



'Finders Keepers' promotion terms and conditions

1. This offer is open to all DMA members (including sole traders, associate members, satellite members and overseas members).

2. The closing date for the promotion is 31 March 2011.

3. Staff of the referring DMA Member organisation can choose one of the reward options below for each converted lead they provide:

Option 1 Discount on their organisation's membership fee at the next renewal date according to the following:

- For the first referral of an organisation which becomes a full member of The DMA (UK) Ltd, a 10% discount will be applied to their membership at the next renewal. For the second referral of an organisation which becomes a full member of The DMA (UK) Ltd, a 5% discount will be applied at the next renewal. The maximum discount that can be obtained by the referring organisation is £500 for the first converted referral and £250 per each subsequent converted referral.

For the first or second referral of an organisation which becomes a sole trader member or an associate member of The DMA (UK) Ltd a 5% discount is applied to the membership fee at the next renewal. The maximum discount that can be obtained by the referring an organisation which becomes a sole trader member or associate member of The DMA (UK) Ltd is £250 per converted referral.

Option 2 £50 voucher for any UK-based retailer of your choice

Option 3 One case of wine (six bottles to a value of £50)

Please note that The DMA (UK) is responsible for carriage costs to UK addresses only.

4. If the organisation has already been referred to The DMA (UK) Ltd as part of the Finders Keepers promotion, no reward options can be claimed.

5. The normal checks and approval procedure for membership of The DMA (UK) Ltd will be followed by the DMA Membership Department.



6. Please check that you have consent to pass on company/ individual contact details to The DMA (UK) Membership Department.

7. The organisation you refer to us will also receive a discount on their first year's membership fee according to the following: If the organisation becomes a full member of the DMA, it receives a discount of 10% on the first year's membership fee, up to a maximum of £500. If the organisation becomes a sole trader or associate member of the DMA, it receives a discount of 5% on the first year's membership fee, up to a maximum of £250.

8. If the organisation you refer to us has already been referred by a staff member at another DMA Member organisation during the Finders Keepers promotion then the organisation referred will not be able to claim a further discount on its first year's membership fee.