at the Sheraton Inn - Dover, DE. Exhibitors should make their own hotel accommodations, but be sure to mention that you are with MADMC to receive the conference rate. Please make your reservations prior to January 15, 2008.

#### Sheraton Inn - Dover, DE

1570 North Dupont Highway  
Dover, DE 19901  
1-888-755-1450

If you have any questions concerning the trade show, contact:

Cathy Belcher, Trade Show Coordinator  
Virginia Department of Agriculture  
804-786-4046  
cathy.belcher@vdacs.virginia.gov

or check out the Web site:

[www.madmc.com](http://www.madmc.com)

## Conference Schedule

### Wednesday, February 6, 2008

7-11 a.m. Trade Show Set-Up  
8 a.m.-12:15 p.m. Workshops  
11 a.m.-1 p.m. Lunch in Trade Show  
2-5 p.m. Sessions  
Trade Show Closed  
6-8 p.m. Light Fare Dinner in Trade Show & 25th MADMC Celebration

### Thursday, February 7, 2008

8 a.m. Trade Show Opens  
9 a.m.-12 noon Sessions  
12 noon-2 p.m. Light Fare Lunch in Trade Show  
2 p.m.-4 p.m. Sessions  
4-6 p.m. Networking in Trade Show  
6 p.m. Trade Show Closes

### Friday, February 8, 2008

7 a.m.-3 p.m. Farm Market Tour

## Shipping Information

If you have products or display materials, which need to be shipped to the hotel, contact them immediately as space is limited:

Sheraton Inn - Dover, DE  
Attention: Lisa Skelley  
302-678-8500; lskelley@sheratondover.com

It is the exhibitor's responsibility to make all shipping arrangements, both to and from the show, with the Sheraton Inn - Dover, DE.

## Basic Exhibitor Information

Exhibits may be set up between 7 a.m. and 11 a.m., Wednesday, February 6, 2008. Exhibit materials MUST remain in place until 6 p.m. on Thursday, February 7, 2008.

The exhibit area will be secured at night by conference sponsors. However, MADMC, the Mid-Atlantic Direct Marketing Association, et. al., (referred to as the hosts) and the Sheraton Dover Hotel or any of its agents will not be held responsible for any losses or injury should they occur. Exhibitor agrees to indemnify and save harmless the host and the Sheraton Dover Hotel, et. al. from and against any and all claims (including reasonable attorney fees) arising out of their activities at the conference.

Payment for space rental and/or sponsorship must be received by January 11, 2008 to receive the early-bird rate and to be listed in the conference program.

## Special Note

An exhibit space is 8 x 8 feet and will have one 6-foot standard exhibit table. If you require additional tables or special sizes, you must let the trade show coordinator know no later than January 15, 2008.

In addition, you must check the box for electrical service on the Registration Form if you need electricity in your booth.

## Registration Form

(Please type or print legibly.)

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

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

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

E-mail: \_\_\_\_\_

Web Site: \_\_\_\_\_

Representative(s) - Include all. This list will be used for name tags.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**We wish to reserve exhibit space in accordance with these terms:**  
Each space will be 8 x 8 feet and include a 6-foot draped table, two chairs, and a trash can. Any other materials or services are the responsibility of the exhibitor.

**Electrical Service:**  
A single 110-volt outlet is **included if this box is checked.** Bring your own extension cords and surge protectors.