

GENERAL REGISTRATION FORM

REGISTRATION CATEGORY

Early Registration

- Member \$1,495
- Non-Member \$1,995

After November 15, 2008

- Member \$1,795
- Non-Member \$2,245

Digital Marketing Lab

- Per Registrant \$495

Chapter Offer Code: _____

PERSONAL PROFILE (Please print clearly and complete the entire form.)

AMA Member ID _____ Non-member

Name Mr. Mrs. Ms. Miss Dr. _____
First Middle Initial Last

Badge Name _____
Your full name exactly as you would like it to appear on your name badge

Occupation _____
Title Company Name

Address _____ (home business)
Street

City _____ State/Province/District _____ Zip/Postal Code _____ Country _____

Telephone (_____) _____ (home business) Fax (_____) _____

Email Address _____ C.C. Email Address _____

Emergency Contact _____ Emergency Phone (_____) _____

SURVEY QUESTIONS

Indicate your industry

- Advertising
- Agriculture
- Construction
- Educational Services
- Financial Services/Insurance
- Government/Public Admin
- Health Care
- High Technology
- Hospitality/Event Management
- Human Resources
- Information Services
- Manufacturing (Food, Tobacco)
- Manufacturing Machinery (Electronics, Computers)
- Manufacturing (Wood, Coal, Oil, Etc)
- Marketing Research
- Nonprofit
- Packaging
- Prof. Scientific Services
- Professional Services Marketing
- Publishing, Broadcast, Internet
- Real Estate, Rental, Leasing
- Retail
- Telecommunications
- Transportation & Warehousing
- Travel & Tourism
- Utilities
- Other _____

Indicate your primary responsibility

- Advertising
- Brand Product Management
- Customer Relations
- Database/CRM
- Direct Marketing
- Event Mgmt/Marketing
- Fundraising/Development
- Higher Education Marketing
- Marketing Communications
- Marketing Education
- Merchandising/Retail
- Online/Interactive Marketing
- Packaging/POP
- Product Development
- Promotions
- Public Relations
- Sales/Sales Mgmt
- Strategy/Planning

How many years have you been in the marketing profession?

- Less than 5
- 5-9
- 10-19
- 20+

What is the primary reason you are attending Mplanet 2009?

- Keynote(s)
- Speaker(s)
- Spotlight session topics
- Forum session topics
- Sponsors/exhibitors
- Networking opportunities
- Location/venue
- Other _____

How did you hear about Mplanet 2009?

- Received postcard
- Received brochure
- Received email
- Website
- Banner ad
- Print ad
- Internet radio show
- Received information from strategic partner
- Recommended by colleague

Dietary Restrictions

- Vegetarian
- Vegan
- Kosher
- Other _____
- No Dietary Restrictions

SPECIAL NOTE: Conference registration may not be shared by two or more individuals. Space is limited and on-site registration cannot be guaranteed. **CANCELLATION POLICY:** Cancellations received prior to December 15, 2008 will receive a refund minus \$150 cancellation fee per person. On or after December 15, 2008, a refund will be granted less a \$350 cancellation fee per person. There will be no refunds issued on or after January 15, 2009. All requests for refunds must be submitted to the AMA in writing to Mplanet 2009/Customer Relations, 311 South Wacker Drive, Suite 5800, Chicago, IL 60606 or via email to erogge@ama.org.

PAYMENT INFORMATION

Total Amount Due \$ _____ Purchase Order (# _____) Check Enclosed Am Ex Discover Card Visa MasterCard

Name as it Appears on the Card _____ Credit Card Exp. Date _____

Credit Card # _____ Signature _____

CONTACT INFORMATION

Fax: (312) 427-2134
 Phone: (800) AMA-1150
 Email: info@ama.org

Mplanet 2009
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