



ALL FOR ONE MARKETING SUMMIT

June 20 – 21, 2011
 Hilton New York
 New York City



Please enter the Key Code found on your marketing promotion.

Key Code:

**Questions? Call or email: 708.786.4103/
 866.585.4103 AllForOneSummit@compusystems.com**

3 Ways to Register

Online: www.AllForOneSummit.org
Fax: 708.344.4444

Mail: DM Days Customer Service
 PO Box 26424
 New York, NY 10087

COMPLETE ALL INFORMATION BELOW: (Please print)

(Check One) Mr. Mrs. Ms.

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____
 Postal Code _____ Country _____
 Phone _____ Fax _____
 Email _____

CHOOSE YOUR CONFERENCE PACKAGE: Please check one (1) of the following packages.

Conference & Expo Fees	Early Bird Now – May 31, 2011	Regular June 1, 2011 – June 19, 2011	On-site June 20-21, 2011
MEMBER & AFFILIATE RATES			
Two-Day Conference Pass (June 20-21)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$749	<input type="checkbox"/> \$799
Day Pass (June 20 or 21)	<input type="checkbox"/> \$499	<input type="checkbox"/> \$549	<input type="checkbox"/> \$599
NON-MEMBER RATES			
Two-Day Conference Pass (June 20-21)	<input type="checkbox"/> \$849	<input type="checkbox"/> \$899	<input type="checkbox"/> \$949
Day Pass (June 20 or 21)	<input type="checkbox"/> \$649	<input type="checkbox"/> \$699	<input type="checkbox"/> \$749
EXHIBIT HALL ONLY (Member & Non Member)			
Exhibit Hall & General Sessions (All Days)	Free	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150

PAYMENT: Total Amount \$ _____

- Check Enclosed (made payable to DMA)
 Visa MasterCard American Express Discover

Card No. _____ Expiration Date _____

Name (as it appears on card) _____

Company Name (if corporate card) _____

Authorized Signature _____

Check here if you have any special requests (which meet the Americans with Disabilities Act), dietary requirements, or other specific needs. We will contact you.

Demographic Information:

1. My job title is:

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

2. My primary job function is:

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

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

- \$0 — \$99,999 (C1)
 \$100,000 — \$499,999 (C2)
 \$500,000 — \$999,999 (C3)
 1,000,000 — \$4,999,999 (C4)
 \$5,000,000 — \$9,999,999 (C5)
 \$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)
 Business-to-Business (E2)
 Catalog/Mail Order (E3)
 Consumer Products/SVS (E4)
 Financial Services (E5)
 Internet (E6)
 List/Database (E7)
 Nonprofit (E8)
 Pharmaceutical (E9)
 Publishing (E10)
 Retail (E11)
 Travel & Hospitality (E12)
 Teleservices (E13)
 Other (E14)

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. How many years have you been in the Industry? (Check One)

- Less than 1 year
 1 — 5 years
 6 — 10 years
 Over 10 years

8. How many people are employed full-time at your company? (check one)

- Less than 50
 51 — 100
 101 — 250
 251 — 500
 500 +

9. Have you attended a DM Days conference in the past?

- Yes
 No