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Not a DMA Member? Join now and your company can save up to \$500 per registrant. Call 212.768.7277, ext. 1155 for more information or to join!

CONFERENCE REGISTRATION PACKAGES Please select one of the following rates:	Regular 6/28 – 10/10	On-site Rates
<b>DMA Member</b>		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$1,799	<input type="checkbox"/> \$1,999
Pre-Conference, Conference & Exhibition Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$1,599	<input type="checkbox"/> \$1,799
Conference & Exhibition Only	<input type="checkbox"/> \$1,399	<input type="checkbox"/> \$1,599
DMA en Español (Pre, Main & Post Conference)	<input type="checkbox"/> \$1,699	<input type="checkbox"/> \$1,699
Pre-Conference Only	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 799
Post-Conference Only	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 799
Nonprofit Day	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 699
<b>Non-Member</b>		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$2,299	<input type="checkbox"/> \$2,499
Pre-Conference, Conference & Exhibition Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$2,099	<input type="checkbox"/> \$2,299
DMA en Español (Pre, Main & Post Conference)	<input type="checkbox"/> \$2,199	<input type="checkbox"/> \$2,199
Conference & Exhibition Only	<input type="checkbox"/> \$1,899	<input type="checkbox"/> \$2,099
Pre-Conference Only	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 899
Post-Conference Only	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 899
Nonprofit Day	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 699
<b>ECHO Gala at The Bellagio featuring host Jay Leno</b> <i>(Registration for ECHO Gala is separate and required to attend.)</i>	<input type="checkbox"/> \$ 299	<input type="checkbox"/> \$ 299
<b>SPECIAL COUNCIL EVENT OPTIONS</b>	<b>Date</b>	<b>Pre-Registration Price</b>
Direct Marketing Agency Council Brunch	Sun., 8:30 A.M.	<input type="checkbox"/> \$ 65
Travel & Hospitality Council Networking Breakfast	Mon., 7:00 A.M.	<input type="checkbox"/> \$ 45
Analytics & Marketing Technology Councils Joint Networking Reception	Mon., 6:00 P.M.	<input type="checkbox"/> \$ 45
International Council Networking Reception	Mon., 6:00 P.M.	<input type="checkbox"/> \$ 65
Financial Services Council Dinner	Mon., 6:00 P.M.	<input type="checkbox"/> \$ 125
Customer Relationship Management Council Educational Networking Breakfast	Tues., 8:00 A.M.	<input type="checkbox"/> \$ 45
Search Engine Marketing Council Breakfast Roundtables	Tues., 8:15 A.M.	<input type="checkbox"/> \$ 45

Total (Conference Registration Fee & Special Events Fee) \$ \_\_\_\_\_

**CHOICE OF PAYMENT** (Registration fees will be charged to your credit card upon receipt of your registration form.)

American Express  MasterCard  Visa  Discover Card  
 Bank Transfer (Please attach copy)  Check # \_\_\_\_\_ (Payable to DMA)  
 Credit Card Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_  
 Name of Cardholder (as it appears on card) \_\_\_\_\_  
 Company Name (as it appears on card) \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_

**DEMOGRAPHIC INFORMATION**

**1. My job title is:**

- President/CEO/Chairman (A1)  Manager/Account Executive (A5)  
 Sr. or Executive Vice President (A2)  Educator/Professor/Teacher (A6)  
 Vice President (A3)  Staff (A7)  
 Director (A4)  Other (A8)

**2. My primary job function is:**

- Acct Management/Client SVS (B1)  Information Technology (B22)  
 Advertising (B2)  Internet/Electronic Media (B23)  
 Analysis (B3)  Legal (B24)  
 Business Planning/Development (B4)  List Management (B25)  
 Cataloger (B5)  Marketing (B26)  
 Circulation (B6)  Merchandising (B27)  
 Communications/Public Relations (B7)  Operations/Facilities (B28)  
 Consultant/Freelancer (B8)  Privacy (B30)  
 Copywriter/Editorial (B9)  Product/Brand Management (B40)  
 Creative Design (B10)  Production/Purchasing (B41)  
 Customer Service (B11)  Project Management (B42)  
 Database Marketing (B12)  Research (B43)  
 Direct Mail (B13)  Sales/Support (B44)  
 eCommerce (B14)  Search Marketing (B48)  
 Educational/Training (B15)  Telecommunications (B45)  
 Email (B16)  Teleservices (B46)  
 Finance/Budget/Accounting (B17)  Other (B47)  
 Fulfillment/Warehouse (B18)  
 General Management (B19)  
 Government Affairs (B20)  
 Human Resources/Training (B21)

**3. What is your company's projected marketing expenditure for the next 12 months?**

- \$0 - \$99,999 (C1)  \$1,000,000 - \$4,999,999 (C4)  
 \$100,000 - \$499,999 (C2)  \$5,000,000 - \$9,999,999 (C5)  
 \$500,000 - \$999,999 (C3)  \$10,000,000+ (C6)

**4. What role do you play in the purchasing of marketing products and/or services?**


- Final Say (D1)  Specify (D2)  Recommend (D3)  No Role (D4)

**5. What is the primary activity that best describes your firm?**

- Agencies (E1)  Financial Services (E5)  Publishing (E9)  
 Business-to-Business (E2)  Internet (E6)  Teleservices (E10)  
 Catalog/Mail Order (E3)  List/Database (E7)  Other (E11)  
 Consumer Products/SVS (E4)  Nonprofit (E8)

**6. In what capacity do you support the marketing process?**

- As a supplier of marketing products and/or services  
 As a user of marketing products and/or services

 Check here if you have any special requests (which need to meet the Americans with Disabilities Act, dietary requirement, or otherwise). We will contact you.

Please do not include my name in Conference collateral.