

# REGISTER TODAY!

The National Center for Database Marketing

# NCDM 2009

DATA-DRIVEN MARKETING. BOTTOM LINE RESULTS.

December 7-9, 2009  
Mandalay Bay Convention Center  
Las Vegas, NV  
www.NCDMevents.com

## 4 EASY WAYS REGISTER!

**Web:** www.NCDMevents.com  
**Phone:** 212.790.1500  
(weekdays 9 a.m.-5 p.m. est)  
**Fax:** 212.302.7643  
**Mail:** NCDM 2009  
c/o DMA Registration  
PO Box 27152  
New York, NY 10087-7152



### 1. Your General Information Please print clearly.

First Name _____		Last Name _____	
Title _____		Company _____	
Address 1 _____			
Address 2 _____			
City _____	State/Prov _____	Zip Code _____	
Country _____	Country Code _____	City Code _____	
Phone _____	Fax _____		
Email* _____	<small>*By providing your email address you grant DMA permission to contact you via email regarding your registration as well as NCDM updates and/or updates on promotional materials from exhibitors.</small>		

### 2. Your Registration Options

Check here to register for:

		SAVE \$600!		
		By Aug. 28	After Aug. 28	Onsite
<input type="radio"/> Full Conference Program with Pre-Conference Intensives	Dec. 7-9	\$995	\$1,295	\$1,595
<input type="radio"/> Regular Conference Program	Dec. 8-9	\$895	\$1,095	\$1,395
<input type="radio"/> One-day Conference Pass (Monday)	Dec. 7	\$595	\$695	\$895
<input type="radio"/> One-day Conference Pass (Tuesday)	Dec. 8	\$595	\$695	\$895
<input type="radio"/> One-day Conference Pass (Wednesday)	Dec. 9	\$595	\$695	\$895
<input type="radio"/> Exhibit Hall Only	Dec. 7-9	\$25	\$25	\$100

Please note: All conference registrations include the Grand Opening Reception, Keynote Presentations, and free exhibit hall admission. Conference program and speakers are subject to change. Group discounts are not available before August 28 or after December 4. Discount offers may not be combined.

TOTAL:

NO ONE UNDER THE AGE OF 18 WILL BE ADMITTED TO THE EXHIBIT HALL.

### 3. Method of Payment

Please check choice of payment. Please include registrant's name on check. Full Payment required for registration to be processed.

- MasterCard/Visa     AMEX     Check or Money Order (make payable to DMA)

Card Number _____	Exp. Date _____	Source Code
Cardholder Name _____	Zip Code _____	
Authorized Signature _____	Date _____	

**PLEASE NOTE:** Registrations will not be processed without payment or if submitted with declined or invalid credit cards. Confirmations will be sent for registrations received before November 13, 2009.

**CANCELLATION POLICY:** If you must cancel for any reason, please notify registration in writing by November 6, 2009, to receive a refund minus \$150 processing fee. Refunds will not be granted on cancellations received after 5:00 pm on November 6, 2009. You may transfer your registration to another person at any time. Please allow 4-6 weeks for processing after the close of the show.

- If you need accommodations that meet regulations of the A.D.A., please indicate specific requirements below.

### Your Interests:

Be sure to answer all of the questions to qualify for free admission.

- 1. Your company:** (check one)  
 A Business-to-Business     C Both  
 B Consumer     D I am a supplier or consultant
- 2. My title is:** (check one)  
 A President (Owner, Partner, CEO)     D Manager  
 B Vice President     E Analyst  
 C Director     F Coordinator  
 G Other (please specify) \_\_\_\_\_
- 3. My primary job function is:** (check one)  
 A Analysis  
 B Marketing  
 C Database Marketing  
 D Database Dev/Mgmt/Admin  
 E Modeling/Statistics  
 F Systems (IT, MIS, DP)  
 G Email Marketing  
 H E-commerce/Web  
 I List Fulfillment  
 J Customer Acquisition/Retention  
 K Customer Service/Telemarketing  
 L General Management  
 M Consulting  
 N Other (please specify) \_\_\_\_\_
- 4. My industry is:** (check one)  
 A Consulting  
 B Consumer Packaged Goods  
 C Database Marketing  
 D Direct Mail/Response  
 E Distribution  
 F Entertainment  
 G Finance/Insurance  
 H Health/Legal Services  
 I Hospitality/Travel  
 J Manufacturing  
 K Marketing  
 L Media/Events/Promotions  
 M Research  
 N Retail  
 O Technology Products & Services  
 P Transportation  
 Q Utilities  
 R Web/Interactive Products  
 S Other (please specify) \_\_\_\_\_
- 5. How many years have you been in the industry?** (check one)  
 A Less than 1 year     C 6-10 years  
 B 1-5 years     D Over 10 years
- 6. How many people are employed full-time at your firm?** (check one)  
 A Less than 50     D 251-500  
 B 51-100     E 500+  
 C 101-250
- 7. What role do you play in the purchase of products?** (check one)  
 A Final say     C Recommend  
 B Specify     D No role
- 8. Have you attended NCDM in the past?**  
 A Yes     B No