

# REGISTRATION FORM

## DIRECT / INTERACTIVE MARKETING RESEARCH SUMMIT

Oct 11 – 12, 2008 • Las Vegas, NV  
Las Vegas Hilton, 3000 Paradise Road

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 <b>EMAIL</b> ADDRESS

- I am emailing my 1 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 paragraph narrative biography (to dmef@the-dma.org). My area(s) of expertise and / or interest are:

- Please register me for the 2008 Direct / Interactive Marketing Research Summit.**

I am most interested in the  Education Track or  Research Track

- Academic Registration Fee: \$150 (non-refundable) Includes**

- Networking Reception on Saturday evening October 11
- A one-year DMEF Professors' Academy Membership – Professors' Academy welcome kit will be mailed separately.
- DMA•08 Registration – DMA•08 Registration Form/Hotel Information\* will be emailed separately.

- Doctoral Candidate Registration Fee: \$75 (non-refundable) Includes**

- Networking Reception on Saturday evening October 11
- DMA•08 Registration – DMA•08 Registration Form/Hotel Information\* will be emailed separately.

- I am interested in complimentary attendance at DMA•08.\*** (See NOTES 1 and 2 below.)

- I plan to attend the Case Writers' Workshop on Saturday afternoon, October 11**

- I plan to attend the Networking Reception on Saturday evening, October 11**

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

\_\_\_ Check enclosed. \_\_\_ Please Charge:  American Express  Visa  MasterCard  Discover

ACCOUNT NUMBER	EXPIRATION DATE
NAME (AS IT APPEARS ON CARD)	CARDHOLDER'S SIGNATURE

**\*To ensure hotel accommodations register before 9/13/08. Register for the Research Summit by 9/30/08.**

### NOTES:

**IMPORTANT! Registration for DMA•08 is open only to full-time academics and Ph.D. candidates. It is a 2-step process.**

**NOTE 1:** For complimentary DMA•08 registration, you must register through DMEF using this form. DMEF will send you SEPARATE DMA•08 registration and hotel materials, via email.

**NOTE 2:** Full-time faculty (+ doctoral candidates) are eligible for this offer. Adjuncts and part-time professors who wish to attend the DMA•08 Conference & Exhibition must register at regular conference rates through DMA at [www.dma08.org](http://www.dma08.org).