



NAME (to appear on badge) _____ EMAIL _____

COMPANY NAME (to appear on badge) _____

ADDRESS _____ CITY _____ STATE/PROV _____ ZIP _____

COUNTRY _____ TEL _____ FAX _____

Authorization to Release Your Information to Participating Exhibitors Yes No

I am currently a member of (check all that apply)

- DMAsc Direct Marketing Assn of Southern California
 APAOC Advertising Production Assn of Orange County
 WITI Women in Technology
 PIASC Printing Industries Assn of Southern California
 APALA Advertising Production Assn of Los Angeles
 AIGA-OC The Professional Assn for Design
 None of these (nonmember)

Are you a Vendor or User of Marketing Products or Services?

- VENDOR USER

Please Select the Primary Business of Your Company

- X01 Business To Business (B2B)
 X02 Catalog/Mail Order
 X04 Consumer Products
 X05 Direct Marketing
 X09 Government
 X10 Graphic Design
 X11 Healthcare
 X12 In-Plant Printer
 X13 Internet
 X14 Internet Service Provider
 X15 List/Database
 X16 Manufacturer
 X18 Media (Print)
 X19 Online Marketing
 X23 Print Services Provider
 X24 Promotional Products
 X25 Publishing
 X26 Signs/Banners/Large-Format Print
 X30 Other _____

In what products or services are you most interested?

- XD Cross/Integrated Media Campaigns
 XQ Data Analytics/Measurement
 XF Database Marketing
 XN Direct Marketing/Direct Mail
 XG eCommerce
 XH eMail Marketing
 XJ Event Management/Production
 XR In/Outbound Teleservices
 XS Information Technology
 XE Lists/Data & Related Services
 XK Marketing at Retail/POP
 XL Mobile Marketing
 XO Search Engine Mktg./Optimization
 XP Software Solutions
 XB Web To Print
 XI Web/Internet Development
 XC Workflow Solutions

MEMBER REGISTRATION CODE: _____ (required for member discount)

CROSS MEDIA WEST CONFERENCE BADGE REGISTRATION AND INFORMATION – MONDAY, FEBRUARY 22, 2010

Cross Media West Conference registration includes your choice of the Printer Conference, the Marketer/Creative Conference, or BOTH Conferences, along with entry to the Networking Mixer and PMA 2010 Trade Show and PrintFest Expo Pavilion on Monday only. Lunch Program and Networking Mixer tickets are also available for purchase separately.

- CMPR Printer Conference Only (includes choice of Morning Conference Sessions, Networking Mixer, and Monday-only trade show) Fee: \$99 Member; \$139 Nonmember
 CMMK Marketer/Creative Conference Only (includes choice of Afternoon Conference Sessions, Networking Mixer, and Monday-only trade show) Fee: \$99 Member; \$139 Nonmember
 CMBT BOTH Conferences (includes Choice of Conference Sessions all day, Networking Mixer, and Monday-only trade show access) Fee: \$159 Member; \$199 Nonmember
 CML Lunch Program a la carte (Monday, 12:00 noon - 1:20 p.m.) Fee: \$39 Member; \$49 Nonmember
 CMX Networking Mixer a la carte (Monday, 4:30 p.m. - 6:30 p.m.) Fee: \$29 Member; \$39 Nonmember

TRADE SHOW ONLY REGISTRATION:

- FULL (3-DAY) TRADE SHOW ONLY BADGE includes entry into the PrintFest Expo Pavilion and PMA 2010 Exhibits. Full Trade Show badge registrants may also attend the PMA Official Business Session Keynotes on Sunday and Monday, as well as the PMA Welcome, Get Acquainted, President's, and Parting Shot Receptions (2 beverage tickets for each reception are included with the Full Trade Show badge). FEE: \$49—Or, add to your conference badge for just \$20(F)
 SINGLE-DAY TRADE SHOW ONLY BADGE – FEE: \$29 DAY ATTENDING (PICK ONE): SUNDAY MONDAY TUESDAY

PAYMENT INFORMATION:

Return By FAX: 517-788-8371

Materials will be held for on-site pick up in Anaheim

Badge Fees \$ _____ + Luncheon Fee \$ _____ + Mixer Fee \$ _____ = \$ _____ TOTAL PAYMENT

- American Express Visa MasterCard Diners Club Check # _____ (payable to PMA) Coupon Code _____ (attach to form)

Card No. _____ Exp. _____ Signature _____