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ONE DAY. Thousands of Reasons to Attend.

Integrated Marketing Expo 2009

CHICAGO'S PREMIER DIRECT MARKETING EVENT



IMX09

Sheraton Chicago Hotel & Towers May 5th

Get ready for Chicago's most concentrated look at integrated marketing.

IMX09 is a one-day event offering the most condensed and convenient look at the latest solutions and innovations in integrated marketing, ensuring those attending will leave with a distinct competitive advantage. Spend less time and less money, and receive the full impact of an intense marketing boot camp that showcases the complete spectrum of marketing disciplines.

EXCITING ALL NEW STREAMLINED FORMAT

In addition to invaluable networking opportunities and exposure to companies offering products and services for the entire marketing community, you'll experience practical, relevant and timely educational sessions on:

- **Social Media Marketing**
- **Branding in a B2B World**
- **E-mail Marketing**
- **Measuring Performance of Direct Marketing in an Integrated Campaign**
- **Mobile CRM**
- **Multicultural Marketing**
- **Direct Response TV**
- **Lead Generation**



KEYNOTE PRESENTATION

RELEVANCE RULES: MARKETING OPTIMIZATION IN A TRANSPARENT MARKET

Jeff Davidoff, Senior Vice President and Chief Marketing Officer, Orbitz Worldwide

11:00 – 11:45 am

Join us for this special event to hear the success story of one of the most prolific online and offline marketing campaigns by Orbitz Worldwide.

As many companies cut back on marketing in this challenging economy, Orbitz continues to break through barriers and set new standards with measurable, direct-response campaigns that deliver impressive results via a comprehensive integrated marketing campaign. Learn the secrets of their success, hear their strategies and tactics, and get a glimpse of their future plans. This is a don't-miss opportunity to see, hear and envision the future of direct and integrated marketing in the 21st century. Attendance at the keynote is included with a full registration, as well as with an exhibit hall-only pass.

EXHIBITORS

IMX09 is your chance to rub elbows with a full spectrum of solutions providers, including (as of 3/19/09):

A.M. Mailing Services LLC
Canada Post
Darwill
Federal Envelope Company
Japs-Olson Company
Johnson & Quin
MackayMitchell
Envelope Co
MAR Graphics
Korzenowski Design
Presort Solutions
Racom Communications/
Racom Books
The Core



TO FIND OUT MORE OR TO REGISTER

info@cadm.org | www.cadm.org | 312-849-2236

B2B MARKETING

8:30 – 9:30 am

Building B2B Brands That Work...

And Last

Mike Stefaniak, Senior Vice President,
Zizzo Group Advertising & Public Relations

Too many B2B companies lag behind their B2C counterparts in leveraging effective company brands. Discover actionable approaches to turning brand differentiation into real business results.

This session will show you how to build and leverage an effective company brand across all of your marketing communications. You'll discover the most common mistakes B2B enterprises make when it comes to their company brands — and learn what to do to avoid these pitfalls.

9:45 – 10:45 am

Lead Gen to Gen Y: Prepare for the New B2B Buyer

Liz Brohan, President and Co-CEO,
Colman Brohan Davis

Pam Evans, Senior Marketing Manager, Web Marketing, Worldwide Software Group, IBM

Christopher Jeffers, General Partner and CEO, netFactor Corp.

Mike O'Malley, Director,
External Marketing, Tellabs

Gen Y managers are fast becoming business-to-business decision-makers with their fingers on the "buy" button. Are you scared or prepared? Learn how the personal characteristics and business habits of these "millennials" are

impacting business dynamics and hear what top companies are doing now to make sure their lead generation strategies are relevant to the next generation of management. We'll go well beyond e-mail to discuss 2.0 lead gen media for the 2.0 business buyer.

1:15 – 2:15 pm

Top 10 B2B Telemarketing "Worst Practices"...and What to Do Instead

Michael Brown, President, Business to Business By Phone

Piques your interest, right? Maybe your company is doing some? There are 10 of them. Come learn how to stop saying things that offend prospects and reduce marketing ROI. Earn the right to have a business conversation before talking-up your product or service. Increase the likelihood of fewer calls-to-close and lower cost-of-sales. Align phone metrics with corporate business metrics.

2:30 – 3:30 pm

Lousy Marketplace, Great Opportunity: Turning Bad News into Powerful Results

Kathi Brown Wright, Vice President, Wells Fargo

So how do you craft a positive spin out of a bad situation like today's difficult marketplace? How do you find that delicate balance and mix of new and old marketing media in a tight budget environment? Even though marketing budgets are lean and businesses are being especially careful, we'll show you the importance of segmentation and demonstrate how to utilize various marketing vehicles to reach prospects.

3:45 – 4:45 pm

Going Global: Breaking Down Barriers to Build a Brand and Reach New Markets

Lori Colman, Co-CEO, Colman Brohan Davis

Scott Vanderverter, Director, Product Sales,
CF Industries, Inc.

Learn how Chicago-based agri-chem giant, CF Industries, Inc., transitioned from a commodity orientation with products sold through a static list of co-op distributors to a vibrant, brand-oriented business targeting new channels of distribution, including retailers and end-user farmers. In this session you will learn how to design and execute a process for innovation and collaboration to add value to your brand.

CREATIVE/PRODUCTION

8:30 – 9:30 am

Using Intelligent PURLs to Increase Response Rates and Improve Conversion

Steve Theriault, Chief Marketing Officer,
Quantum Group

Susan Chapman, Sales, Quantum Group

Personalized URLs (PURLs) have been around for a while now, but the technology keeps changing and so do the latest strategies and techniques. But PURLs are just one example. Learn how variable data printing can greatly impact lead generation, ROI management, and help track results across your multichannel marketing campaigns.

9:45 – 10:45 am

From Pauper to Princess: How Direct Creative Has Changed

Kathy Bucaro-Zobens, EVP, Executive Creative Director, Drafftcb

Dasher Lowe, SVP, Group Management Director,
Drafftcb

Direct Marketing creative has evolved from being considered the ugly step-daughter to taking a leadership role in the building of brands. Learn how direct creative can effectively build a brand, take the lead in an integrated campaign, and be effective in previously uncharted product categories.

CRM

2:30 – 3:30 pm

Whose Generation Rules? And What Are the Rules?

Elene Cafasso, President, Enerpace, Inc.

Luisa Buehler, Owner, The Hire Solution
Employment Corporation

The hottest diversity issue right now is Generational Diversity. Are you ready for the upcoming generational shift? We'll take you through the key diversity issues, explore the unique needs of each generational group, and give you the information and tools you'll need to manage your sales and communication initiatives.

3:45 – 4:45 pm

Wanted: A C-Level Officer Who Will Make the Customer a Priority

Laraine Spector, Vice President, The Midway
Strategy Group

Zain Raj, CEO, Euro RSCG Discovery

Michael Lynch, Frequent Diner Manager,
Lettuce Entertain You Enterprises

In today's challenging economic climate, creating a rational, actionable strategy across all divisions of an organization has never been more crucial. For some businesses, this means appointing a Chief Customer Officer (CCO) — a C-level executive who offers organizational accountability for customers, i.e., guards the customer's experience, coordinates his needs, and articulates his voice at the executive level. Ultimately, the CCO can aid an organization in developing loyal, high-value customers — the key to developing a competitive advantage for a business. The CCO concept is an idea whose time has come.

IMX Spotlight Awards Dinner at Spiaggia Restaurant on Monday May 4

Join the "Who's Who" of Chicago Marketing as CADM gathers on the eve of our Integrated Marketing Expo — **IMX09** — for a special awards presentation:

- Emerging Leaders Award
- Charles S. Downs Award for "Chicago Direct Marketer of the Year"

We are pleased to honor this new generation of marketing innovators with the first annual CADM Emerging Leaders (EL) Award!

The EL Award will honor Chicago and Midwest marketing professionals with two to eight years of experience who demonstrate uncommon promise in strategy, creativity and innovative thinking. Our award winners — all dynamic rising stars — will be celebrated on May 4, 2009 at a gala dinner reception at Spiaggia restaurant.

This special night will also showcase CADM's Direct Marketer of the Year!

The 2009 recipient will join an elite list of past Charles S. Downs Award winners, including Bob Stone, Ted Spiegel, Vachel Pennebaker, Jim Kobs, Bob Enlow, Ron Jacobs, Howard Draft, Alan Drey and Al Dyon.

Separate registration fee required, so please see attached registration form.

Extraordinary Learning Experiences

DATABASE MARKETING

8:30 – 9:30 am

Building Customer Relationships in a Recession Using E-mail Marketing
Arthur Middleton Hughes, Senior Strategist, e-Dialog

E-mail marketing: the least-cost method of selling in a down economy. Problem: everyone will be using it. This session will address the key methods of prospering today using e-mail. You will learn how to determine the value of an e-mail subscriber and use this value to reward both prospects and your employees — thereby increasing your subscribers and your sales.

9:45 – 10:45 am

Boost Your ROI Through Predictive Modeling

Bill Singleton, Analytics Manager, The Allant Group

Rob Carlin, Analytics Principal, The Allant Group
Boost ROI and cut marketing costs by targeting your promotions through predictive modeling at the national, regional, state and local level to mail only the most receptive households. Participants will leave with a checklist of factors to use in evaluating their current modeling to see if they can benefit from scaling and narrower targeting.

1:15 – 2:15 pm

Proving Marketing's Value While Creating a Performance-Driven Marketing Organization

Laura Patterson, President and CEO, VisionEdge Marketing

Learn how to develop a marketing dashboard that demonstrates marketing's effectiveness, efficiency and value. Participants will learn the five best practices for performance management and measurement.

2:30 – 3:30 pm

Data-Driven Strategy on Customer Migration

Alan Weber, Owner, Data to Strategy Group/D2SG

Make your database a strategic planning tool and create a data-driven approach focused on customer relationships over time. Make sure your tactics support strategy by matching overall sales goals to changes in the customer base.

DR BROADCAST

1:15 – 2:15 pm

The DNA of Successful Campaign Integration

Sandy French, CEO, Northern Lights Direct Response

Pippa Nutt, Director, Online Strategy, Northern Lights Direct Response

Learn the intrinsic benefits of DM, DRTV, Radio, and Online as part of an integrated marketing strategy, and how best to ensure these channels complement each other to guarantee the greatest ROI. We'll review the latest trends in integrated marketing, dissect several case studies and show you six costly mistakes to avoid.

2:30 – 3:30 pm

Using DRTV to Reach the Hispanic Market

Rick Sangerman, SVP, Director of Client Services, A. Eicoff & Company

Kate Williams, President, Sylmark Inc.

Brian Golinvaux, National Account Executive, Univision Network

Beth Fritz, Hispanic Media Supervisor, A. Eicoff & Company

An experienced panel of experts will use a case study of a highly successful campaign to demonstrate how DRTV can best be leveraged to reach the Hispanic community. Learn how to integrate Hispanic DRTV into your existing campaigns.

INTEGRATED MARKETING

8:30 – 9:30 am

Are Your Integrated Marketing Programs Missing Their Integration?

Mayer Becker, National Practice Director, MarketSphere Consulting LLC

Enterprise Marketing Management (EMM) strategies. How much do you know about them? We'll show you how EMM software, process re-design and the establishment of a central marketing operations function can help marketers control and anticipate resource demand, accelerate projects across the marketing "supply chain," better manage costs and fully integrate the company with its supplier ecosystem. Come see how EMM strategies can lead to a higher return on marketing investment (ROMI).

9:45 – 10:45 am

Creating a Brand Platform for Successful Marketing Integration

Steffan Postaeer, Chief Creative Officer, Euro RSCG Chicago

Scot Havrilla, VP, Account Director, Euro RSCG Chicago

The presentation will showcase how examining consumer insights can create brand platforms from which different consumer touchpoints work together to generate powerful brand momentum. We'll explore how best to structure a plan for integration by addressing consumer insight, positioning, communication strategy and consumer intersection.

1:15 – 2:15 pm

Customers As Risky Assets: Managing the Portfolio

Keith Hermiz, Ph.D., Manager, Marketing Science Practice, IBM

How do you measure "customer relationship risk," much less manage it? If you view your set of customers as a portfolio of things to invest in, how do you assess which deserve more of your sales and marketing resources? We'll show you how to examine historical buying behavior so you can get more future revenue from the less risky customer.

3:45 – 4:45 pm

The Power of Recommendation: Why Word of Mouth Marketing is Critical to Your Business

Paul Rand, CEO, Zocalo Group, and VP, Word of Mouth Marketing Association

Dave Kissel, Partner, Zocalo Group

How people talk about and recommend your brand is among the most powerful determinants of whether they buy from you or your competitor. Come see how WOM can leverage your existing marketing efforts, and learn the "Seven Steps to Getting Word of Mouth Right."

MULTICULTURAL MARKETING

3:45 – 4:45 pm

An Effective Multicultural Marketing Program Begins at Home with a Diverse Workforce

Andrea Saenz, Executive Director, Hispanic Alliance for Career Enhancement

Successful strategies and tactics for reaching your target market are critical in any multicultural marketing campaign, but sometimes credibility is ensured when your company has a diverse workforce. This session will review how to successfully attract and integrate diverse candidates into key roles within your organization.

INTERACTIVE MARKETING

8:30 – 9:30 am

Engage Your Audience through Social Media Marketing

Marci Chapman, President, MC2 Enterprises

Social Media marketing is all the rage right now, but how do you get started? And is it really effective? What can you learn about your brand and your company? This session will show you how to engage Social Media (blogs, microblogs, wikis, chat rooms, social networks, forums, message boards, etc.) programs and how to monitor your brand's online reputation.

9:45 – 10:45 am

Mobile CRM: The Hottest New Medium for Building Relationships

Jay Weinberg, President, The JAY Group

David Wachs, President, Cellit Mobile Marketing
Sherry Peterson, Director of Direct Marketing, Hoosier Park Racing and Casino

So, does Mobile Marketing really work? Is anyone actually profiting from it? It does. They are. And we'll show you. Learn how companies can improve customer relationships using mobile marketing, including text messaging, mobile web, couponing and mobile commerce. We'll help you decide if — and how — you should invest in mobile CRM.

1:15 – 2:15 pm

Digital Anthropology: Using Social Media to Gain a Deeper Understanding of Consumers

Megan Bannon, Director Cultural Anthropology, RAPP

Learn the philosophy, benefits and basic methodology behind qualitatively and quantitatively analyzing social media conversations (blogs, forums, etc.) to inform client strategies. You will learn the philosophy behind Digital Anthropology and understand how this means of primary research draws upon the millions of consumer conversations occurring on the Web.

2:30 – 3:30 pm

Multichannel Direct Response: Managing and Measuring Online with Offline Interactions

Cass Baker, SVP, Leapfrog Online

Frustrated that your online direct programs are not measured accurately because the consumer converts offline? Making investment decisions in your call center and your online campaign based on half the actual results? In this session you will learn strategies and tactics to build, evaluate and holistically measure online direct marketing campaigns that drive responses through the Internet, the call center and other channels.

3:45 pm – 4:45 pm

E-Mail Best Practices: Improve E-Mail ROI and Achieve Maximum Performance

David Scrim, Director Decision Sciences, Experian

Effective e-mail marketing is more than flashy images, crafty subject lines and massive lists. Take the time to learn about campaigns that really work, and why. We'll focus on the "science" of it all — segmentation, design, testing, targeting and measurement. Audience samples invited in advance.

Conference Schedule

7:30 am – Registration, Continental Breakfast

8:30 am – Educational Sessions

11:00 am – Keynote Presentation

11:45 am – Exhibit Hall Opens
Lunch in Expo Hall

1:15 pm – Educational Sessions

4:45 pm – Cocktail Reception

6:00 pm – Exhibit Hall Closes
Conference Adjourns

Registration Certificate

Take advantage of early registration and group discounts

TAKE ADVANTAGE OF EARLY REGISTRATION AND GROUP DISCOUNTS SIGN UP TODAY AND SAVE!

Registration Benefits for Full Pass:

- Full access to dozens of educational sessions
- Full access to the Exhibit Hall
- Keynote address: Jeff Davidoff, SVP and CMO, Orbitz Worldwide
- Box luncheon
- Continental breakfast
- Cocktail reception
- Official *IMX09 Guide*
- Deluxe tote bag

Exhibit Hall-Only Pass:

Pass includes access to Exhibit Hall and admittance to cocktail reception and keynote address.

- FREE if you obtain a pass in advance from an exhibitor (check website for current list)
- Pre-registration by May 1:
 - \$30 CADM Member
 - \$40 Non-CADM Member
- Register after May 1:
 - \$40 CADM Member
 - \$50 Non-CADM Member

IMX SPOTLIGHT AWARDS DINNER

at Spiaggia Restaurant on May 4

Join us at our special event on the eve of IMX09 as we gather at Chicago's acclaimed Spiaggia Restaurant to celebrate our Downs Award Direct Marketer of the Year and our inaugural winners of the Emerging Leaders Award. Separate registration fee required.

- \$125 CADM Member
- \$125 Non-CADM Member*

NOT A CADM MEMBER?

Join Today and Apply Instant Savings!

Save up to \$60 over the non-member rate by joining CADM *right now* — just check the box to the right when completing the form. Special membership rates:

- \$85/person (membership through 7/09)
- \$170/person (membership through 7/10)

Then be sure to check off the "CADM Member" rate!

REGISTRATION & PAYMENT OPTIONS

- Complete this form, attach your check, payable to Chicago Association of Direct Marketing and mail to: Chicago Association of Direct Marketing 203 N. Wabash Ave., Suite 2100 Chicago, IL 60601
- Complete this form, including credit card payment info, and fax to: 312-849-2239.
- Register online at www.cadm.org.

HOTEL INFORMATION

Sheraton Chicago Hotel & Towers
301 East North Water Street
Chicago, IL 60611
312-464-1000
www.sheraton.com/chicago

Please keep a copy of this agreement for your records.

	By 4/15/09	By 5/1/09	After 5/1/09	
Individual				
___ CADM Member(s)	\$295	\$325	\$345	Total: \$ _____
___ Non-CADM Member(s)*	\$355	\$385	\$405	Total: \$ _____
Groups of 4 or More				
Rates Per Person				
___ CADM Member(s)	\$275	\$305	\$325	Total: \$ _____
___ Non-CADM Member(s)*	\$335	\$365	\$385	Total: \$ _____
Student & Faculty				
___ Student or Faculty CADM Member(s)	\$85	\$85	\$85	Total: \$ _____
___ Student or Faculty Non-CADM Member(s)*	\$135	\$135	\$135	Total: \$ _____
Exhibit Hall-Only Pass				
___ CADM Member(s)	\$30	\$30	\$40	Total: \$ _____
___ Non-CADM Member(s)*	\$40	\$40	\$50	Total: \$ _____
IMX Spotlight Awards Dinner				
May 4 at Spiaggia Restaurant				
___ CADM Member(s)	\$125	\$125	\$125	Total: \$ _____
___ Non-CADM Member(s)*	\$125	\$125	\$125	Total: \$ _____

*JOIN CADM TODAY!

\$85/person (through 7/09) \$170/person (through 7/10) Total: \$ _____

Grand Total: \$ _____

Check enclosed Visa MasterCard American Express Discover Diners Club

Card # _____ Expiration Date _____

Signature _____

If registering more than one person, please include additional names and addresses on a separate sheet.

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact (To receive all confirmation materials) _____

Title _____

Contact Phone Number(s) _____ Fax _____

Contact E-mail _____



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