



Fast Forward 2008 and DM Days New York

June 9 – 12, 2008 • Jacob K. Javits Convention Center • New York, NY

4 ways to register

Online: www.dmafastforward.org

Phone: +1.866.922.0761 (US)

+1.708.486.0761 (International)

Fax: +1.708.344.4444

Mail: Fast Forward 2008/DM Days New York

General Post Office

PO Box 26424

New York, NY 10087-6424

Please enter Key Code found on your marketing promotion.

Key Code:

COMPLETE ALL INFORMATION BELOW: (Please print)

(Check One) Mr. Mrs. Ms.

Name

Title

Company

Address

City

State

Postal Code

Country

Phone

Fax

Email

CHOOSE YOUR CONFERENCE PACKAGE: Please check one (1) of the following packages.

| Super Early Bird, on or before April 11, 2008 | Early Bird, on or before May 9, 2008 | Regular, on or before June 8, 2008 | Onsite June 9, 2008 |
|---|--|--|------------------------|
|---|--|--|------------------------|

DM Days All Access + Fast Forward, June 9 – 12

| | | | | |
|------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| DMA Member | <input type="checkbox"/> \$ 1099 | <input type="checkbox"/> \$ 1199 | <input type="checkbox"/> \$ 1299 | <input type="checkbox"/> \$ 1399 |
| Non-Member | <input type="checkbox"/> \$ 1299 | <input type="checkbox"/> \$ 1399 | <input type="checkbox"/> \$ 1499 | <input type="checkbox"/> \$ 1599 |

DM Days All Access, June 10 – 12

| | | | | |
|------------|---------------------------------|----------------------------------|----------------------------------|----------------------------------|
| DMA Member | <input type="checkbox"/> \$ 799 | <input type="checkbox"/> \$ 899 | <input type="checkbox"/> \$ 999 | <input type="checkbox"/> \$ 1199 |
| Non-Member | <input type="checkbox"/> \$ 999 | <input type="checkbox"/> \$ 1099 | <input type="checkbox"/> \$ 1199 | <input type="checkbox"/> \$ 1399 |

Fast Forward Conference Only, June 9

| | | | | |
|------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| DMA Member | <input type="checkbox"/> \$ 399 | <input type="checkbox"/> \$ 499 | <input type="checkbox"/> \$ 599 | <input type="checkbox"/> \$ 699 |
| Non-Member | <input type="checkbox"/> \$ 499 | <input type="checkbox"/> \$ 599 | <input type="checkbox"/> \$ 699 | <input type="checkbox"/> \$ 799 |

Special Events

List Leader of the Year Dinner, June 9, 6:00 P.M.

| | | | | |
|----------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Council Member | <input type="checkbox"/> \$ 169 | <input type="checkbox"/> \$ 169 | <input type="checkbox"/> \$ 169 | <input type="checkbox"/> \$ 169 |
| DMA Member | <input type="checkbox"/> \$ 199 | <input type="checkbox"/> \$ 199 | <input type="checkbox"/> \$ 199 | <input type="checkbox"/> \$ 199 |
| Non-Member | <input type="checkbox"/> \$ 229 | <input type="checkbox"/> \$ 229 | <input type="checkbox"/> \$ 229 | <input type="checkbox"/> \$ 229 |

Search Engine Marketing Council Breakfast, June 12, 7:30 A.M.

| | | | | |
|----------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| Council Member | <input type="checkbox"/> \$ 30 | <input type="checkbox"/> \$ 30 | <input type="checkbox"/> \$ 30 | <input type="checkbox"/> \$ 30 |
| DMA Member | <input type="checkbox"/> \$ 50 | <input type="checkbox"/> \$ 50 | <input type="checkbox"/> \$ 50 | <input type="checkbox"/> \$ 50 |
| Non-Member | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 75 |

Daily Conference & Expo

| | | | | |
|------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| DMA Member | <input type="checkbox"/> \$ 399 | <input type="checkbox"/> \$ 499 | <input type="checkbox"/> \$ 599 | <input type="checkbox"/> \$ 699 |
| Non-Member | <input type="checkbox"/> \$ 499 | <input type="checkbox"/> \$ 599 | <input type="checkbox"/> \$ 699 | <input type="checkbox"/> \$ 799 |

Please indicate which day(s) you are registering for
 Tues, June 10 Wed, June 11 Thurs, June 12

| | | | | |
|--|--------------------------------|--------------------------------|---------------------------------|---------------------------------|
| Exhibit Hall Only Pass – All 3 Days | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 100 | <input type="checkbox"/> \$ 125 |
| Daily Exhibit Hall Pass | <input type="checkbox"/> \$ 50 | <input type="checkbox"/> \$ 50 | <input type="checkbox"/> \$ 75 | <input type="checkbox"/> \$ 100 |

PAYMENT: Total Amount \$

Check Enclosed (made payable to DMA)

Visa

MasterCard

American Express

Discover

Card No.

Expiration Date

Name (as it appears on card)

Company Name (if corporate card)

Signature

Check here if you have any special requests (which need to meet with the Americans with Disabilities Act, dietary requirement, or otherwise). We will contact you.

Demographic Information:

1. My job title is:

- President/CEO/Chairman (A1)
 Sr. or Executive Vice President (A2)
 Vice President (A3)
 Director (A4)

- Manager/Account Executive (A5)
 Educator/Professor/Teacher (A6)
 Staff (A7)
 Other (A8)

2. My primary job function is:

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

3. 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)

4. What role do you play in the purchasing of marketing products and/or services?

- Final Say (D1) Specify (D2) Recommend (D3) No Role (D4)

5. 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)

6. In what capacity do you support the marketing process?

- As a supplier of marketing products and/or services (F1)
 As a user of marketing products and/or services (F2)