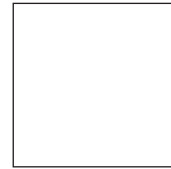


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directXchange by NEMOA
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September 15-17, 2015
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Convention Center Hotel
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Save \$200

Early Bird Deadline is August 21, 2015
Members save even more!
See page 13 for details.

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THE ONLY NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS

winds of change



BECKY JEWETT, SC GLOBAL SOURCING, LTD

Colony Brands Conquers China

Learn the tricks of the trade from a sourcing expert who understands how to work with factories in the world's largest market, and watch your profits rise. See page 12



BRENT NIEMUTH, J.SCHMID

The Power of Purpose

Companies driven by a purpose reap many tangible and intangible benefits. Uncover your company's reason for being! Brent will inspire, motivate, and lead you to discover your "North Star." See page 4.



PETER COBB, EBAGS.COM

In the Bag

The global tech titans are flexing their digital muscles. Learn how one pure-play retailer fights back to win over customers. See page 5.

BRING A FRIEND AND SAVE!

Send 3 or more employees
and save up to \$120 per person!
See page 13 for details.



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winds of change

SEPTEMBER 15-17, 2015 / SCHAUMBURG, ILLINOIS

DEAR FRIENDS,

The winds of change are upon us all—especially NEMOA. For the first time in our 68-year history, we'll be gathering some place other than the Northeast. As NEMOA has grown in size, with a national and even international reach, we felt it important to "take our show on the road."

While the location has changed, rest assured that the sharing, learning and connecting have not. At our upcoming *directXchange* conference, you'll hear take-it-to-the-bank talks from companies like Colony Brands, The Kansas City Steak Company and eBags.com, and have plenty of time to network with friends from the industry.

Thanks to all of our sponsors and attendees who have supported NEMOA over the years. We continue to work at bringing topical and timely content at an affordable price. If you've not experienced a *directXchange*, I urge you to check it out. We guarantee you'll find it worth your time.

I look forward to seeing you in Schaumburg!



DANA PAPPAS
NEMOA President



BOOK YOUR HOTEL ROOM TODAY!

Make your Hotel and Travel arrangements soon!
See page 12 for details.

WHAT IS *directXchange*?

The leading forum for **catalogers and direct marketers from across the country.**

share.

A conference **dedicated exclusively to the catalog and ecommerce** sector of the direct marketing industry. We focus on delivering industry leading knowledge and best practices from people you want to know.

learn.

Not a trade show and not about selling, *directXchange* is the most important place to be for **learning and networking**, to improve your direct marketing results through presentations, professional relationships and personal connections.

connect.

We are national. Join members, attendees and presenters from across the country who consider this conference to be their **most important professional event!** *directXchange* is the outgrowth of NEMOA's 68 years of presenting quality content and enabling connections.

NEMOA BOARD OF DIRECTORS AND STAFF

President — Dana Pappas, *Plow & Hearth*
Vice President — Lois Brayfield, *J.Schmid & Assoc.*
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Marketing & Membership Manager — Kris Snyder

winds of change

SCHEDULE OF EVENTS FOR FALL 2015

TUESDAY, SEPTEMBER 15

4:30-6:00 Registration and Xchange
Café Open
6:00-7:00 Welcome Reception

WEDNESDAY, SEPTEMBER 16

7:30-6:00 Registration and Xchange
Café Open
7:30-9:00 Breakfast & Networking
8:30-9:00 First-Timer Briefing
9:15-9:30 Welcome: Board President
9:30-10:30 Keynote: J.Schmid & Assoc.
10:30-10:45 15 Minute Break
10:45-11:45 General Session: Winston Brands

11:45-12:45 Lunch, Networking and Awards

12:45-1:45 Luncheon Keynote: eBags.com
1:45-2:00 15 Minute Break
2:00-2:45 4 Concurrent Breakout Sessions

2:45-3:15 30 Minute Xchange Break
3:15-4:00 Repeat 4 Breakout Sessions
4:00-4:30 30 Minute Xchange Break
4:30-6:00 Sponsor-Facilitated Roundtables

6:15-6:30 Networking on the bus!
6:30-9:30 Offsite Dinner & Networking Event

THURSDAY, SEPTEMBER 17

7:00-2:00 Registration and Xchange
Café Open
7:00-9:00 Breakfast & Networking
8:00-9:00 Merchant Only Session
8:00-9:00 Supplier Only Session
9:00-9:15 15 Minute Break
9:15-10:15 Keynote: The Kansas City Steak Company

10:15-10:45 30 Min. Xchange Break & Hotel Checkout
10:45-11:45 Xpress Talks
11:45-12:00 15 Minute Break
12:00-12:45 4 Concurrent Breakout Sessions

12:45-1:15 Lunch and Networking
1:15-2:15 Closing Keynote: SC Global Sourcing Ltd (Shanghai)

In the Bag

Peter Cobb, eBags.com

The global tech titans are flexing their digital muscles. Learn how one pure-play retailer fights back to win over customers. See page 5.

The Kansas City Steak Company's New Sizzle

John McKinven, The Kansas City Steak Company

Discover this hot brand's secrets and juicy new ways to reach today's elusive customer through testing and a fresh brand approach. See page 9.

Is the Medium the Message? Collections Etc. Says Yes

Kim Hansen, Winston Brands

Learn Winston Brands' secrets to uncovering consumer behavior trends and customer channel preferences and how you can do the same for your business. See page 5.



share. learn. connect.

4:30pm-6:00pm Registration Desk Open

6:00pm-7:00pm Welcome Reception

An opportunity to make new connections in the industry – or to reconnect with old friends. Please join us for drinks, hors d'oeuvres and networking! (Open Bar – beer/wine). *Sponsored by Epsilon*



7:30-6:00pm Registration Desk Open

Xchange Café Open

7:30-9:00 Breakfast & Networking

8:30-9:00 Welcome Briefing for First Timers

9:15-9:30 Welcome: Board President

Welcome remarks by Dana Pappas, NEMOA President

9:30-10:30

Keynote Opening Session

Marketing With a Mission: Is Your Brand Driven by Purpose?

When gale winds blow, what keeps you on course? The most engaging and interesting brands are driven by purpose. Ask yourself these questions: What is your company's purpose? Why does it exist? Why do you go to work every day? What difference are you trying to make?

With a clearly defined “reason for being,” employee engagement is higher, competition less threatening and customers more loyal. In this highly inspiring and motivating session, you'll learn how to discover (or rediscover) your “North Star” and follow it.



Brent Niemuth, J.Schmid & Assoc.

Brent, President and Chief Creative Officer, is an award-winning designer and internationally recognized speaker on the topic of branding. He's spent over 25 years in the industry, working with brands such as Microsoft, Disney, Hallmark, Hershey's, eBay and American Express, and helping companies

differentiate their brands, develop their messaging, and create breakthrough campaigns that get results. Brent writes frequently for industry publications. He is a graduate of the University of Kansas. And he still claims to be the fifth Beatle.

10:30-10:45

15 Minute Break

Great networking opportunity!



10:45-11:45

General Session

How Customer Channel Preference Can Shape Future Strategies

Is your business changing in ways you're not even aware of? What might consumer behavior trends mean for how you make day-to-day marketing and merchandising decisions? Kim will share analyses presented to her executive and operating teams showing patterns of behavior that will shape how they do business in the future. A combination of transactional, demographic and psychographic sources tells a story that helps Winston Brands better understand who customers are now—and who they might be in the future.



Kim Hansen, Winston Brands

As SVP of Marketing and Ecommerce, Kim is responsible for marketing across all channels for Winston Brands, an online and catalog marketer known to the public as Collections Etc. She has held management positions with Victoria's Secret, Ann Taylor and two divisions of HSN.

11:45-12:30

Lunch buffet and networking,

sponsored by Quad/Graphics

12:30-12:45

Rising Stars Scholarship Awards Ceremony

**Some VERY VERY interesting ideas—
really got me thinking about stuff
that had not been on my radar.**

—MICHAEL LAHART, M.LAHART & CO.

VISIT THE XCHANGE CAFÉ

A dedicated space where you can meet a colleague, browse collateral tables or catch up on emails between sessions.

Sponsored by Paradysz+PM Digital

12:45-1:45

Luncheon Keynote

In the Bag

Change, once a local breeze, is now a global gale. The competitive landscape is cross-border, and in the digital world, marketplaces are global. Hear how eBags.com is fighting back, and learn strategies of product and assortment, personalization, search and optimization, with video, mobile, 3M customer reviews and social media all in the mix.



Peter Cobb, eBags.com

Co-founder and EVP of eBags.com, Peter is responsible for marketing, site merchandising, international, PR, and investor relations. Peter received the TGA Award in 2009 for outstanding achievement within the travel goods industry. He is chair of Shop.org, and has an MBA from Northwestern's Kellogg Graduate School of Management.

1:45-2:00

15 Minute Break

Great networking opportunity!



share. learn. connect.

Choose two sessions to attend. Each session runs from **2:00-2:45** and repeats from **3:15-4:00**.

1

MARKETING

Testing Ideas to Change Customer Behavior

Discover the secrets of how two brands are tweaking their testing efforts to affect growth. You'll hear how both Journeys and CustomInk have implemented testing of covers, wraps and even dry-release cards. Learn how they continue to evolve the ways in which they go to market.



Wade Lee Jones, Journeys

As Vice President, Direct-to-Consumer and CRM, Wade manages direct-

to-consumer marketing, contact strategy, and omnichannel CRM efforts, including direct mail. He received an MBA-Executive from Vanderbilt.



Sandy Johnson, CustomInk

Sandy manages all the offline marketing channels at CustomInk, from

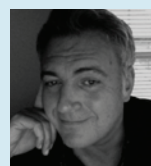
Acquisition to CRM. An industry veteran with past posts at AOL and Time Life, she has a B.A. from U. of Illinois.

2

BRAND

Using Data-Driven Content to Fill The Sails

In this climate of constant change, every brand experience we create is part of a larger omnichannel strategy. What fuels this? Data. Here you'll discover the important relationship between data and creative, what constitutes great data-driven creative, and how data-driven content and creative is driving the evolution of marketing.



John Immesoete, Epsilon

Chief Creative Officer John Immesoete brings Epsilon best-in-class creative chops. He started at Leo Burnett (Hallmark, Nintendo, Allstate, United Airlines) and moved to DDB to head creative for McDonald's and Anheuser-Busch, creating one of the most awarded Budweiser campaigns of all time.

3

CUSTOMER ACQUISITION

Using Data Onboarding to Enhance Digital

Identifying prospects through online behavior alone is so 2010. Learn to maximize your database by connecting customer data to digital targeting tactics, gather tips for boosting the effectiveness of direct mail via social and display, and develop guidelines for testing the lift associated with digital remarketing to matched names.



Erica DePalma, Media Horizons

Erica, VP of Digital Marketing, has 10-plus years of experience in B2B and B2C customer acquisition and retention. Her digital expertise includes lead generation, display, social media, email, mobile marketing and drive to retail strategies.

4

EMAIL

Smartphone Email Could Save Your 2015 Holiday Season!

Smartphone traffic accounted for nearly one-third of online retailer traffic during the 2014 holiday season, but delivered less than 10% of sales. With ideas, tips and examples of email programs designed to increase mobile conversion, you'll be able to change your email program to increase mobile conversion rates during this holiday season.



Loren McDonald, Silverpop, an IBM Company

As VP of Industry Relations, McDonald educates clients on best practices and trends in email, mobile marketing and marketing automation. He has 30 years of experience in marketing and consulting and is a frequent speaker at marketing industry events.



4:00-4:30 30 Minute Xchange Break
Great networking opportunity!

4:30-6:00

directXchange Sponsor-Facilitated Roundtables

Don't miss this popular time to connect with peers and learn about the latest strategies and tactics for growth from industry leaders, colleagues and NEMOA sponsors. Each Roundtable runs for 35 minutes, providing the opportunity for you to participate in two. Beer and wine will be served.

6:15-6:30

Networking on the bus!

6:30-9:30

Offsite Dinner & Networking Event

Eat. Play. Bowl.

Come out and play!

Join us at Level 257, a unique "adult playground," complete with boutique bowling, new and vintage arcade games, table tennis, and plenty of space to relax and mingle. Enjoy gourmet food, lounge seating and retro-chic style only 2 miles from the conference. Transportation provided.

Level 257
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Schaumburg, IL 60173

Sponsored by Infogroup



Plenty of time to network, attend sessions and seminars. Very well scheduled.

-ERIC DUNHAM, SPECIALTY COMMERCE CORP.



7:00-2:00pm Registration Desk Open
Xchange Café Open

7:00-9:00 Breakfast & Networking
Sponsored by KBM Group

8:00-9:00
Just for Merchants
MERCHANT-ONLY TOWN HALL MEETING

Moderators: Kevin McGrain, Appleseed's; Susan Landay, Trainers Warehouse/Office Oxygen; Dana Springfield, The Yankee Candle Co.

Join this MERCHANTS-ONLY session to discuss how you're dealing with the ever-changing marketing climate, current business challenges, or anything else top-of-mind — the role of brand, attribution methodology, determining market spend, how to optimize the customer service experience, or even the beastly Amazon.

What happens in "Town Hall" stays in "Town Hall"!



share. learn. connect.

8:00-9:00
Just for Suppliers
SUPPLIER-ONLY TOWN HALL MEETING

Moderators: Cindy Marshall, Shine Strategy; Kevin Haley, Brann & Isaacson; Stacey Hawes, Epsilon

How are you dealing with the constantly changing direct marketing landscape? At this SUPPLIERS-ONLY session, we will discuss lead generation ideas, business challenges, updates on legal issues, new ideas to drive sales, and other topics of interest. We'll be contacting suppliers before the NEMOA *directXchange* event to submit ideas, concerns and/or challenges you wish to discuss.

9:00-9:15

15 Minute Break
Great networking opportunity!



9:15-10:15

Keynote Session

Building Swagger into The Kansas City Steak Company

With changes bombarding every aspect of the marketplace, The Kansas City Steak Company had no choice but to change. By paying attention to its customers and testing new ways to go to market, it is experiencing new success with a fresh brand approach. Hear how The Kansas City Steak Company shifted its marketing to be more relevant to its audience in its product development and brand messaging and learn tactical ways to reach today's elusive customer.



John McKinven, The Kansas City Steak Company

John G. McKinven joined The Kansas City Steak Company as President of the Consumer Division in November, 2014. He's enjoyed a long career in Direct Marketing and Consumer Goods, including executive stints at Magellans LLC and The Bradford Group of Companies.

I pulled a number of interesting ideas from these (Xpress) talks. Love this format.
-Janie Downey, Catalog University

10:15-10:45

30 Minute Xchange Break and Hotel Checkout
Great networking opportunity!



10:45-11:45

Xpress Talks

Gutsy and Gusty Rapid-fire Talks

Speakers: Lois Brayfield, J.Schmid & Assoc; Loren McDonald, Silverpop; Jessica Ames, Olson Zaltman; Dana Springfield, Yankee Candle; Matt Glerum, President-At-Large; Bjorn Mann, SmartPak

This series of rapid-fire talks will challenge your thinking. The winds of change are here to stay—and you may need a weatherman to know which way those winds blow. Hear new, fresh perspectives on how catalogers/etailers could and should adapt quickly to the changing consumer, technology and marketing media.

Xpress Talks promises to be provocative, entertaining, even controversial. We guarantee it will prompt great dialogue for the rest of your conference.

11:45-12:00

15 Minute Break
Great networking opportunity!



BRING AND BROWSE CATALOGS

We always have a few tables of catalogs and brochures on display in the Xchange Café so you can see what others are doing!



Choose one session to attend. Each session runs from 12:00-12:45.

1

CREATIVE

Makeovers that Move the Needle

Learn how two brands (B2B and B2C) studied the changes in the marketplace, as well as their customers' lives, then committed to create a more relevant presentation. See several "before and after" treatments along with examples of what has worked and what has not. Hear how brand played a big role in their creative evolution.



Tim Schwieger, Broadcast Supply Worldwide

Tim is President/Chief Fun Guy of BSW, a pioneer in selling broadcast equipment via mail and internet. Tim takes his title of "Chief Fun Guy" seriously.



Ryan Hennig, Brownells

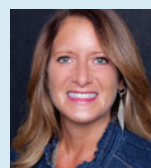
VP of Marketing, Ryan recently spearheaded the creative makeover and rebranding of the 75-year-old brand. Previously he held executive positions at Silver Star Brands, Elite Toys, and McKinley Companies. Ryan earned his MBA from the University of Wisconsin.

2

MOBILE & SOCIAL

Customer Engagement in an eCommerce World

How do consumers use their mobile devices? How do you create a pleasant experience on a mobile device? What about social media? Must you use SMS and do you need an App? Hear answers from an expert, including plenty of examples of good mobile sites, social media, and campaigns that you can use for your company.



Nancy Terzolani Fricke,>HelloWorld

Prior to becoming VP of Client Leadership at>HelloWorld, Nancy held senior marketing positions for Spiegel, JC Whitney, Crate & Barrel, and Barrie Pace, and worked with clients at Experian, Merkle, and nGage Labs. Her Marketing degree and MBA are from Saint Xavier University.

3

MARKETING

Getting a Bead on Millennials: What They're Thinking—and Buying

The largest and most diverse generation we've ever seen is moving into their prime spending years. Who are they, what do they value, and what does it mean for our business? Through winning case studies and examples of best practices from companies that are getting Millennials right, you'll learn how to get inside their heads—and pockets.



Jessica Ames, Olson Zaltman

An expert in consumer goods, Jessica is a Senior Research Manager at Olson Zaltman, which specializes in mind sciences to help marketers understand consumer beliefs, behaviors, and decision-making.

4

CUSTOMER EXPERIENCE & PERSONALIZATION

"Who" is Your Brand?

Build your brand's personality so well that consumers feel they know it personally, as a "who" not a "what." This spawns fierce brand advocates and returning shoppers. Using real-world examples and actionable processes, you'll learn how to explore your brand's personality and reinforce it at each consumer touch-point.



Ken Burke, MarketLive

MarketLive founder and CEO Ken Burke developed the MarketLive Intelligent Selling System, now a leading provider of e-commerce software. Ken is the author of *Intelligent Selling: The Art & Science of Selling Online*.



Emily Pfeiffer, Berkshire Blanket

VP of Brand Development and Digital at Berkshire Blanket, Emily is responsible for its web presence and branded, digital channel. A digital veteran, she also writes for EcommerceConsulting.com.

BRING A FRIEND AND SAVE!

Send 3 or more employees and you could save up to \$120 per person!

See page 13 for details.

12:45-1:15

Lunch Buffet and Networking

1:15-2:15

Closing Keynote Session

Change in China: Sail with the Wind in the World's Largest Market

Is China a puzzle to you? Learn the ropes of how to improve both gross margin and profit in the most populous country in the world. The key, this China expert says, is working with the factories. Discover how to reduce return rates by collaborating with the factories, leverage supplier relationships, cope with the changing supplier landscape, and last but not least, make more money.



Becky Jewett, SC Global Sourcing, Ltd. (Shanghai)

General Manager of the sourcing division of Colony Brands, Becky has held executive positions at Norm Thompson Outfitters, Chadwick's of Boston, Talbots and The Swiss Colony. She's a founding Partner of Windward Group, a former Chair of DMA, and is on the board of The Vermont Country Store. Becky and her family live in Shanghai, China.



I'm floored by how open people and speakers at this conference are at sharing how they do things and key metrics.
-directXchange attendee



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SHARE THE BEST OF OUR PROFESSION AND HONOR A RISING STAR IN YOUR COMPANY!

- Nominees must have worked five or fewer years in our industry
- Nominations by member companies only
- Deadline: Friday, August 7, 2015

Access Nomination Form at:
<http://www.nemoa.org/scholarships.php>

BOOK YOUR HOTEL TODAY!



We have a limited number of hotel rooms available for registered conference attendees for \$179/night + tax. This discounted rate is available until Friday, August 21st or until the room block sells out (whichever comes first).

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Schaumburg, IL 60173

Reservations by Phone: 1-877-303-0104
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Reservations Online:
<https://resweb.passkey.com/go/NEMOAFallConference>
or
http://nemoa.org/fall_2015_hotel.php

Parking
Complimentary onsite parking. Valet parking - \$17/day

Directions to the Conference
Please visit www.renaissanceschaumburg.com for directions and transportation options.

directXchange

The NEMOA Promise

Our conference will generate actionable, profit-boosting ideas that more than cover the cost of attending, or your next conference registration is FREE. **Guaranteed.**



FIND THE DISCOUNT FOR YOU

Early Bird Discounts if you register by Friday, August 21st! (see chart below)

NEMOA Member Discounts

Any employee of a member company qualifies for the member rate!

- Not sure of your membership status? Visit: http://www.nemoa.org/primary_member_list.php or call us at 207-885-0090
- Not a member but want to join? Please apply for membership by Friday, **August 7th**. Learn more at: http://www.nemoa.org/apply_for_membership.php

Multiple Attendee Discounts

The first two attendees from your company pay the full price — but third and subsequent attendees are eligible for a discount. (see chart below)

If you are registering more than 2 attendees, please choose a regular price ticket (1-2ppl) for all. Discounts (if applicable) will be applied automatically at checkout. Please contact the NEMOA office for questions or assistance.

Small Company Discounts

If you have three or fewer employees, use the (3+ ppl) pricing category. To use this discount when registering please contact the NEMOA office to request your Discount Code.

Discounts for VT/NH Marketing Group Members

VT/NH Marketing Group Members can receive a 15% discount off of non-member registration prices. Please contact the NEMOA office for instructions.



REGISTER ONLINE NOW

http://nemoa.org/fall_2015_registration.php

Free Registration for Rising Stars

NEMOA member companies are eligible to submit a Rising Star Nomination Form to recognize a deserving employee with a free conference registration. Deadline for Nomination Forms is Friday, **August 7th**. Please visit our Rising Star Scholarships page for details and form:

<http://www.nemoa.org/scholarships.php>

Sponsor Passes

Please contact terri@nemoa.org for instructions on how to use your Sponsor Passes to register your employees or your clients for the conference. Thank you.

QUESTIONS

Contact Terri at the NEMOA office: 207-885-0090; terri@nemoa.org

CONFERENCE PRICING

The following fees cover all conference sessions, events and meals. Registration fees are PER PERSON.

Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Aug 21 (save \$200)	\$499 (\$419)*	\$619 (\$499)*
Register Aug 22 or after	\$699 (\$619)*	\$819 (\$699)*
Non-Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Aug 21 (save \$200)	\$749 (\$669)*	\$869 (\$749)*
Register Aug 22 or after	\$949 (\$869)*	\$1,069 (\$949)*

“NEMOA’s directXchange doesn’t bombard you with sales pitches. You should belong to NEMOA because it does great things for the direct marketing industry.”

–Jennifer Hanna, Summit Racing

NATIONAL ETAILING & MAILING ORGANIZATION OF AMERICA

NEMOA's Mission

The National Etailing & Mailing Organization of America is a non-profit trade organization serving catalog and etailing companies and industry service providers throughout the United States. NEMOA provides companies of all sizes with affordable conferences to share ideas and experiences, build relationships, explore new opportunities and learn about industry trends and issues that affect direct marketers.

share. learn. connect.

SAVE THE DATE!

directXchange
by nemoa

March 9-11, 2016 | Spring Conference
Westin Boston Waterfront Hotel -
Boston, MA
Visit www.nemoa.org for details



NEMOA MEMBERSHIP HAS

XTREME BENEFITS

share.

- *Need fresh thinking?*
Learn, borrow and exchange the BEST ideas from industry experts and peers.
- *Got questions?*
You will have FREE access to our Membership Directory, Job Postings, and our sponsored industry research.

learn.

- *Need help on your bottom line?*
You will have direct access to up-to-date, relevant content at our successful directXchange conferences.
- *Need affordable training?*
We believe in the future of our industry and will provide scholarship opportunities for "Rising Stars" from your company.
- *Need talent?*
NEMOA provides FREE access to quality interns enrolled in direct marketing programs at universities and colleges.

connect.

- *Looking for help from Industry Leaders?*
Leverage an incredible industry talent pool by asking fellow members or Board members for a personal introduction.
- *Want more traffic and SEO?*
Free links to your website from our online Membership Directory.
- *Looking for qualified applicants without a fee?*
Free job posting privileges on the NEMOA website.

save.

- *Members save!*
Discounts on directXchange conference registration fees.
- *Affordable sponsorship opportunities.*
Suppliers can gain brand exposure with affordable sponsorship to reach hundreds of direct marketers who need their services.

VISIT WWW.NEMOA.ORG OR CONTACT KRIS@NEMOA.ORG
FOR MORE INFORMATION ON MEMBERSHIP.

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Sponsorships are key to keeping conference registration fees as low as possible. Please take the time to thank our sponsor representatives when you meet them. If you are interested in becoming a sponsor, please contact the NEMOA office.