



registration FORM

REGISTER BY
MAY 18
AND SAVE
UP TO \$100!

DM Days New York Conference & Expo

June 19-21, 2007

Jacob. K. Javits Convention Center

4 ways to register:

Online: www.dmdays.com

Phone: +1.866.229.2386 (US)
+1.301.694.5243 (International)

Fax: +1.301.694.5124

Mail: DM Days Conference & Expo

General Post Office

PO Box 26424

New York, NY 10087-6424

Please enter Key Code found on your marketing promotion.

Key Code:

COMPLETE ALL INFORMATION BELOW: (Please print)

(Check one) Mr. Mrs. Ms.

NAME

TITLE

COMPANY

ADDRESS

CITY STATE

POSTAL CODE COUNTRY

PHONE FAX

E-MAIL

PAYMENT:

TOTAL AMOUNT \$

CHECK ENCLOSED (MADE PAYABLE TO THE DMA)

VISA MASTERCARD AMERICAN EXPRESS DISCOVER

CARD NO. EXPIRATION DATE

NAME (AS IT APPEARS ON CARD)

COMPANY NAME (IF CORPORATE CARD)

SIGNATURE

Check here if you have any special requests (which need to meet with the Americans with Disabilities Act, dietary requirement, or otherwise). We will contact you.

DEMOGRAPHIC INFORMATION

1. My primary job function is:

- President/CEO/Chairman (A1)
- Sr. or Executive Vice President (A2)
- Vice President (A3)
- Director (A4)
- Manager/Account Executive (A5)
- Educator/Professor/Teacher (A6)
- Staff (A7)
- 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)
- E-Commerce (B14)
- Educational/Training (B15)
- E-Mail (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)
- 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)
- Publishing (E9)
- Teleservices (E10)
- Other (E11)

6. In what capacity do you support the marketing process?

- As a supplier of marketing products and/or services (F1)
- As a user of marketing products and/or services (F2)

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

SAVE \$100
BEFORE MAY 18 AFTER MAY 18

3-Day Conference & Expo (CONF)

- | | | |
|------------|--------------------------------|----------------------------------|
| DMA Member | <input type="checkbox"/> \$799 | <input type="checkbox"/> \$899 |
| Non-Member | <input type="checkbox"/> \$999 | <input type="checkbox"/> \$1,099 |

Daily Conference & Expo (COND)

- | | | |
|---|---|---|
| DMA Member | \$449 per day | \$549 per day |
| <i>Please indicate which day(s) you wish to attend.</i> | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 |

- | | | |
|---|---|---|
| Non-Member | \$549 per day | \$649 per day |
| <i>Please indicate which day(s) you wish to attend.</i> | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 |

3-Day Exhibit Hall Only (HALL)

- | | | |
|-----------------------|--------------------------------|--------------------------------|
| DMA Member/Non-Member | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$125 |
|-----------------------|--------------------------------|--------------------------------|

Daily Exhibit Hall Only (HLLD)

- | | | |
|---|---|---|
| DMA Member | \$75 per day | \$75 per day |
| <i>Please indicate which day(s) you wish to attend.</i> | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 |

- | | | |
|---|---|---|
| Non-Member | \$75 per day | \$75 per day |
| <i>Please indicate which day(s) you wish to attend.</i> | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 | <input type="checkbox"/> Tues., June 19
<input type="checkbox"/> Wed., June 20
<input type="checkbox"/> Thurs., June 21 |

SPECIAL EVENTS

Search Engine & E-Mail Marketing Councils Breakfast (EBRK)

Tuesday, June 19 • 7:30 A.M. - 9:00 A.M. • Jacob K. Javits Convention Center

- Search Engine/E-mail Marketing Council Members \$45
- DMA Member \$50
- Non-Member \$60

Direct Marketing Agency Council Breakfast (BKFT)

Wednesday, June 20 • 7:30 A.M. - 9:00 A.M. • Jacob K. Javits Convention Center

- DM Agency Council Member \$45
- DMA Member \$50
- Non-Member \$60

Special Interest Councils Joint Networking Reception (RCPN)

sponsored by all 20 councils • Wednesday, June 20 • 5:00 P.M. - 7:00 P.M.

- Sponsoring Council Member \$30
- DMA Member \$35
- Non-Member \$45