

REGISTRATION FORM

Register before 5/30 – Special Offer – See box below.



DIRECT / INTERACTIVE MARKETING RESEARCH SUMMIT

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

Open to academics and to Ph.D. 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: 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. | ALTERNATIVE / SUMMER EMAIL ADDRESS |

- I am emailing my one 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 a discussant or academic chair at the Summit and am emailing a one paragraph narrative biography (to dmeff@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
- DMA•08 Registration* – Professors' Academy welcome kit will be mailed separately.
- DMA•08 Registration/Hotel Form* 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/Hotel Form will be emailed separately.

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

I plan to attend 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.

Register before May 30 and receive valuable DMA research on CD when you attend the Research Summit.*

- Power of Direct 2008 – 2009
- Integration of Direct Marketing and Brand 2008
- and new research on Mobile Marketing, Behavioral Targeting and CRM Analysis

DMA G/L: 4076-99-0931 RS

Check enclosed. Please Charge: American Express Visa MasterCard Discover

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

For DMA Research, register by 5/30/08. To ensure hotel accommodations register before 9/13/08. Register for the Research Summit by 9/30/08.

NOTES:

IMPORTANT! Registration for D/IM Research Summit and 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, when they become available.

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.