

4 WAYS TO REGISTER:

ONLINE: www.dmdays.com

MAIL: DM Days NY Conference & Expo
General Post Office
PO Box 26424
New York, NY 10087-6424

FAX: 301.694.5124

E-MAIL: DMD071.registrant@experient-inc.com

For questions call: 1.866.229.2386 or 1.301.694.5243

1. PAYMENT

A completed registration form, along with full Payment to process your registration, your credit card number, or company check (payable to DMA), MUST accompany your registration. Registrations without full payment will not be processed.

2. TRANSFERS AND CHANGES

Please submit changes and transfers in writing to DM Days NY Conference & Expo. Delegates will receive a confirmation within seven (7) business days. Changes received after June 12, 2007, will be handled on-site.

3. CANCELLATIONS

If you cannot attend DM Days NY 2007, please send a substitute. Substitutions are allowed at any time and no fees are imposed.

If you cannot send a substitute, please contact Customer Service four (4) weeks or more in advance of the event and your registration fee in full will be held on account for a future event. If you must cancel your registration, please refer to the Cancellation Refund Schedule below. Registrants who do not cancel or arrange to have their registration fee held on account prior to the event, and fail to attend the event, forfeit their registration fee.

CANCELLATION REFUND SCHEDULE

- June 12, 2007 or before: 100% refund or account credit
- June 13, 2007 through June 18, 2007: No refund - account credit minus \$150 fee
- June 19, 2007 or no show: No refund - no account credit
No refund – no account credit

DMA is not responsible for any expenses incurred by you as a result of your registration, whether the event was attended or not.

4. CORPORATE GROUP PACKAGE

The Corporate Group Package rates ONLY apply to the Conference & Expo package. All ten (10) registrants must be from the same company and must pre-register all at once via phone, fax, or mail using the Corporate Group Package Registration Form. Badges are non-transferable. The team discount package includes:

- Ten (10) full 3-day Conference & Expo registrations, each with sessions, exhibits, luncheons & continental breakfast included
- A reserved table for 10 at the Keynote Luncheon (NOTE: tables at the Keynote Luncheon are based on a first-come, first-served basis)
- A special listing on the DM Days Web site and in the DM Days Show Directory.
- A company listing on the giant screen in the General Session Hall.

5. EXPO GROUP PACKAGE

The Expo Group Package includes five (5) full 3-day Exhibit Hall registrations. All five (5) registrations must be from the same company AND must pre-register all at once via phone, fax, or mail using the Expo Group Package Registration Form. Badges are non-transferable. The Expo Group Package includes access to the expo floor and all exhibit hall lunches.

6. INTERNATIONAL DELEGATES

International registrations must be paid in U.S. funds either by credit card, corporate checks or bank transfer. Send the bank transfer to JPMorgan Chase Bank N.A., 1166 Avenue of the Americas, New York, NY 10036. DMA Account # 033-1-020552, ABA #021000021, Swift Code: CHASUS33. Bank transfers must reference registrant's name, company, and DM Days 2007 Conference & Expo. Please attach a copy of the bank transfer confirmation to your registration form. Send only the registration fees to this account.

7. SPECIAL AIRFARES

Call 1.212.284.9100 (U.S. only) – Special discounts are available on all major airline carriers.

8. STAY WITH DMA

By reserving your hotel accommodations in the official DMA room block, it allows us to hopefully avoid costly penalties, keep our conference cost down, and be able to book the facilities our attendees enjoy. For a list of hotels and rates, please go to www.dmdays.com and click on Hotel/Travel.