



ALL FOR ONE MARKETING SHOW

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

presented by



Please enter the Key Code found on your marketing promotion.

Key Code:

Questions? Call: 212.790.1500

3 Ways to Register

Online: www.allforoneshow.org
Fax: 212.302.7643

Mail: DM Days Customer Service
 1120 Avenue of the Americas
 New York, NY 10036-6700

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)	—	<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