



## Leading Edge...Meet Marketing Edge

Today's DMA is a leader in the marketing community. With thousands of members including Amazon, Google, Ogilvy One Worldwide, and Victoria's Secret, we represent and educate marketers *like you* across the globe. **Get to know us at our flagship event, DMA2010 on October 9-14, 2010.**

DMA2010 Conference & Exhibition is *the* global ROI marketing event covering all marketing channels from traditional to digital – and it's being held right in San Francisco. Focused primarily on maximizing your ROI, it is sure to provide an unparalleled conference experience – and for a limited time you can obtain a free exhibit hall pass which gives you access to all the keynote presentations when you sign up using key code SVIC.

DMA2010 is one of the best examples of the value and relevancy of DMA. Similar to the conference, **DMA provides:**

- **Education and research** which allows you to leverage learnings from traditional direct marketers to make your own value proposition more valuable. DMA has been touting response based analysis for over 75 years.

Involvement in DMA will allow you to learn what direct marketers have maximized for nearly a century – quantifiable, targeted marketing – that can be applied across *all* marketing channels including social, mobile, search and more -- ensuring that you maximize ROI in every campaign that you create.

DMA education and research includes conferences, seminars, online courses, webinars and in-company education. Learn to master these time-tested strategies with DMA.

- **Advocacy for you and the whole marketing community.** Benjamin Franklin once said, “we must all hang together, or assuredly we shall all hang separately” upon the signing of the declaration of independence. This statement is as true today as it was over 200 years ago.

DMA is the voice of the marketing community in the legislative and regulatory process representing over 120,000 marketers across the globe. With dozens of intrusive bills introduced each month threatening to prevent engagement with customers, we advocate on our members' behalf at the state, federal, and international levels to ensure that the channels and lines of communication stay open.

By “sticking” together, we are able to positively influence legislation that might otherwise put us out of business.

- **Affords you opportunities to make new connections that might be your new customers.** DMA membership allows you to rub shoulders with marketing leaders and experts from around the globe. From intimate targeted networking functions with top marketers in the field to large receptions, you'll have the opportunity to meet with hundreds of marketing professionals allowing you to make new alliances, glean ideas, and establish new business opportunities.

### Experience DMA first-hand!

Use key code SVIC to sign up for a free exhibit hall pass at our flagship conference & exhibition, DMA2010, October 9-14, 2010 in San Francisco. This pass includes admission to all keynote presentations, as well as hundreds of exhibiting companies in every channel imaginable. For more information on DMA, contact Member Services at 212.768-7277, ext. 1155.