

4 ways to register

Online: www.dmdays.com
Phone: +1.866.922.0761 (US)
 +1.708.486.0761 (International)
Fax: +1.708.344.4444

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 _____

Email _____

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

	Super Early Bird, on or before April 11, 2008	Early Bird, on or before May 9, 2008	Regular, on or before June 8, 2008	Onsite June 9, 2008
DM Days All Access + Fast Forward, June 9 – 12				
DMA Member	<input type="checkbox"/> \$ 1099	<input type="checkbox"/> \$ 1199	<input type="checkbox"/> \$ 1299	<input type="checkbox"/> \$ 1399
Non-Member	<input type="checkbox"/> \$ 1299	<input type="checkbox"/> \$ 1399	<input type="checkbox"/> \$ 1499	<input type="checkbox"/> \$ 1599
DM Days All Access, June 10 – 12				
DMA Member	<input type="checkbox"/> \$ 799	<input type="checkbox"/> \$ 899	<input type="checkbox"/> \$ 999	<input type="checkbox"/> \$ 1199
Non-Member	<input type="checkbox"/> \$ 999	<input type="checkbox"/> \$ 1099	<input type="checkbox"/> \$ 1199	<input type="checkbox"/> \$ 1399
Fast Forward Conference Only, June 9				
DMA Member	<input type="checkbox"/> \$ 399	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 699
Non-Member	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 799
Daily Conference & Expo				
DMA Member	<input type="checkbox"/> \$ 399	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 699
Non-Member	<input type="checkbox"/> \$ 499	<input type="checkbox"/> \$ 599	<input type="checkbox"/> \$ 699	<input type="checkbox"/> \$ 799
Please indicate which day(s) you are registering for <input type="checkbox"/> Tues, June 10 <input type="checkbox"/> Wed, June 11 <input type="checkbox"/> Thurs, June 12				
Exhibit Hall Only Pass – All 3 Days	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 100	<input type="checkbox"/> \$ 125
Daily Exhibit Hall Pass	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 100
Please indicate which day(s) you are registering for <input type="checkbox"/> Tues, June 10 <input type="checkbox"/> Wed, June 11 <input type="checkbox"/> Thurs, June 12				
Special Events				
List Leader of the Year Dinner, June 9, 6:00 P.M.				
Council Member	<input type="checkbox"/> \$ 169	<input type="checkbox"/> \$ 169	<input type="checkbox"/> \$ 169	<input type="checkbox"/> \$ 169
DMA Member	<input type="checkbox"/> \$ 199	<input type="checkbox"/> \$ 199	<input type="checkbox"/> \$ 199	<input type="checkbox"/> \$ 199
Non-Member	<input type="checkbox"/> \$ 229	<input type="checkbox"/> \$ 229	<input type="checkbox"/> \$ 229	<input type="checkbox"/> \$ 229
Search Engine Marketing Council Breakfast, June 12, 7:30 A.M.				
Council Member	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 30	<input type="checkbox"/> \$ 30
DMA Member	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 50	<input type="checkbox"/> \$ 50
Non-Member	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 75	<input type="checkbox"/> \$ 75

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) _____

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 job title is:

- President/CEO/Chairman (A1) Manager/Account Executive (A5)
 Sr. or Executive Vice President (A2) Educator/Professor/Teacher (A6)
 Vice President (A3) Staff (A7)
 Director (A4) Other (A8)

2. My primary job function is:

- Acct Management/Client SVS (B1) Government Affairs (B20)
 Advertising (B2) Human Resources/Training (B21)
 Analysis (B3) Information Technology (B22)
 Business Planning/Development (B4) Internet/Electronic Media (B23)
 Cataloger (B5) Legal (B24)
 Circulation (B6) List Management (B25)
 Communications/Public Relations (B7) Marketing (B26)
 Consultant/Freelancer (B8) Merchandising (B27)
 Copywriter/Editorial (B9) Operations/Facilities (B28)
 Creative Design (B10) Privacy (B30)
 Customer Service (B11) Product/Brand Management (B40)
 Database Marketing (B12) Production/Purchasing (B41)
 Direct Mail (B13) Project Management (B42)
 E-Commerce (B14) Research (B43)
 Educational/Training (B15) Sales/Support (B44)
 Email (B16) Search Marketing
 Finance/Budget/Accounting (B17) Telecommunications (B45)
 Fulfillment/Warehouse (B18) Teleservices (B46)
 General Management (B19) Other (B47)

3. What is your company's projected marketing expenditure for the next 12 months?

- \$0 – \$99,999 (C1) \$1,000,000 – \$4,999,999 (C4)
 \$100,000 – \$499,999 (C2) \$5,000,000 – \$9,999,999 (C5)
 \$500,000 – \$999,999 (C3) \$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) Financial Services (E5) Publishing (E9)
 Business-to-Business (E2) Internet (E6) Teleservices (E10)
 Catalog/Mail Order (E3) List/Database (E7) Other (E11)
 Consumer Products/SVS (E4) Nonprofit (E8)

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)