

Mail: DMA Registration & Housing Bureau  
P.O. Box 27152  
New York, NY 10087-7152

Fax: 708.344.4444  
For Questions Call or Email: 866.486.0734/dma10@compusystems.com

DMA Customer ID # \_\_\_\_\_ Email \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_ MI. \_\_\_\_\_  
 Title \_\_\_\_\_ Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_

Not a DMA Member? Join now and your company can save up to \$500 per registrant. Call 212.768.7277, ext. 1155 for more information or to join!

CONFERENCE REGISTRATION PACKAGES Please select one of the following rates:	Regular 6/26/10 – 10/8/10	On-site Rates
<b>MEMBER &amp; AFFILIATE RATES</b>		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$1,899	<input type="checkbox"/> \$2,099
Pre-Conference, Conference & Exhibition	<input type="checkbox"/> \$1,699	<input type="checkbox"/> \$1,899
Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$1,699	<input type="checkbox"/> \$1,899
Conference & Exhibition Only	<input type="checkbox"/> \$1,499	<input type="checkbox"/> \$1,699
Pre-Conference Only	<input type="checkbox"/> \$599	<input type="checkbox"/> \$799
Post-Conference Only	<input type="checkbox"/> \$599	<input type="checkbox"/> \$799
Non-profit Day Only (Monday October 11)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$699
Monday Daily Conference Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Tuesday Daily Conference Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
Wednesday Daily Conference Pass	<input type="checkbox"/> \$699	<input type="checkbox"/> \$799
3-Day Exhibit Hall Pass	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Daily Exhibit Hall Pass (Sun., Mon., or Tues.)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
ECHO Day Only (Tuesday, October 12)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$699
<b>NON-MEMBER RATES</b>		
Pre-Conference, Conference & Exhibition, Post-Conference	<input type="checkbox"/> \$2,399	<input type="checkbox"/> \$2,599
Pre-Conference, Conference & Exhibition	<input type="checkbox"/> \$2,199	<input type="checkbox"/> \$2,399
Post-Conference, Conference & Exhibition	<input type="checkbox"/> \$2,199	<input type="checkbox"/> \$2,399
Conference & Exhibition Only	<input type="checkbox"/> \$1,999	<input type="checkbox"/> \$2,199
Pre-Conference Only	<input type="checkbox"/> \$699	<input type="checkbox"/> \$899
Post-Conference Only	<input type="checkbox"/> \$699	<input type="checkbox"/> \$899
Non-profit Day Only (Monday, October 11)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$699
Monday Daily Conference Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
Tuesday Daily Conference Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
Wednesday Daily Conference Pass	<input type="checkbox"/> \$899	<input type="checkbox"/> \$999
3-Day Exhibit Hall Pass	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250
Daily Exhibit Hall Pass (Sun., Mon., or Tues.)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150
ECHO Day Only (Tuesday, October 12)	<input type="checkbox"/> \$699	<input type="checkbox"/> \$699
<b>ECHO Gala</b> (Tuesday, October 12) <i>(Registration for ECHO Gala is separate and required to attend.)</i>	<input type="checkbox"/> \$299	<input type="checkbox"/> \$299
<b>List Leaders Group Luncheon</b> , Sunday, October 10, 11:00 A.M. – 2:00 P.M.		<input type="checkbox"/> \$60
<b>DM Agency Council Breakfast</b> , Sunday, October 10, 9:00 A.M. – 11:00 A.M.		<input type="checkbox"/> \$30
<b>DMA Councils Networking Lunch</b> , Monday, October 11, 12:15 P.M. – 1:30 P.M.		<input type="checkbox"/> \$60
<b>Insurance and Financial Services Council Awards Networking Reception &amp; Dinner</b> , Monday, October 11, 6:00 P.M. – 9:00 P.M.		<input type="checkbox"/> \$120
<b>B-to-B Council Awards Breakfast</b> , Tuesday, October 12, 8:00 A.M. – 9:45 A.M.		<input type="checkbox"/> \$60
<b>TOTAL Conference Registration Fee</b>	\$ _____	

**CHOICE OF PAYMENT** (Registration fees will be charged to your credit card upon receipt of your registration form.)

American Express  MasterCard  Visa  Discover Card  
 Bank Transfer (Please attach copy)  Check # \_\_\_\_\_ (Payable to DMA)  
 Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Name of Cardholder (as it appears on card) \_\_\_\_\_  
 Company Name (as it appears on card) \_\_\_\_\_  
 Cardholder's Signature \_\_\_\_\_

**DEMOGRAPHIC INFORMATION**

**1. My job title is:**  
 President/CEO/Chairman (A1)  Manager/Account Executive (A5)  
 Sr. or Executive Vice President (A2)  Educator/Professor/Teacher (A6)  
 Vice President (A3)  Staff (A7)  
 Director (A4)  Other (A8)

**2. My primary job function is:**  
 Acct Management/Client SVS (B1)  Government Affairs (B20)  
 Advertising (B2)  Human Resources/Training (B21)  
 Analysis (B3)  Information Technology (B22)  
 Business Planning/Development (B4)  Internet/Electronic Media (B23)  
 Cataloger (B5)  Legal (B24)  
 Circulation (B6)  List Management (B25)  
 Communications/Public Relations (B7)  Marketing (B26)  
 Consultant/Freelancer (B8)  Merchandising (B27)  
 Copywriter/Editorial (B9)  Operations/Facilities (B28)  
 Creative Design (B10)  Privacy (B30)  
 Customer Service (B11)  Product/Brand Management (B40)  
 Database Marketing (B12)  Production/Purchasing (B41)  
 Direct Mail (B13)  Project Management (B42)  
 E-commerce (B14)  Research (B43)  
 Educational/Training (B15)  Sales/Support (B44)  
 Email (B16)  Search Marketing (B48)  
 Finance/Budget/Accounting (B17)  Telecommunications (B45)  
 Fulfillment/Warehouse (B18)  Teleservices (B46)  
 General Management (B19)  Other (B47)

**3. How many years of experience have you been involved in your job function?**  
 Less than a year  6-10 years  
 1-5 years  Over 10 years


**4. What is your company's projected marketing expenditure for the next 12 months?**  
 \$0 - \$99,999 (C1)  \$1,000,000 - \$4,999,999 (C4)  
 \$100,000 - \$499,999 (C2)  \$5,000,000 - \$9,999,999 (C5)  
 \$500,000 - \$999,999 (C3)  \$10,000,000+ (C6)

**5. What role do you play in the purchasing of marketing products and/or services?**  
 Final Say (D1)  Specify (D2)  Recommend (D3)  No Role (D4)

**6. What is the primary activity that best describes your firm?**  
 Agencies (E1)  Financial Services (E5)  Publishing (E9)  
 Business-to-Business (E2)  Internet (E6)  Teleservices (E10)  
 Catalog/Mail Order (E3)  List/Database (E7)  Other (E11)  
 Consumer Products/SVS (E4)  Nonprofit (E8)

**7. In what capacity do you support the marketing process?**  
 As a supplier of marketing products and/or services  
 As a user of marketing products and/or services

**8. Have you attended a DMA annual conference in the past?**  
 Yes  No

 Check here if you have any special requests (which need to meet the Americans with Disabilities Act, dietary requirement, or otherwise). We will contact you.  
 Please do not include my name in Conference collateral.