

PRESENTED BY: **DMA^P** | **B2B**

DIRECT MARKETING TO BUSINESS

DMB

GENERATE DEMAND
CONVERT PROSPECTS
CUSTOMER RETENTION & GROWTH

**INTEGRATE YOUR OFFLINE AND
ONLINE CHANNELS FOR PROFIT**

APRIL 16 – 18, 2007 • THE ROSEN CENTRE HOTEL • ORLANDO, FL



Special Events and Networking Opportunities

Diamond Sponsors Opening Reception in Exhibit Hall

Margaritaville and Martini Madness

Monday, April 16 • 4:30 P.M. – 6:00 P.M.

Conference Diamond sponsors' invite you to unwind from the day with food and drinks. This is the perfect opportunity to mingle with conference attendees, speakers and representatives from our sponsoring companies.

A special thank you to Abacus and Direct Media for their generous sponsorship.

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Direct Media, Inc.
Direct Marketing Experts

DMA Business-to-Business Council Networking Reception & Dinner*

Tuesday, April 17 • Reception: 6:30 P.M. – 7:30 P.M. • Dinner: 7:30 P.M. – 9:30 P.M.

Always popular and highly attended! Join the DMA Business-to-Business Council for dinner and an evening of networking. Enjoy this opportunity to unwind after a busy day as you socialize with clients and meet industry professionals.

Networking Reception & Dinner Fees: \$79

DMA Business-to-Business Open Council Meeting

Tuesday, April 17 • 3:30 P.M. – 4:15 P.M.

The DMA Business-to-Business Council will be hosting an open meeting, available to all attendees. The Council Operating Committee will discuss current programming as well as ideas and plans for the future, and we welcome your input. This is a great opportunity to network, learn about the benefits of council membership, and socialize with other professionals who share your interests.

Business-to-Business Marketer of the Year Award Luncheon & Keynote Presentation

Sponsored by the DMA Business-to-Business Council

Wednesday, April 18 • 12:00 P.M. – 1:30 P.M.

This prestigious honor will be given to an individual who has advanced the interests of B-to-B marketing during his or her career. Come celebrate with the recipients and other luminaries in B-to-B marketing as we present this important industry award during Wednesday's luncheon.

**Separate registration is required. You must be registered for the conference in order to register for the Business-to-Business Council Networking Reception and Dinner.*