



**2009 B-to-B Lead Generation Conference**  
**April 6 – 8, 2009**  
**Riverside Hilton New Orleans**

<b>Key Code:</b>
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**REGISTRATION FORM**

**4 WAYS TO REGISTER**

- **Online:** www.d Mab2b.org
- **Fax:** 212.302.7643
- **Phone:** 212.790.1500

- **Mail:** DMA Customer Service  
 1120 Avenue of the Americas  
 New York, NY 10036

*For questions/inquiries, contact customer service at 212.790.1500 or via e-mail at [customerservice@the-dma.org](mailto:customerservice@the-dma.org).*

**Please print clearly.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Telephone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_  
 E-Mail: \_\_\_\_\_

*Full payment is required. All checks should be made payable to the Direct Marketing Association, Inc. The following credit cards are accepted: American Express, Discover, MasterCard, and Visa. DMA & Affiliate membership will be verified and charged accordingly.*

<b>Fees:</b>	<b>Register by 1/30/09</b>	<b>Register by 4/2/09</b>	<b>Onsite</b>
<b>Full Conference Package (Pre-Con, Conf &amp; Exhibition)</b>			
DMA B-to-B Council Member	<input type="checkbox"/> \$1399	<input type="checkbox"/> \$1499	<input type="checkbox"/> \$1649
DMA Member	<input type="checkbox"/> \$1449	<input type="checkbox"/> \$1549	<input type="checkbox"/> \$1699
Non-Member	<input type="checkbox"/> \$1549	<input type="checkbox"/> \$1649	<input type="checkbox"/> \$1799
<b>Conference Package (Conference &amp; Exhibits)</b>			
DMA B-to-B Council Member	<input type="checkbox"/> \$1099	<input type="checkbox"/> \$1199	<input type="checkbox"/> \$1349
DMA Member	<input type="checkbox"/> \$1149	<input type="checkbox"/> \$1249	<input type="checkbox"/> \$1399
Non-Member	<input type="checkbox"/> \$1249	<input type="checkbox"/> \$1349	<input type="checkbox"/> \$1499
<b>Pre-Conference Only</b>			
DMA B-to-B Council Member	<input type="checkbox"/> \$449	<input type="checkbox"/> \$549	<input type="checkbox"/> \$649
DMA Member	<input type="checkbox"/> \$549	<input type="checkbox"/> \$649	<input type="checkbox"/> \$749
Non-Member	<input type="checkbox"/> \$649	<input type="checkbox"/> \$749	<input type="checkbox"/> \$849
<b>Daily Conference &amp; Exhibition Only</b>			
DMA B-to-B Council Member	<input type="checkbox"/> \$649	<input type="checkbox"/> \$649	<input type="checkbox"/> \$749
DMA Member	<input type="checkbox"/> \$749	<input type="checkbox"/> \$749	<input type="checkbox"/> \$849
Non-Member	<input type="checkbox"/> \$849	<input type="checkbox"/> \$849	<input type="checkbox"/> \$949
<b>B-to-B Council Networking Reception &amp; Dinner</b>			
DMA B-to-B Council Member	<input type="checkbox"/> \$99	<input type="checkbox"/> \$99	<input type="checkbox"/> \$99
DMA Member	<input type="checkbox"/> \$109	<input type="checkbox"/> \$109	<input type="checkbox"/> \$109
Non-Member	<input type="checkbox"/> \$129	<input type="checkbox"/> \$129	<input type="checkbox"/> \$129

**Payment Type:**     **Visa**     **MasterCard**     **American Express**     **Discover Card**     **Check #** \_\_\_\_\_  
 Credit Card #: \_\_\_\_\_ Expiration: \_\_\_\_\_ Date: \_\_\_\_\_  
 Amount Paid: \$ \_\_\_\_\_ Today's Date: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

**Cancellation Policy:**

If you must cancel a registration, please submit your request in writing by March 27, 2009 to DMA Customer Service via fax at 212.302.7643, e-mail to [customerservice@the-dma.org](mailto:customerservice@the-dma.org), or mail to: DMA Customer Service at the address above. Registrations canceled on or before March 27, 2009 will be refunded minus a \$100 processing fee. Cancellations received after March 27, 2009 forfeit their registration fee in its entirety. However, you may transfer your registration to someone else without penalty. No refunds will be issued for any missed sessions or events, including sessions missed due to travel delays or cancellations.

**Special Needs:**

Please check here if you have any special requests that meet the Americans with Disabilities Act, dietary requests, or other requirements. We will contact you.