

Registration Form

Direct / Interactive Marketing Research Summit
Oct 17-18, 2009 • Hilton San Diego Bayfront • San Diego, CA



This form is valid through October 9, 2009. After this date, registration is onsite.

Please submit completed form with payment to: DMEF, 1120 Avenue of the Americas, New York, NY 10036-6700

Fax: 212.790.1561 **Phone:** 212.768.7277 **Email:** dmeff@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. We may need to reach you over the summer.

I am emailing my **1 paragraph** narrative bio for inclusion in the Attendee Biography Section of the on-site program.

(Email to dmeff@the-dma.org)

I would like to serve as an academic chair at the Summit upon availability of this role, and am emailing a 1 paragraph narrative biography (to dmeff@the-dma.org). List areas of expertise and / or interest:

Please register me for the 2009 Direct / Interactive Marketing Research Summit.

Academic Registration Fee: \$200 (non-refundable). Includes

• A one-year DMEF Professors' Academy Membership – Professors' Academy welcome information will be emailed separately.

• DMA•09 Registration – DMA•09 Registration Form/Hotel Information* will be emailed separately.

Doctoral Candidate Registration Fee: \$100 (non-refundable). Includes

• DMA•09Registration – DMA•09 Registration Form/Hotel Information* will be emailed separately.

1. I am most interested in the Education Track or Research Track

2. I am interested in complimentary attendance at DMA•09.* (See NOTES 1 and 2 below.)

3. I plan to attend the Case Writers' Workshop on Saturday, October 17

Luncheon on Saturday, October 17

Sunday Awards Luncheon on Sunday, October 18

___ Check enclosed. ___ Please Charge: American Express Visa MasterCard Discover

ACCOUNT NUMBER _____ EXPIRATION DATE _____ SECURITY CODE _____

Name (As it Appears on Card) _____

Cardholder's Signature _____

* **Only for full-time academics and Ph.D. candidates.**

** **Pre-register for the Research Summit by 9/18/09 to avoid on-site registration fees.**

To ensure hotel accommodations, register before 9/4/09.

NOTES:

IMPORTANT! While Summit Registration is open to all at the above rates, DMA•09 complimentary registration is open only to **full-time academics** and **Ph.D. candidates**. It is a 2-step process.

NOTE 1: For complimentary DMA•09 registration, you must register through DMEF using this form. DMEF will send you SEPARATE DMA•09 registration for Summit attendees and conference hotel information via email when it becomes available.

NOTE 2: Full-time faculty (+ doctoral candidates) are eligible for the DMA09 offer. Adjuncts, part-time professors and industry professionals who wish to attend the DMA•09 Conference & Exhibition must register at regular conference rates through DMA at www.dma09.org but may register for and attend the Summit at the Summit rate for these groups.