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DMA Customer ID # _____ Email _____

First Name _____ Last Name _____ MI. _____

Title _____ Company _____

Address _____

City _____ State/Province _____

Postal Code _____ Country _____

Phone _____ Fax _____

CONFERENCE REGISTRATION PACKAGES Please select one of the following rates:	Regular 6/27 – 10/16	On-site Rates
DMA Member		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$1,799	<input type="checkbox"/> \$1,999
Pre-Conference, Conference & Exhibition	<input type="checkbox"/> \$1,599	<input type="checkbox"/> \$1,799
Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$1,599	<input type="checkbox"/> \$1,799
Conference & Exhibition Only	<input type="checkbox"/> \$1,499	<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
Non-profit Day Only (Monday October 19)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$699
Monday Conference Daily Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Tuesday Conference Daily Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Wednesday Conference Daily Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
3-Day Exhibit Hall Pass	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Non-Member		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$2,299	<input type="checkbox"/> \$2,499
Pre-Conference, Conference & Exhibition	<input type="checkbox"/> \$2,099	<input type="checkbox"/> \$2,299
Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$2,099	<input type="checkbox"/> \$2,299
Conference & Exhibition Only	<input type="checkbox"/> \$1,999	<input type="checkbox"/> \$2,199
Pre-Conference Only	<input type="checkbox"/> \$699	<input type="checkbox"/> \$899
Post-Conference Only	<input type="checkbox"/> \$699	<input type="checkbox"/> \$899
Monday Conference Daily Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
Tuesday Conference Daily Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
Wednesday Conference Daily Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
3-Day Exhibit Hall Pass	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
ECHO Gala featuring Jay Leno <small>(Registration for ECHO Gala is separate and required to attend.)</small>	<input type="checkbox"/> \$299	N/A
Sunday 10/18/2009 (8:30 A.M. – 10:30 A.M.) DMA Direct Marketing Agency, Council Breakfast		<input type="checkbox"/> \$60
Sunday 10/18/2009 (11:00 A.M. – 2:00 P.M.) DMA List Leader Lunch		<input type="checkbox"/> \$60
Monday 10/19/2009 (6:00 P.M. – 8:00 P.M.) DMA Financial Services Council, Networking Reception & Dinner		<input type="checkbox"/> \$115

TOTAL Conference Registration 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)
 E-commerce (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

7. Have you attended a DMA annual conference in the past?

- Yes No

 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.