



DM DAYS NEW YORK CONFERENCE & EXPO

June 16 - 18, 2009 • Jacob K. Javits Convention Center • New York, NY

4 ways to register

Online: www.dmdays.com

Phone: +1.866.585.4103 (US)
+1.708.786.4103 (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.

CONFERENCE & EXPO FEES Please select one of the following:	Early Bird, on or before, 4/30/09	Regular, on or before, 6/15/09	On-Site, 6/16/09
DMA Member			
DM Days All Access Pass (6/16-18/09)	<input type="checkbox"/> \$899	<input type="checkbox"/> \$1,099	<input type="checkbox"/> \$1,249
DM Days Daily Conference & Expo Pass (6/16/09 or 6/17/09)	<input type="checkbox"/> \$499	<input type="checkbox"/> \$599	<input type="checkbox"/> \$699
DM Days Daily Conference & Expo Pass (6/18/09)	<input type="checkbox"/> \$349	<input type="checkbox"/> \$499	<input type="checkbox"/> \$649
Non-Member			
DM Days All Access Pass (6/16-18/09)	<input type="checkbox"/> \$1,099	<input type="checkbox"/> \$1,299	<input type="checkbox"/> \$1,449
DM Days Daily Conference & Expo Pass (6/16/09 or 6/17/09)	<input type="checkbox"/> \$599	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
DM Days Daily Conference & Expo Pass (6/18/09)	<input type="checkbox"/> \$449	<input type="checkbox"/> \$599	<input type="checkbox"/> \$749
Exhibit Hall Only			
Good for any day or all 3 days	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$100

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 the Americans with Disabilities Act), dietary requirements, or other specific needs. We will contact you.

Contribute to help "Mail Moves America" fight "Do Not Mail" bills.
Suggested contribution amounts:

\$50 \$25 \$10 \$5 Other

Contribute to the "Internet Alliance" to keep the Internet channel open.
Suggested contribution amounts:

\$50 \$25 \$10 \$5 Other

Demographic Information:

1. My job title 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)
- Email (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)
- Search Marketing
- 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)

7. Have you attended DM Days in the past?

- Yes No

8. Please do not include my name in conference collateral.