

DMA:2010

› CONFERENCE & EXHIBITION

October 9 –14, 2010

Moscone Convention Center
San Francisco, CA

THE GLOBAL **ROI** MARKETING EVENT

www.dma2010.org



INTERNATIONAL GROUP REGISTRATION GUIDE

Hello! Welcome to DMA2010. As an International Group Coordinator (GC) for the DMA2010 Conference & Exhibition, you will act as a liaison with DMA. You will verify and collect individual registration forms, handle room registrations, and represent your country while attending the conference.

This year, DMA2010 Conference & Exhibition will take place October 9-14 at the Moscone Convention Center, in San Francisco, California, USA.

In consideration of your time and effort, for DMA2010, all your registrants are entitled to a **20%** off DMA Member Early Bird pricing . You are entitled to this new pricing structure as you have registered 10 or more attendees for the last 3 years.

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Included in this packet are:

- Group coordinator brochure request form
- Information on how to register your attendees for the conference
- Information on how to book your attendees' hotel rooms.

I. CONFERENCE HIGHLIGHTS

We are still putting together a new and exciting program, keep checking our website at www.dma10.org for special announcements and other additions to this year's show.

We are proud to announce our Sunday, Monday, Tuesday and Wednesday keynote speakers:

Sunday Luncheon Keynote (TBA)

Monday Keynote:

A New Mindset.....Bridging Entertainment, Technology and Marketing

The ability to develop strategic, multi-faceted, multimedia relationships between brands and the entertainment industry is providing great opportunities to create new and innovative brand engagement with consumers. Scott Donaton, James Cameron, and Ehtisham Rabbani will reveal how they were able to create one such strategic relationship with outstanding results surrounding Cameron's film "Avatar". Hear their fascinating insights in a panel discussion at this showpiece Keynote.

Moderator:



Scott Donaton, President & CEO, Ensemble a Interpublic Company
Interpublic Group's Mediabrands is launching a branded entertainment unit called Ensemble and has hired Scott Donaton to run it as CEO, the company has confirmed.

Most recently, Donaton (pictured) was publisher of Time Inc.'s Entertainment Weekly. Before that, he was publisher at Crain Communications' Advertising Age, where he had previously served as editor.

For nearly a decade, IPG's Magna division had produced branded content through its Magna Global Entertainment unit, but that division was shuttered in December 2008. The last exec to run it was Bill Hilary, who joined Magna from BBC America, where he had been CEO.

At the time it shut down Magna Entertainment, IPG said its individual media shops such as Initiative and Universal McCann would orchestrate their own branded content efforts. Now, Ensemble has been formed to facilitate such projects.

Panelists:



James Cameron, *Producer/Director, Avatar*

of marketing
Inc in 2007.
phone brand
marketing



Ehtisham Rabbani, *VP of Product Strategy and Marketing, LG Mobile Phones*

Ehtisham Rabbani joined the LG family as vice president and innovation for LG Electronics MobileComm U.S.A., In his role, Rabbani is responsible for the overall mobile strategy. He develops product strategies, leads all activities and oversees all research. Rabbani was appointed Corporate Vice President in 2008 and serves as a corporate spokesperson. His role was expanded in 2009 to include general managerial responsibilities for LG's US emerging devices and accessories businesses.

With over 20 years of global brand management and leadership experience, Rabbani is helping foster LG's position at the top of the U.S. CDMA market, extending the company's presence in the GSM space and preparing the company for the next generation of mobile devices. Rabbani's superior marketing track record spans a wide range of industries including consumer goods, electronic entertainment and healthcare.

Prior to joining LG, Rabbani led marketing and brand development departments at Mars, Inc., Activision and Procter & Gamble. Previously, Rabbani was vice president of global brand management at Activision where he was responsible for strategic brand development of Star Trek, Disney and Marvel franchises, delivering record sales volume and profit for brands under his purview.

Rabbani began his career at Procter & Gamble where he spent 12 years in multiple marketing positions, managing top brands such as Charmin, Bounty, Pampers, Always, Luvs, Tide and Hawaiian Punch.

Tuesday Keynote:

Success Has Many Fragrances: An In-depth Look at Global eCommerce Titan Sephora

Jacques Levy will lead DMA 2010 attendees on a fascinating journey through one of Louis Vuitton Moët Hennessey's icon brands, Sephora, detailing successful multichannel eCommerce initiatives. Jacques Levy was appointed CEO of Sephora Europe in 2003 and has been global CEO since 2005. His fascinating story takes in chapters at Darty, Galeries Lafayette/Nouvelles Galeries, Disney, and Staples before arriving at Sephora. Jacques Levy is a highly respected and proven retail leader, which he has demonstrated time and again. Hear this Chevalier de la Légion d'Honneur award winner and World Retail Hall of Fame inductee speak in this not-to-be-missed Keynote.



Jacques Levy, *Global Chairman and CEO, Sephora Worldwide*

Jacques Levy was appointed Chief Executive Officer of Sephora Europe, in September 2003 by its owners, the LVMH group. He was promoted to be global CEO in 2005. A graduate of France's Ecole des Hautes Etudes Commerciales business school (HEC), Jacques Levy held a series of positions of increasing responsibility in the distribution sector, working with the Darty, Galeries Lafayette/Nouvelles Galeries and Disney groups. At Disney, he held several international positions. He was first Director of Operations for Europe and then VP, General Manager Global Franchise with the Disney Stores division. He subsequently joined the Disney Consumer Products division as VP, Retail Business Development, based in Los Angeles. He was also the president of Staples International, the international unit of the leading office supplies group. Jacques Levy is a highly respected and proven retail leader, which he has demonstrated as the head of this LVMH division. He has been awarded Chevalier de la Légion d'Honneur and inaugurated into the World Retail Hall of Fame in 2009.

Wednesday Keynote:

“Marketing’s NeXt Connect....The Business of Social Media”

Social Media's business side has been a puzzle to many: “how do we monetize its worth” is one of the hottest topics of the day. From Jet Blue and Pepsi to Dell and the NBA, it seems like everyone has some kind of social presence. This incredible line-up of panelists featuring global experts and social media royalty will bring DMA2010 to a close with a session designed to have you running back to your office to implement strategies that will impact your business. Just remember to tweet about the results...

Panelists:



Jack Dorsey - An American software architect and businessperson best known as the creator of Twitter. BusinessWeek called him one of technology's "best and brightest." MIT's *Technology Review* named him in the *TR35*, an outstanding innovator under the age of 35.

Dorsey grew up in St. Louis, Missouri. By age 14, he was interested in dispatch routing. Some of his open source software in this genre is still in use by taxicab companies. He went to high school at Bishop DuBourg High School, and attended Missouri University of Science and Technology. While working on dispatching as a programmer he later moved to California.

In Oakland in 2000, Dorsey started his company to dispatch couriers, taxis, and emergency services from the Web. His other projects and ideas at this time included networks of medical devices and a "frictionless service market". In July 2000, building on dispatching and inspired in part by LiveJournal and possibly by AOL Instant Messenger, he had the idea for the realtime status communication.

When he first saw implementations of instant messaging, Dorsey had wondered if the software's user status output could be shared among friends easily. He approached Odeo, who at the time happened to be interested in text messaging. Dorsey and Biz Stone decided that SMS text suited the status message idea, and built a prototype of Twitter in about two weeks. The idea attracted many users at Odeo and investment from Evan Williams who had left Google after selling them Pyra Labs and Blogger.

Dorsey, Stone and Williams co-founded Obvious which then spun off Twitter, Inc. As chief executive officer, Dorsey saw the startup through two rounds of funding by the venture capitalists who back the company. On October 16, 2008 Williams took over the role of CEO, and Dorsey became chairman of the board.

As the service grew popularity, Dorsey had to choose improving uptime as top priority even over creating revenue – which, as of 2008, Twitter was not designed to earn. Dorsey described the commercial use of Twitter and its API as two things that could lead to paid features. His three guiding principles, which are shared by the whole company and through its culture, are simplicity, constraint and craftsmanship.



Gary Vaynerchuk, author of New York Times best seller, ***CRUSH IT***

Online marketing trailblazer Gary Vaynerchuk (VAY NER CHUK) is a 33-year-old entrepreneur whose dual identity as both business guru and wine guy has made him known as the "Social Media Sommelier." A self-trained wine expert, he revolutionized the wine industry with his video blog, Wine Library TV (affectionately

known as The Thunder Show), and grew his family wine business from \$4 million to \$60 million in five years. What raised Vaynerchuk's notoriety even more than his business acumen was his foresight combined with his pioneering, multi-faceted approach to personal branding and business.

While his youthful following broke down barriers in the wine industry, the business world (and Web 2.0) admired him for creating a new generation of branding, focusing on the Internet and leveraging social media tools such as Facebook and Twitter. As his viewership swelled to over 80,000 a day, and his family's wine business grew to over \$60 million a year, he made television appearances on *Late Night with Conan O'Brien*, *Ellen DeGeneres*, *NBC's Today Show*, *CNBC's Mad Money with Jim Cramer*, and *The Big Idea with Donny Deutsch*, was featured in the *New York Times*, *Wall Street Journal*, *USA Today*, and has become a consultant for Fortune 100 companies, and a keynote speaker around the world.

In *CRUSH IT! Why NOW Is the Time to Cash In On Your Passion* (HarperStudio) he shares with business owners how they can boost sales using the internet. As the youngest winner of Marketwatch's Business Award at 27, as well as being named to "Silicon Alley 100" -*Silicon Alley Insider* - 2008 and "101 Most Influential People in New Jersey" - *New Jersey Monthly* - 2009, Vaynerchuk is an icon in his industry.

A sought after speaker, Vaynerchuk has given keynote speeches to a diverse group of organizations such as the Digital Marketing Mixer, Boston Wine Expo, Inman Real Estate Connect, Ramquest Users Group Conference, DeGustibus Cooking School, and the Disney Food and Wine Festival. He lives in New York City.



David Jones, Global CEO
HAVAS Worldwide
Euro RSCG Worldwide

David Jones is global CEO of Havas Worldwide, running Euro RSCG Worldwide, Arnold Worldwide and all creative, marketing services and design companies throughout the global Havas network of 12,000 people and more than 250 offices. He is also the Directeur General of Havas.

In addition to his role with Havas, David serves as the global chief executive officer of Euro RSCG Worldwide where he manages one of the world's leading global agency networks.

Prior to this, David was CEO of the New York office of Euro RSCG, where he managed an unprecedented new business and creative renaissance. In under a year, the agency became one of New York's hottest shops, winning more than \$500 million in new business, including the global Jaguar car business and the North American Charles Schwab account. David was previously Euro RSCG's president of global business, leading the agency's 42 multinational clients. He served as chief executive of Euro

RSCG Australia (1998-2002) during which time the agency was named “Australia’s Agency of the Year” and Australia’s “Interactive Agency of the Year” no fewer than four times.

In 2005, he was inducted into the American Advertising Federation’s “Hall of Achievement” and was named to the “40 Under 40” lists of both *Crain’s New York Business* and *Advertising Age*, the following year. In 2006, the Financial Times and Aviva named him one of the Top 5 European Pioneering Thought Leaders. More recently, David was selected by The World Economic Forum as one of the Young Global Leaders, joining 245 leading executives, public figures and intellectuals – all age 40 or younger – chosen from around the world.



Jeff Hayzlett, CMO, Kodak

Jeffrey Hayzlett serves as the Chief Marketing Officer and Vice President, Eastman Kodak Company, reporting to Kodak Chairman and CEO Antonio M. Perez. As CMO, Mr. Hayzlett is responsible for the company’s worldwide marketing operations including the design and implementation of all marketing strategies, investments, policies, and processes. He leads the company’s efforts for Strategy and Planning, Marketing Programs, Marketing Network Operations, Brand Development and Management, Business Development, and Corporate Sponsorships. He is also responsible for the company’s Corporate Communications, Public Relations and Public Affairs organizations. Kodak’s Board of Directors elected him a corporate vice president in October 2007.

Mr. Hayzlett speaks frequently around the world on business growth, communications, and marketing, including keynotes at events such as The Economist Marketing Summit, THE Conference on Marketing, the 140 Character Twitter Conference, CMO Summits, Mobile Marketing Forum, Digital Life Design Conference, Photo Marketing Association Conference, Direct Marketing Association Leadership Forum, and National Postal Forum. He is cited as a leading marketing expert in numerous books, magazines, and newspapers worldwide, and is a frequent television guest and commentator, having appeared on shows including CNBC’s *The Big Idea with Donny Deutsch*, Fox Business News, and NBC’s *Celebrity Apprentice* with Donald Trump.

II. ADDITIONAL SHOW HIGHLIGHTS

- The DMA2010 Kickoff Party leads the Conference on Saturday, October 9, and is a delightful way to touch base with old friends, get acquainted with new ones and get ready for a busy week. Stay tuned as we are working on an exciting location for this event...
- Pre and Post-Conference Intensives including seminars on creative strategy & execution, list & database, relationship marketing and more.
- We are offering an intensive certificate course, titled DMA en Espanol, presented entirely in Spanish

- **International ECHO Awards Gala**
Reception: 6:30 p.m.
Gala: 7:00 p.m.
(separate registration fee required)



Celebrating the brightest stars in direct and integrated marketing excellence at the ECHO Awards Gala. The fun-filled evening begins with a networking reception and live music, followed by a full-course seated dinner and award presentation.

- Global Leaders Forum at DMA2010 (formerly Senior Summit) provides an exclusive opportunity for fellow CEO's, CMO's and VP's to partake in a day of networking within an advanced program designed to address unique concerns. **Separate registration is required.**
- Thought Leadership Series present best-in-class marketing executives from global companies who explore the changing direct marketing landscape.
- The DMA Annual Exhibit Hall brings together more than 400 exhibiting companies!
Exhibit Hall Hours:
Sunday, October 10th: 3:00pm – 5:30pm
Monday, October 11th: 10:00am – 5:00pm
Tuesday, October 12th: 10:00am – 5:00pm
- Ask The Experts Roundtable discussion. Over 30 roundtables. Come sit in on the roundtable to gain valuable insights from DM veterans.
Monday, October 11th: 12:30pm – 1:30pm
- Educational sessions are grouped by segments and verticals that cover in detail their unique challenges, opportunities and strategies.



- A multitude of DMA Special Interest Council events – make it easy to network with people in your specific market who share your area of interest.
- Strategic Summit: A seismic shift has taken hold within marketing, one that focuses more on database-driven, behaviorally targeted and analytically based digital campaigns that produce results that are more accountable, measurable and quantifiable. Global organizations today recognize that marketing has become a critical element of strategic planning. From *driving strategic analysis* and *developing business strategies* to *leading growth initiatives* and *resolving dysfunctions of product and geographic silos*, marketing plays a pivotal role in the evolution of a successful strategic plan.

This year during DMA 2010, we are launching the **DMA Strategic Summit**, designed for senior marketing executives seeking reformulation strategies within this transformed landscape.

The **DMA Strategic Summit** will provide *you* with a roadmap that achieves success, affording you the opportunity to review and redefine your organization's marketing plan while determining how this plan fits into the overall strategic plan for *your* organization.

Join your Director's and VPs of Marketing for the inaugural series of in-depth and hands-on sessions. Discover new ways to look at your marketing plan, refresh your organization, and protect and grow your brand. Cutting-edge strategists will help you to manage your brand's reputation, optimize your media mix (including social), structure your organization, and get right up to date with the latest privacy issues

For more information on DMA2010, please visit our website at: www.DMA10.org

III. DMA2010 San Francisco Tourist information

ATTRACTIONS

Boudin at the Wharf

Set in the heart of Fisherman's Wharf, two-story flagship building allows visitors to observe the bakery in action. Learn how sourdough French bread is made and why it cannot be baked anywhere else on earth. Complimentary trip to tasting room included with Museum & Bakery tour.

Address: 160 Jefferson Street

City: San Francisco 94133

Phone: 415-928-1849

Fax: 415-928-8876

Email: wharfevents@boudinbakery.com

Website: <http://www.boudinbakery.com>



Aquarium of the Bay

Meet 20,000 amazing marine animals as you walk through 300 feet of crystal clear tunnels. Touch sharks and rays. It's like skin diving without getting wet. Open daily except Dec. 25. Summer hours 9am-8pm. Most other times M-Th 10am-6pm, F-Su until 7pm. Admission \$15.95 adults; \$8 seniors (age 65+) and children (ages 3-11); \$39.95 family (2 adults, 2 children). Children under 3 free. Prices and hours subject to change

Address: Pier 39

Address2: The Embarcadero at Beach Street

City: San Francisco 94133

Phone: 415-623-5300

Fax: 415-623-5324

Email: info@aquariumofthebay.org

Website: <http://www.aquariumofthebay.org>

Alcatraz Cruises

The official and only transportation carrier to Alcatraz Island. Guaranteed lowest prices. Advance reservations recommended. Book tours and print tickets on-line to avoid the crowds.

Address: Pier 33, Alcatraz Landing
City: San Francisco 94111
Phone: 415-981-ROCK (7625)
Fax: 415-986-1721
Email: info@alcatrazcruises.com
Website: <http://www.alcatrazcruises.com>

Hearst Castle®

Publisher William Randolph Hearst's 165-room estate was designed by noted architect Julia Morgan and built between 1919 and 1947. Daily tour times and ticket prices vary. Evening Tours during the spring and fall.

Address: 750 Hearst Castle Road
City: San Simeon 93452-9741
Phone: 805-927-2093
Fax: 805-927-2041
Email: jallen@hearstcastle.com
Website: <http://www.hearstcastle.com>

IV. GROUP INCENTIVES

The New Pricing Structure is as follows:

For DMA2010, all your registrants are entitled to a 20% off DMA Member Early Bird pricing .

No other discounts or reduced-rate pricing may be applied to the group incentives.

V. CONFERENCE RATES

Group attendees will have four options for registration. Prices are all discounted and quoted in US dollars.

Package 1

Pre-Conference, Conference & Exhibition, Post-Conference
Price: US \$1,440.00 per registrant

Package 2:

Pre-Conference, Conference & Exhibition
Price: US \$1,280.00 per registrant

Package 3:

Conference & Exhibition, Post-Conference
Price: US \$1,280.00 per registrant

Package 4:

Conference & Exhibition Only
Price: US \$1,120.00 per registrant

Please note that ECHO Gala Tickets are not included in packages. Your attendees will be able to purchase tickets for \$299. Act fast, as tickets will sell out fast!

VI. GROUP COORDINATOR GUIDELINES

1. Group Coordinator Responsibilities

As a group coordinator you will act as a liaison with DMA. You will verify and collect individual registration forms and housing forms. It will be your responsibility to forward to our registration department and travel desk. If your group will be using a travel agent to sell this conference as part of a package, the assigned group coordinator must represent the group, not the travel agent.

2. Decide how many brochures and registration forms you will need

You should complete and fax the brochure request form (enclosed) to the international group coordinator at +1.212.398.6725 or send email at groupintl@the-dma.org.

3. Organize your group

Start promoting the conference to your delegates! Please note that in order to receive your international attendee group rate, you must have all attendees register at the same time and no later than September 11, 2010 with actual names via fax at **(708.344.4444)**
For questions call: 1.866.486.0734.

4. Group Confirmations

Registration confirmations will be sent to the email addresses provided. If you would like to receive all confirmations for your group, you must provide only your email address or plainly state it on the registrations forms. If you are interested in handling all the

confirmations, please provide your fax number and email address when you send in the registration forms.

5. Conference Materials

Badges, programs and all other conference materials will be available on-site at the designated DMA2010 registration area beginning at 8:30 am October 9, 2010 at the Moscone Convention Center in San Francisco.

VII. CONFERENCE REGISTRATION & PAYMENT INFORMATION

See the attached conference registration form

1. Payment

Send in the completed registration form along with payment. To process the registration, a credit card number or company check (payable to DMA in US funds) or a wire transfer confirmation, **MUST** accompany the registration forms. Registrations without full payment will not be processed.

International registration must be paid in US funds by credit card, corporate check or bank transfer. Send the bank transfer to JP Morgan Chase Bank, 270 Park Avenue, New York, NY 10017 USA.

DMA Account # 033-1-020552

ABA # 021000021

Swift Code: CHASUS33

Contact Person and Phone # Avril Moore, +1.212.270.0634

Bank transfers must reference registrant's name, company and DMA09. Please attach a copy of the bank transfer confirmation to your registration form. Send only the registrations fees to this account. Please do not send any hotel fees to this account.

2. Cancellations

If you must cancel, please submit cancellations in writing to The DMA Customer Service Department. Cancellations received before September 5, 2010 will be refunded minus \$150.00 processing fee. **Cancellations received after September 5, 2010 will forfeit their registration fee in its entirety. However, you may transfer your registration to someone else without penalty.** No refunds will be issued for any missed sessions or events, including sessions missed due to travel delays or cancellations.

If DMA cancels the event for which you have registered, the registration fee paid will be held on account for a future event or fully refunded if you prefer. DMA is not responsible for any expenses incurred by you as a result of your registration, whether the event was attended, postponed, or cancelled.

VIII. HOTEL RESERVATION & AIRFARE INFORMATION

This year, a large block of rooms have been reserved for DMA2010 International attendees at the Hilton San Francisco.

You may reserve a block of rooms at the Hilton San Francisco for your delegates and secure it with a credit card. If you are interested in other hotels, please see <http://www.dma10.org/registration/hotels.php> for more information.

Complete the **International hotel block room request form** attached to this packet and fax it to: The DMA2010 Travel Desk, at +1.312-329-9513. Or you can make your reservations online at <http://www.dma10.org/registration/hotels.php>. You will receive email confirmation of room block reservations. Complete rooming lists must be received no later than September 10, 2010 or rooms will be released. For questions or inquiries, please call +1.312.527.7300 or email dma10@ttgonline.com.

- The attached **room reservation form** is for the individual delegates to request a room. You should collect all room request forms and payment information, and then submit them via fax at +1.312.329.9513. Confirmations will be sent directly to the email addresses provided. You will be able to make changes, substitutions and cancellations up to September 10, 2010.
- A credit card number must accompany each reservation for guaranteed approval. You are responsible for any room reserved without payment information. A deposit of one night's room rate is required. Deposits are refundable until September 11, 2010.
- Special discounts may be available for airfares and/or car rentals, please contact the DMA:2010 Travel Desk at +1.312-527-7300 or email dma10@ttgonline.com.

In the event that the Hilton San Francisco Hotel is full, the DMA Registration & Housing Bureau will waitlist you for that hotel and make a reservation for you in the next closest hotel. You will be notified if space becomes available. Reservations received by email, fax or mail will receive confirmations within seven (7) business days.

IX. IMPORTANT DATES

4 June 2010	Submit brochure request forms
8 September 2010	Deadline for group hotel reservations. Last day for hotel cancellations. Cancellations subject to one night's room rate and tax if cancelled less than 21 days prior to arrival.
5 September 2010	Group registration and payment due Last day to cancel any group registrations. *After this date no registration will be reimbursed
24 September 2010	Last day to submit registration changes. All other changes must be done at the International counter in the registration area on-site at the conference

X. VISA SUPPORT INFORMATION

- For current information about obtaining a US visa, please visit. http://travel.state.gov/visa/visa_1750.html
- If you need a visa support letter from the DMA, please send a request via email to Groupintl@the-dma.org. Registrations must be submitted and paid for first before a visa support letter is mailed out.

XI. PRIVATE FUNCTIONS

- For private functions at the Moscone Convention Center or at any of the hotels in the DMA Block, please contact Gerald Longo at +1.212.768.7277 ext.1493 or via email at glongo@the-dma.org for more information.
- A limited number of private consultation rooms are available at the convention center to exhibiting companies. Please contact Donna LoPorto at +1.303.543.1164 or via email at dloporto@the-dma.org for more information.

XII. EXHIBITING AND SPONSORSHIP OPPORTUNITIES

- If you are interested in exhibit or sponsorship opportunities at DMA:2010, please visit our website at www.DMA10.org or contact Donna LoPorto in exhibit sales at +1. 303.543.1164 or via email at dloporto@the-dma.org.

XIII. CONFERENCE PROGRAM

- The DMA2010 website will provide the most complete conference information available. Please encourage individuals to visit www.DMA10.org on a regular basis for the most current information.

XIV. CONTACT INFORMATION

The DMA10 website: www.DMA10.org.

DMA Registration

Mail: General Post Office
P.O. Box 27152
New York, NY 10087-7152

Phone: +1. 708.486.0734

Fax: +1. 708.786.5568

E-mail: DMA10@compusystems.com

DMA Housing

Mail: TTG
Attn: DMA2010
110 W. Hubbard St.
Chicago, IL 60610

Phone: +1.312.527.7300

Fax: +1.312.329.9513

Email: dma10@ttgonline.com

Group Coordinator Information

All other questions may be directed to Groupintl@the-dma.org.

XV. FREQUENTLY ASKED QUESTIONS

1. Why should I attend DMA2010? What is different about this event?

Unlike conferences in many parts of the world, the DMA Annual Conference is much, much more than just an exhibition hall and a few keynote presentations. Our exhibition hall is the biggest in the world for direct marketing-related products and services, and we feel the keynote speakers we have chosen are among the most interesting to a broad business audience.

However, most people attend The DMA Annual Conference to participate in educational sessions in order to learn about the latest techniques, get tips, and knowledge related to their professional interests. You can find sessions on every conceivable aspect of direct marketing, from creative issues to customer service and fulfillment and everything in between.

2. Where can I find The DMA2010 Conference program?

The DMA Annual Conference website provides the most complete conference information available. Please visit www.dma10.org for the most up-to-date information.

3. When will I receive confirmation that I am registered?

Registration and hotel confirmations will be sent to the email addresses provided on the registration and housing form.

4. How do I fly to San Francisco, CA? What is the best route to get there?

For international travel arrangements, please contact TTG at +1.312.527.7300. Special discounts may be available.

The San Francisco International Airport is **25 minutes** away from the Center. 18 major domestic airlines provide daily service to the top 150 markets and bring nearly 17 million visitors to the destination every year.

5. How do I get from the airport to the Hilton San Francisco?

The Hilton San Francisco is located at 333 O'Farrell Street. Taxis and shuttles are abundant and easily accessible from the Center, airport, major hotels and downtown locations. Taxi fares from the airport to the Convention Center range from **\$50.00 - \$55.00 dollars** and shuttle service is just a call away.

6. How can I get around town during my visit?

Once again DMA will be providing complimentary shuttle service between our official host hotels and the convention center during conference hours.

7. *May I come and go from sessions as I please?*

Absolutely, you have every right to try something else if a session you choose to attend turns out to be not what you were looking for. But be warned that some popular sessions become quite crowded and we have to limit people coming into the sessions after they begin.

8. *Can I buy DMA publications at the conference?*

Yes, at the DMA Bookstore, and at very attractive prices.

9. *What is the dress code for attending the keynotes and educational sessions?*

Business casual. Coats and ties are definitely not necessary, but if you are most comfortable in a coat and tie or ladies equivalent, you will also feel comfortable.

10. *Is food available in the convention center during the day?*

Yes. There will be a cafeteria-style restaurant in the convention center as well as various concession stands located throughout. There are also numerous food events during the conference, both as part of the general sessions and in the exhibit hall. These include breakfasts, lunches, coffee breaks and evening receptions, which are noted in the conference program.

11. *Where should I eat when I'm not at the conference? Where can I find restaurant recommendations?*

Check with the concierge at your hotel. If you want to plan your dining experiences ahead of time, the San Francisco Convention and Tourism Bureau website at: www.onlyinsanfrancisco.com provides a searchable database of restaurants.

12. *How can I learn more about San Francisco?*

The San Francisco Convention and Tourism Bureau Web site: www.onlyinsanfrancisco.com is a great source for help to plan your visit.



DMA2010 PROGRAM SCHEDULE
October 9-14, 2010
Moscone Convention Center, SF

SATURDAY, OCTOBER 9 – PRE-CON WORKSHOPS

Part I Workshop	10:00am - 12:30pm
Lunch	12:30pm – 2:00pm
Part II Workshop	2:00pm – 4:30pm
DMA Meet & Greet	6:00pm – 7:30pm
DMA 2010 Kick-Off Party	7:00pm – 9:00pm

SUNDAY, OCTOBER 10 – PRE-CON WORKSHOPS

Part III Workshop	9:00am – 11:15am
Luncheon Keynote	11:30am – 12:45pm
Part IV Workshop	1:00pm – 2:25pm
Exhibit Hall Opens	3:00 – 5:30pm
Innovators Award Presentation	5:00pm-5:30pm

MONDAY, OCTOBER 11 – MAIN CONFERENCE BEGINS

Opening General Session	8:30am – 10:25am
Exhibit Hall	10:00am – 5:00pm
Concurrent Sessions	11:15am – 12:15pm
Lunch in Hall	12:15pm – 1:15pm
Ask the Experts Roundtables	12:30pm – 1:30pm
Thought Leadership Series (3)	1:45pm – 2:45pm
Concurrent Sessions	3:00pm – 4:15pm

Pre-Con Workshops,
October 9-10

1. Direct Marketing University
2. Fast & Furious Creative Tune Up
3. Multichannel Marketing
4. Acquisition and Retention
5. Email Marketing
6. Online Optimization

DMA2010 Session Tracks

1. ACQUISITION AND LEAD GENERATION
2. CREATIVE & PRODUCTION STRATEGIES
3. DATABASE, MEASUREMENT & ATTRIBUTION
4. DIRECT & DIGITAL MARKETING FUNDAMENTALS
5. BRAND & SOCIAL MARKETING
6. BEHAVIORIAL & TRIGGER MARKETING
7. LEVERAGING EMERGIN CHANNELS
8. DIGITAL CROSS-CHANNEL MARKETING
9. RETENTION AND LOYALTY

Exhibit Hall Reception 4:00 pm – 5:00pm

MONDAY, OCTOBER 11 – Global Leaders Forum –

Welcome and opening Remarks 11:00am – 11:05am
 Speaker 11:05am – 12:00pm
 Lunch 12:15pm – 1:15pm
 Speaker 1:30pm – 2:25pm
 Speaker 2:30pm – 3:30pm
 Reception 3:30pm – 4:00pm

9 Thought-Leadership Sessions

3 on Monday afternoon
 3 on Tuesday morning
 3 on Tuesday afternoon

TUESDAY, OCTOBER 12

Thought Leadership Series (3) 8:45 am – 9:45am

Exhibit Hall 10:00am – 5:00pm

General Session: Keynote 10:15 am – 11:15am (Marketer of the Year Presentation)

Concurrent Sessions 11:30am – 12:15pm

Hall of Fame Lunch 12:30pm – 1:45pm

Concurrent Sessions 2:00pm – 3:00pm

Exhibit Hall Break 3:00pm – 4:00pm (Passport to Prizes)

Thought Leadership Series (3) 4:15pm – 5:00pm

ECHO Awards 6:30pm

ECHO After Party 10:00pm

Special Sessions:

- o OMS Sunday
- o Strategic Summit (Saturday/Sunday)
- o Spanish DM (starts Sunday)
- o DMA Master Class
- o Web Usability Lab (Monday)
- o Vendor Solutions Sessions (Monday)
- o Search Engine Experience (Tues.)
- o Corporate Responsibility (Mon/Tues.)
- o Nonprofit Day (Monday)
- o ECHO Day (Tuesday)
- o GURU 1:1 Sessions (Tuesday)

WEDNESDAY, OCTOBER 13 – POST-CON WORKSHOPS

Concurrent Sessions 8:45am – 9:45am

Concurrent Sessions 10:00am – 11:00am

General Session: Keynote 11:15am – 12:15am

Post-con attendees move to Marriott

Boxed Lunch 12:30pm – 1:30pm

Part I Workshop 1:45 pm – 4:00pm

THURSDAY, OCTOBER 14 – POST-CON WORKSHOPS

Part II Workshop 9:30am – 11:30 am

Lunch 11:30 am - 12:30 pm

Part III Workshop 12:45am – 2:00pm

Post-Con Workshops

Oct. 13-14

1. Creative Strategies
2. Search Engine Marketing
3. Database Marketing
4. Mobile Marketing
5. Retention & Loyalty

GROUP COORDINATOR BROCHURE REQUEST FORM

Please print your information below and fax the form to +1.212.398.6725 or e-mail your information to Groupintl@the-dma.org.

Group Name: _____

Contact Name: _____

Address: _____

Phone: _____

Fax: _____

E-mail: _____

Web site: _____

Number of brochures needed: _____

Would you be willing to post a link to The DMA2010 Web site on your organization's Web site?

Check One: Yes _____ No _____

What other materials would be helpful to promote DMA2010 in your community?
