

&THEN

THE GLOBAL MARKETING EXPERIENCE
A DMA EVENT | OCT 4-6, 2015 | BOSTON

PREFERRED EXPERIENCE ZONE PASS

DATES: October 4 – 6, 2015

LOCATION: Boston Convention & Exhibition Center
Boston, MA

SUNDAY

Oct. 4
11:00 A.M. – 4:00 P.M.

MONDAY

Oct. 5
9:30 A.M. – 5:30 P.M.*

TUESDAY

Oct. 6
9:30 A.M. – 3:30 P.M.

*Experience Zone Only On-site registration will be available after 9:00 A.M. on Monday, October 5, 2015

**Preferred Experience Zone Passes also include
Inspiration Sessions plus
all content and programming at the HUB and
Experience Zone Stages.**

THIS PASS IS NOT VALID FOR EXHIBITOR PERSONNEL.

PREFERRED EXPERIENCE ZONE PASS

This Preferred Experience Zone registration card will admit only one person to the &THEN Experience Zone during hours indicated.

PROMO CODE: **BOSVIP**

First Name _____ Last Name _____

Company _____

Address _____

City _____ State/Province _____

Postal Code _____ Country _____

Phone _____ Fax _____

Email _____ Website _____

*Meals and concurrent sessions are not included, however for an additional fee, you may register on-site.

DEMOGRAPHIC INFORMATION

1. Job Title:

- President/CEO/Chairman
- Sr. or Executive Vice President
- Vice President
- Director
- Manager/Account Executive
- Educator/Professor/Teacher
- Associate/Coordinator
- Other

2. Job Function:

- Acct Management/Client SVS
- Advertising
- Analysis
- Business Planning/Development (B4)
- Cataloger
- Circulation
- Communications/Public Relations

Consultant/Freelancer

- Content Marketing
- Copywriter/Editorial
- Creative Design
- CRM
- Customer Service
- Database Marketing
- Direct Mail
- eCommerce
- Educational/Training
- Email
- Finance/Budget/Accounting
- Fulfillment/Warehouse
- Government Affairs/Privacy
- Human Resources/Training
- Information Technology
- Legal
- List Management

Marketing

- Media Planning/Buying
- Merchandising
- Mobile Marketing/Commerce
- Online Marketing
- Operations/Facilities
- Product/Brand Management
- Production/Purchasing
- Project Management
- Research
- Sales/Support
- Search Marketing
- Social Media
- Strategy/Strategic Marketing
- Teleservices
- Other

A \$695 Value for only \$75!

Log on to: **andthen15.org** by 10/4/2015.
From 'Register Now' please select 'Speaker & VIP Registration' and enter Promo Code: **BOSVIP.**

Save time by registering online in advance of &THEN. Registration is also available onsite. Complete this pass and bring it to the &THEN registration area located in the North Lobby of the Boston Convention & Exhibition Center.

Preferred Experience Zone Pass access to the exhibit hall is only during 'open' hours.

This original registration form or your registration confirmation must be submitted to receive a name badge.

This Preferred Experience Zone Only registration card will admit only one person to the &THEN Experience Zone during the hours indicated. Preferred Experience Zone Pass admittance may not be shared with another individual. No one under 18 years of age will be admitted to the exhibit hall.

A \$695 Value for only \$75!

CHOICE OF PAYMENT Please make check payable to DMA.

American Express MasterCard Visa Discover Card

Cash Check # _____

(Processing fee will be charged to your credit card upon receipt of this form.)

Account Number _____ Expiration Date _____

Name (as it appears on card) _____

Company Name (as it appears on card) _____

Cardholder's Signature _____

Register Online at **andthen15.org**

Or, you may submit your Preferred Experience Zone registration via:

Mail: &THEN, a DMA Event

General Post Office
P.O. Box 505212
St. Louis, MO 63150-5212

Preferred Experience Zone Pass provided by: _____
Exhibiting Company

3. Company Marketing Expenditure for the Next 12 Months?

- \$0 - \$99,999
- \$100,000 - \$499,999
- \$500,000 - \$999,999
- \$1,000,000 - \$4,999,999
- \$5,000,000 - \$9,999,999
- \$10,000,000+

4. Purchasing Role:

- Final Say Specify
- Recommend No Role

5. What best describes the company which you work for?

- Agency
- B-to-B/Corporate Marketing
- Digital/Social Media/Mobile
- Education
- Financial Service

Fundraising/Non-Profit

- Healthcare
- Hi-tech Industry
- Retail/e-commerce
- Supplier
- Telecommunications
- Other (please specify)

None of the above