

REGISTRATION FORM



**DIRECT/INTERACTIVE MARKETING
RESEARCH SUMMIT**
FORMERLY EDUCATORS' CONFERENCE

Oct 13 – 14, 2007 • Chicago, IL
Hyatt Regency Chicago, 151 E. Wacker Drive

* Open to full-time educators and to PhD Candidates

Please submit completed form with payment to:
Direct/Interactive Marketing Research Summit
DMEF
1120 Avenue of the Americas
New York, NY 10036-6700

Fax: 212.790.1561
Phone: 212.768.7277
Email: dmef@the-dma.org
Website: www.researchsummit.org

Please type or print legibly.

NAME	TITLE
DEPARTMENT	COLLEGE/UNIVERSITY
ADDRESS	
CITY/STATE/ZIP	COUNTRY
AREA CODE/PHONE	FAX
EMAIL ADDRESS - Important! Most conference communication is by email!	ALTERNATIVE/SUMMER EMAIL ADDRESS

- I am emailing my 1-2 paragraph narrative bio for inclusion in the Attendee Biography Section of the on-site program. (Email to dmef@the-dma.org)
- I would like to serve as a discussant or academic chair at the Summit and am emailing a 1-2 paragraph narrative biography (to dmef@the-dma.org). My area(s) of expertise and/or interest are:

- Please register me for the 2007 Direct/Interactive Marketing Research Summit.**
- Registration Fee: \$150 (non-refundable)** Includes
 - Educators' Networking Reception on Saturday evening October 13, 6:00-7:30 P.M.
 - A one-year DMEF Professors' Academy Membership
 - DMA•07 Registration.Professors' Academy welcome kit will be mailed separately. DMA•07 Registration/Hotel Form will be emailed separately.
- Doctoral Candidate Registration Fee: \$75 (non-refundable)** Includes
 - Educators' Networking Reception on Saturday evening October 13, 6:00-7:30 P.M.
 - DMA•07 Registration. DMA•07 Registration/Hotel Form will be emailed separately.
- I am interested in complimentary attendance at DMA•07.** (See NOTES 1 and 2 below.)
- I plan to attend Case Writers' Workshop on Saturday afternoon, October 13.**
- I plan to attend the Educators' Networking Reception on Saturday evening, October 13.**

DMA G/L: 4076-99-0931 RS

___ Check enclosed. ___ Please Charge: American Express Visa Master Card Discover

ACCOUNT NUMBER	EXPIRATION DATE	SECURITY CODE (on back of card)
NAME (AS IT APPEARS ON CARD)	CARDHOLDER'S SIGNATURE	

Register before 9/13/07 – the date DMA07 hotel registrations end!

NOTES:

IMPORTANT! Registration for D/IM Research Summit & DMA•07 is a 2–step process.

NOTE 1: For complimentary DMA07 registration, you must register through DMEF using this form. DMEF will send you SEPARATE DMA•07 registration and hotel materials, via email.

NOTE 2: Only the first 100 full-time faculty (+ doctoral candidates) are eligible for this offer. Adjuncts and part-time professors who wish to attend the DMA•07 Conference & Exhibition must register at regular conference rates through DMA at www.dma07.org.