

***** ANNOUNCING *****



ISO 8000 INTERNATIONAL DATA QUALITY CONFERENCE EXHIBITS

The first ISO 8000 International Data Quality Conference will be held at the McCamly Plaza Hotel in Battle Creek, Michigan, USA on Wednesday, October 15th and Thursday, October 16th 2008. The supplier exhibition will be held on Wednesday October 15th 2008 from 12:30 pm to 5:30 pm and Thursday October 16th 2008 from 8:30 am to 3:00 pm. Exhibitors will also be invited to lead or participate in one of the ten ECCMA workshops that will be held on Thursday October 16th from 9:00 am through 3:00 pm.

As there are a limited number of exhibit booths available, they will be allocated on a first come first serve basis. If you are interested in exhibiting please submit your application as soon as possible.

1. Standard Exhibit Booth Description:

Only Single Booths will be offered, prices as follows:

Standard Exhibit Booth Price	On/Before August 1st	After August 1st
ECCMA member organization	\$840	\$1,200
Non ECCMA member organization	\$1,200	\$1,700

Each Booth will be 8' deep x 10' wide, and will include: one 6' x 2' table, draped with two chairs, one 110v electrical outlet, and wireless internet. Exhibitors may bring their own signs. Additional furniture, private telephone lines and Internet access lines will be available for rental directly from the Hotel at +1 (888) 622-2659.

2. Booth Assignments:

All booth locations should experience good traffic. Where possible booth locations are also assigned to avoid proximity of direct competitors and we will make every attempt to honor requests from companies to be located next to another specific exhibitor. Please note any wishes for specific locations anywhere on the Booth Reservation Form.

A list of exhibiting companies will appear in the printed program that will be provided to all attendees. In June and again in early September, we will send Press Releases to the industry trade journals with descriptions of the exhibits received to date, and we will post the list of exhibitors on our web site with 'hot links' to exhibitor web pages where available. We will also be sending email notifications to our database of 24,000 individuals that have indicated interest in data quality. Email distribution will start on Monday June 2nd, 2008.

3. Exhibit Booth Reservation:

To reserve a booth: Complete the attached “Exhibit Booth Reservation Form” and the attached “Attendee Registration Form” for:

- a. Exhibit Booth
- b. One Attendee Registration

Send the completed forms and payment to the ECCMA Office. Payment should be made by check (U.S. funds) or by VISA, MasterCard, or American Express.

*At the same time that you reserve a booth, one person from your company must register as an attendee. Registration form and payment for this attendee must accompany the Booth Reservation form. A substitute for the registered attendee may be named at any time. Additional personnel from your company may register at a later date.

4. Exhibit Size:

The intended emphasis of the exhibits is technology and service awareness. While visual presentations are encouraged, no sound equipment may be used at a level that may detract from neighboring exhibits. If your booth display is very wide or tall, and would hinder neighboring booths, we reserve the right to re-locate your booth during set-up time.

5. Conference Registration:

There are no ‘free’ registrations for booth personnel. All persons manning the booth must be registered as an attendee. All exhibiting companies must have at least one Attendee Registration purchased at the time of the Booth Reservation itself. (See Point #3.). Substitutes may be named at any time.

6. Cancellations:

Booth cancellations received on/before June 23, 2008 will be refundable, less \$50. No refunds for booth cancellations will be granted after June 23, 2008.

7. Questions:

Should you have any questions, please call as appropriate:

- Regarding Booth Reservations and General Conference Matters:
ECCMA Office: +1 (610) 861-5990
- Regarding Shipping, Drayage, Exhibit Preparation/Set-Up and Furniture Rental:
McCamly Plaza Hotel: +1 (888) 622-2659