

December 12 – 14, 2011  
Caesar's Palace  
Las Vegas, NV

REGISTER BY OCTOBER 28  
and Save up to \$300

Key Code

## 4 EASY TO REGISTER

Web: [www.NCDMevents.com](http://www.NCDMevents.com)

Phone: 212.790.1500 (weekdays 9 A.M. – 5 P.M. est)

Fax: 212.302.7643

Mail: NCDM 2011

Attn: The DMA

1120 Avenue of The Americas, 13th FL  
New York, NY 10036

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ MI. \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip Code \_\_\_\_\_

Zip Code \_\_\_\_\_ Country \_\_\_\_\_ Country Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email\* \_\_\_\_\_  
\*By providing your email address, you grant us permission to contact you via email regarding your registration as well as NCDM updates and/or updates on promotional materials from exhibitors.

	Early Bird (Save \$300), on or before Oct. 28, 2011	On-site, Dec. 12 – 14, 2011
<b>Conference Packages</b> (regardless of status)		
Full Conference Program with Pre-Conference Intensives (December 12 – 14)	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,595
Regular Conference (December 13 – 14)	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,395
Monday Conference, Pass (Monday, December 12)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895
Tuesday Conference, Pass (Tuesday, December 13)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895
Wednesday Conference Pass (Wednesday, December 14)	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895
Exhibit Hall Only (December 12 – 14 )	<input type="checkbox"/> \$25	<input type="checkbox"/> \$100
<b>TOTAL Conference Registration Fee</b> \$ _____		

**Please Note:** All conference registrations include the Grand Opening Reception, Keynote Presentations (Tuesday and Wednesday) and free exhibit hall admission. Conference programs and speakers are subject to change. Group discounts are not available before August 26 or after December 12. Discount offers may not be combined.

## 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 \_\_\_\_\_

**Cancellation Policy:** If you must cancel for any reason, please notify registration in writing by November 11, 2011, to receive a refund minus \$150 processing fee. Refunds will not be granted on cancellations received after 5:00 P.M. on November 11, 2011. You may transfer your registration to another person at any time. Please allow 4 – 6 weeks for processing after the close of the show.

## DEMOGRAPHIC INFORMATION

### 1. My company is: (check one)

- ☐ Business-to-Business ☐ Both  
☐ Consumer ☐ Service Provider

### 2. My title is: (check one)

- ☐ President (Owner, Partner, CEO) ☐ Analyst  
☐ Advertising ☐ Other (please specify) \_\_\_\_\_  
☐ Director  
☐ Manager

### 3. My job function is: (check one)

- ☐ Analysis ☐ Search Engine Marketing  
☐ Marketing ☐ Webanalytics  
☐ Database Marketing ☐ Sales  
☐ Database Dev/Mgmt/Admin ☐ Customer Loyalty/Retention  
Modeling/Statistics ☐ Consulting  
☐ Systems (IT, MIS, DP) ☐ General Management  
☐ Email Marketing ☐ Other (please specify) \_\_\_\_\_  
☐ E-commerce/Web

### 4. My Industry is: (check one)

- ☐ Consulting ☐ Non-Profit  
☐ Consumer Packaged Goods ☐ Pharmaceutical/Legal Services  
☐ Distribution ☐ Publishing  
☐ Education/Training ☐ Research  
☐ Entertainment ☐ Retail  
☐ Finance/Insurance ☐ Technology Products & Services  
☐ Gaming ☐ Utilities  
☐ Hospitality/Travel ☐ Other (please specify) \_\_\_\_\_

### 5. How many years have you been in the industry? (check one)

- ☐ Less than a year ☐ 6 – 10 years  
☐ 1 – 5 years ☐ Over 10 years

### 6. How many people are employed full-time at your firm? (check one)


- ☐ Less than a year ☐ 101 – 250 ☐ 500 +  
☐ 51 – 100 ☐ 251 – 500

### 7. What role do you play in the purchase of products?

- ☐ Final Say ☐ Specify ☐ Recommend ☐ No Role

### 8. Have you attended a NCDM in the past?

- ☐ Yes ☐ No

☐  Check here if you have any special requests (which meet the Americans with Disabilities Act), dietary requirements, or other specific needs. We will contact you.

☐ Please do not include my name in Conference Collateral.