



Join the world's largest international event for direct/interactive marketers – and educate your students about great career opportunities at the same time

DMA09 Conference & Exhibition in San Diego Monday, October 19, 2009

Thousands of delegates, visitors, and exhibitors converge at THE gathering place for the latest information and trends in direct/interactive marketing.

Martha Stewart, President & CEO, Martha Stewart Living Omnimedia, Inc., addresses the Opening General Session from 8:30-10:25 a.m. along with DMA President and CEO **John Greco**, who will deliver a "State of the Industry" address

Then for a cutting-edge interactive marketing overview and career panel session, come hear keynote speaker **Michael Gotfredson**, CEO of Road Runner Sports. He'll tell his story of entrepreneurship, taking Road Runner Sports from a garage business to a national chain, catalog and e-commerce powerhouse. Mike then joins an interactive panel whose participants span various career stages – this section of the program will be great for students interested in direct/interactive marketing (or not yet decided on a career) to raise questions they were afraid to ask.

In addition, you and your students will receive a badge to attend the DMA09 Conference and Exhibition – with its networking opportunities and educational sessions – as delegates for the day. That's opening day of the DMA09 Annual Conference & Exhibition at the San Diego Convention Center.

Come and experience the opening day magic of DMA09 as guests of the Direct Marketing Association and DMEF. There will be a low, \$10 non-refundable registration fee per student, which must be paid when the registration form is submitted. (Professors attend for free.) **All students must register in advance.**

<http://www.directworks.org/Educators/default.aspx?id=300>



Schedule of Events | Direct / Interactive Marketing College Day | Monday, October 19, 2009

San Diego Convention Center | 111 West Harbor Drive | San Diego, CA

DMEF College Day

- 7:30-8:30 AM*** **DMA09 Registration Area Open** – check-in and badge pick-up
- 8:30-10:25 AM** **Opening General Session**
■ **John Greco**, President & CEO, Direct Marketing
 + **Martha Stewart**, President & CEO, Martha Stewart Living Omnimedia, Inc.
- 11:15 AM – 1:15 PM** **College Day Session**
■ **Michael Gotfredson**, President & CEO, Road Runner Sports
 + Direct/Interactive Marketing Career Panel
- 1:45 – 2:45 PM** **DMA09 Thought Leadership Series and tour the Exhibit Hall**
- 3:00 – 4:15 PM** **Attend DMA09 Annual Conference Sessions and Tour the Exhibit Hall**
- 4:15 - 5:00 PM** **Networking in the DMA09 Exhibit Hall**

Visit <http://www.dma09.org> for a schedule at a glance.

* badges must be picked up by 11:00 a.m. or they will be forfeited.

*****Registration Information on next page*****





Important Registration Information For DMEF College Day

co-sponsored by Direct Marketing Association and Direct Marketing Educational Foundation

October 19, 2009

San Diego Convention Center | 111 West Harbor Drive | San Diego, CA

TO REGISTER

Dear Faculty: *Sharing is an important part of DMEF's approach to college and university involvement at direct/interactive marketing events. Simply put, if you collect payment from students, we'll keep conference fees low!*

Advance registration is required. There is a \$10 non-refundable, registration fee per student. For faculty bringing groups of students, attendance is complimentary for the day. Use the registration form/sign up sheet (2 pages) at the end of this document and return with full payment to DMEF by Wednesday, September 16, 2009.

Please make sure students type or print their names *legibly* and include valid email addresses: The sign-up sheet is used to create the badges and email communications required for admission to all conference events on October 19th. Please fax (212 790-1561) OR mail the list to DMEF College Day, DMEF, 1120 Avenue of the Americas – 14th Floor, New York, NY 10036-6700 for ARRIVAL by September 16.

Please note that although the fee is non-refundable, substitutions may be made before September 21st or on-site if you have cancellations.

1. BADGES:

Each attendee must attend the Monday 10/19/09 College Day session at the San Diego Convention Center which takes place after the Opening General Session. They will receive their conference badges in person at the DMA09 Registration Area at the San Diego Convention Center. With these badges, College Day registrants will be able to attend the Opening General Session and the College Day Session. At the College Day session, students will receive Student ribbons to attach to their badges to attend the rest of the Conference & Exhibition on Monday, 10/19/09. All badges and programs for the day must be picked up for the 10/19/09 event at the San Diego Convention Center by 11:00 a.m. (or they will be forfeited). After badge pickup, simply follow the schedule below. Updates, changes and substitutions, if any, will be supplied at the DMA09 Registration Area at the San Diego Convention Center, 111 West Harbor Drive, San Diego, CA.

2. PARKING:

Conference fee does **not** include parking at the convention center. Enter the parking garage on Harbor Drive between First Ave. and Fifth Ave. The cost is \$8 per vehicle per day for Convention Center events.

3. MEAL OPTIONS:

Meals such as General Session luncheons and Exhibit Hall luncheons, are not included in the registration fee. There are concessions throughout the San Diego Convention Center.



MONDAY, OCTOBER 19, 2009

San Diego Convention Center
111 West Harbor Drive, San Diego, CA

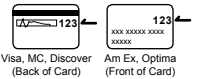
REGISTRATION DEADLINE: WEDNESDAY, SEPTEMBER 16, 2009

- Full payment for all students registered must accompany the fully filled-out registration form.
- Illegible or incomplete forms will not be processed.
- Payment may be made by credit card or check.
- Substitutions for those already registered (and paid for) may be made before September 21, 2009 or on-site during registration, but **there are no refunds**.
- No additional NEW registrations will be accepted on-site.

REGISTRATION FORM, page 1 of 2

Complete both sheets of this form legibly and submit it with all payments. All items in bold are required.

Professor First Name		Professor Last Name		
Title		Department/School		
College/University				
Address				
City	State	Zip	Country	
Office Phone		Fax		
Email				
Payment Information				
<input type="checkbox"/> Check enclosed <input type="checkbox"/> Paying by personal credit card <input type="checkbox"/> Paying by school credit card				
Credit card: <input type="checkbox"/> American Express <input type="checkbox"/> VISA <input type="checkbox"/> Master Card <input type="checkbox"/> Discover <input type="checkbox"/> Optima				
Total Number of Students Attending		Total Amount (\$10 per student)		
Account Number	Expiration Date (MM/YY)	Security Code		
Name (as it appears on card)		Cardholder's Signature		



Send Completed Forms to:
D/I MARKETING COLLEGE DAY
DMEF
1120 AVENUE OF THE AMERICAS, 14TH FL.
NEW YORK, NY 10036-6700
FAX: 212-790-1561

Please mail or FAX this form to DMEF with the payment of \$10 per registered student by September 16, 2009 or earlier. Meals are not included in the registration fee; however, there are concession stands throughout the San Diego Convention Center. In the case of full sessions, students should plan a backup session to attend in case DMA needs to release their seat to full-paying conference delegates. Student and faculty attendance is required at the Monday 10/19 College Day session in order to receive a ribbon to attend the rest of the DMA09 sessions and Exhibit Hall.

REGISTRATION FORM, page 2 of 2

Complete both sheets of this form legibly and submit it with all payments. All items in bold are required.

.....
University/College

.....
Professor Name

Student Names and Emails

Write your name and email clearly in order to receive your email confirmation. Print out the email confirmation as it is your ticket to enter the event.

1. Student Name Email Address (PLEASE PRINT CLEARLY)
2. Student Name Email Address (PLEASE PRINT CLEARLY)
3. Student Name Email Address (PLEASE PRINT CLEARLY)
4. Student Name Email Address (PLEASE PRINT CLEARLY)
5. Student Name Email Address (PLEASE PRINT CLEARLY)
6. Student Name Email Address (PLEASE PRINT CLEARLY)
7. Student Name Email Address (PLEASE PRINT CLEARLY)
8. Student Name Email Address (PLEASE PRINT CLEARLY)
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10. Student Name Email Address (PLEASE PRINT CLEARLY)
11. Student Name Email Address (PLEASE PRINT CLEARLY)
12. Student Name Email Address (PLEASE PRINT CLEARLY)
13. Student Name Email Address (PLEASE PRINT CLEARLY)
14. Student Name Email Address (PLEASE PRINT CLEARLY)
15. Student Name Email Address (PLEASE PRINT CLEARLY)

For further student registrations, please use an additional sheet with the above information clearly printed or typed.

Other Faculty Members

Additional faculty who are not bringing student registrants may attend the College Day **for free**.

.....
Faculty Member Name

.....
Title/Department

.....
Faculty Member Name

.....
Title/Department