

direct Xchange[®]

by nemoa[®]

**Marketing to
the Minds**
of Catalog and
Etail Shoppers



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 69 years of presenting quality content and enabling connections.

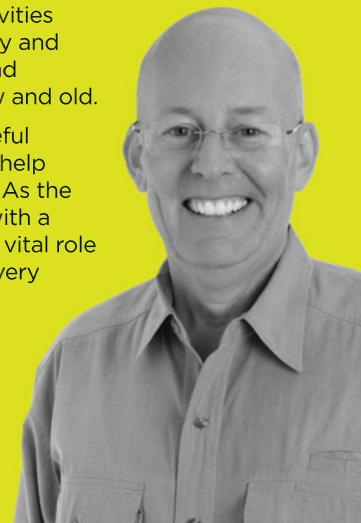
BOOK YOUR HOTEL ROOM TODAY!

Make your hotel and travel arrangements soon! See page 13 for details.



NEMOA BOARD OF DIRECTORS AND STAFF

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Brad

Brad Bishop, NEMOA President



Marketing to the Minds of Catalog and Etail Shoppers

SCHEDULE HIGHLIGHTS

WEDNESDAY, SEPTEMBER 14

- 1-1:30 p.m. First-Timer Welcome Briefing
- 1:45-2:45 p.m. Opening Session
- 3:15-4 p.m. Four Concurrent Breakout Sessions
- 4:15-5:15 p.m. Closing Session
- 6-7 p.m. Welcome Reception

THURSDAY, SEPTEMBER 15

- 7:30-9 a.m. C-Level Breakfast Session
- 9:30-10:30 a.m. Opening Session
- 10:45-11:45 a.m. Xpress Talks
- 1-2 p.m. Lunch Panel Session
- 2:30-3:15 p.m. Four Concurrent Breakout Sessions
- 3:30-5:15 p.m. Sponsor-Hosted Roundtable Discussions
- 6:30-9:30 p.m. Reception, Dinner and Networking Event

FRIDAY, SEPTEMBER 16

- 8:30-9:30 a.m. Merchant Town Hall
- 8:30-9:30 a.m. Supplier Town Hall
- 9:45-10:45 a.m. Four Concurrent Breakout Sessions
- 11 a.m.-12 p.m. Closing Session

Please visit http://nemoa.org/fall_2016_schedule_of_events.php for full schedule details.

NEUROMARKETING TIP:
Be visually engaging! People process photos 50,000x faster than text.

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 PMX Agency (formerly Paradysz+PM Digital)

DAY ONE SCHEDULE

- 11:30 a.m. Main Registration Desk Open
- 12:30 p.m. Welcome Refreshments
- 1-1:30 p.m. Welcome Briefing for First-Timers
Sponsored by Dataline

1:45-2:45 p.m.

OPENING SESSION

AUTOMATIC ACTION: DECISION SCIENCE SECRETS THAT MAKE SHOPPERS RESPOND

You can get everything right with your list, offer, and creative, yet still not get the results you seek. Why? Current research shows people make UP TO 95% of their purchase decisions subconsciously — automatically and instinctively. The good news? These automatic behaviors can be triggered! Discover which techniques you can easily embed in your email, catalog, and other creative to immediately increase your open, read, and response rates.

Nancy Harhut, Chief Creative Officer, Wilde Agency

A 2015 BostInno "50 on Fire" marketing & advertising winner, 2015 ECHO recipient, and 2016 Social Top 50 Email Marketing Leader, Nancy Harhut is the Chief Creative Officer at Wilde Agency, a digital and direct firm specializing in the impact of decision science on marketing. She and her teams have won over 175 awards for marketing effectiveness.



BACK BY POPULAR DEMAND!



2:45-3:15 p.m.
30-MINUTE XCHANGE BREAK

“ Good energy this conference. I heard a lot of people saying that the line-up of speakers was strong. ”

—Jeff Ryan, 19 Oaks



NEUROMARKETING TIP:

Using someone's name in your marketing can triple response — personalization works!

3:15-4 p.m.

FOUR CONCURRENT BREAKOUT SESSIONS

Choose two sessions to attend. Each session runs from 3:15-4 p.m. Wednesday and repeats on Thursday from 2:30-3:15 p.m.



BREAKOUT #1

DIGITAL MARKETING TAKE YOUR DATA CO-OP RELATIONSHIPS TO THE NEXT LEVEL

Data co-ops offer greater insight into the mind of the consumer than ever before. To make the most of those relationships, you'll learn best practices for working with a co-op, vital questions you should be asking, and how co-ops can help you with digital marketing.

Doug Kaczmarek, EVP of Audiences & Measurement, Wiland

Doug Kaczmarek leads Wiland's data management, analytics, product fulfillment and digital operations functions. His 25+ years in consumer marketing include stints on both the client and service sides of the business with his time at Sears, Experian, and America Online.



BREAKOUT #2

DATA & ANALYTICS LEVERAGING TRANSACTION DATA TO INCREASE SALES: THE HONEYBAKED HAM STORY

Discover the key action steps HoneyBaked Ham took to become a more sophisticated CRM multi-channel marketer, including using transaction data to develop actionable market segments and developing and implementing effective email strategies.

Lianne Cornell, Director for Direct To Consumer, The HoneyBaked Ham Company

Lianne oversees all HoneyBaked digital and direct mail initiatives supporting e-commerce and 400+ stores. She has bridged the gap between traditional marketing and new-era digital by creating channel-agnostic campaigns spanning social, email, display, website content, PPC, SEO and direct mail.

George Orme, Managing Director, Strategic Marketing Partners

George is a recognized expert in developing data-driven marketing and CRM strategies and is particularly skilled in using marketing intelligence for strategic advantage. He speaks regularly regarding customer contact optimization and multi-channel CRM initiatives and is a co-author of *The New Direct Marketing*.

BREAKOUT #3

MERCHANDISE TAPPING INTO CUSTOMERS' MINDS TO DEVELOP WINNING MERCHANDISE

Relying on gut instinct to develop winning product assortments does not work anymore. Learn how to tap into the human psyche and use actionable consumer and business intelligence to increase new item success rates and excite and delight your customers.

Larry Shaw, VP of Marketing, Aurora Brands

For 25 years, Larry has overseen marketing, merchandising, and creative for many brands. His "secret sauce" is mining a brand's product DNA to create vivid, engaging shopping experiences. Larry currently develops marketing and creative programs for the Mackenzie-Childs and Jay Strongwater brands.



BREAKOUT #4

CREATIVE STRATEGIES WORDS AND THE BRAIN: WORDS MATTER, BUT THE RIGHT WORDS MATTER MORE

Human beings use words to move others, to motivate, and to sell. The right words may mean the difference between abandoned carts or discarded catalogs and finished orders. Learn how and why words move others to action, how to choose the right words for desired results, and how to persuade customers to do what you want.

Ken Johnson, Chief Officer of Enterprise Solutions, Communication Logistics, Inc.

Ken serves as the Chief Officer of Enterprise Solutions for Communication Logistics, Inc. Ken previously served as a Professor of Rhetoric and Philosophy and continues merging the use of words into business by persuading customers of the value and need for products and services.



4-4:15 p.m. 15-MINUTE XCHANGE BREAK

4:15-5:15 p.m.
CLOSING SESSION
USING CUSTOMER RESEARCH TO DRIVE PRODUCT, CATALOG, AND MARKETING DECISIONS

Launched in March 2013, Wildfang is an online and offline retailer serving up over 50 brands, including its own private label line. Featured in numerous publications such as *The Guardian*, *The New York Times*, and *Vogue*, Wildfang has quickly built a highly engaged tribe of fans, including numerous A-List celebrities and musicians like Kristen Stewart, Ellen Page and Janelle Monae. Learn how Wildfang is building a movement of badass women through a balanced use of emotional connection and consumer insights.



Emma McIlroy, CEO/CMO, Wildfang

Prior to co-founding Wildfang, Emma had over a decade of experience in brand & product marketing at Nike and Barclays. A self-confessed brand marketing nerd, Emma graduated with a 1st Class Honors degree from Emmanuel College, Cambridge, and has a healthy obsession for sports, Simpsons, and Cadburys. Emma and her Wildfang co-founder, Julia Parsley, were recently named to the Upstart 100.

5:15-6 p.m. Free Time/Networking
 6-7 p.m. directXchange Welcome Reception at the Renaissance
 Sponsored by Quad/Graphics

DAY TWO SCHEDULE

7:30-6 p.m. Registration Desk and Xchange Café Open
 7:30-9:15 a.m. Breakfast and Networking
 Sponsored by KBM Group
 7:30-9 a.m. C-Level Breakfast Session (by invite only)
 9:15 a.m. Welcome Remarks

“ Find a common thread between your customer and your brand. Use that as an inroad to ask for the sale, and make the transaction as easy as possible. ”

—Dan Michaud, *Summit Racing Equipment*



9:30-10:30 a.m.
OPENING SESSION
TAKING THE CATALOG LEAP: USING CUSTOMIZED DATA TO DELIVER CUSTOMER-RELEVANT CONTENT IN EVERY FORM

Since its inception, True&Co. has been revolutionizing the women’s lingerie industry online—so why did they decide to expand their reach offline and produce a catalog? True&Co.’s customer data algorithms continually help them tailor content relevant to their customers, so Anda will share how their data analysis drove them to begin catalog production, what their initial results have been, where their catalog strategy goes from here, and five lessons they’ve learned that you can apply to your own business.



Anda Pho, Head of Marketing, True&Co.

In her leadership role at True&Co., Anda drives strategic initiatives and pushes boundaries to create a multi-channel business for a new lingerie brand changing the way women shop for bras. She has over 15 years of experience in consumer marketing and holds a BA in International Economics from UCLA and an MBA in Marketing from the Wharton School of the University of Pennsylvania.

10:30-10:45 a.m. 15-MINUTE XCHANGE BREAK



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.**

10:45-11:45 a.m.
XPRESS TALKS
RAPID FIRE TALKS TO CHALLENGE YOUR THINKING
MODERATORS: Sarah Fletcher, Catalog Design Studios
Alex Pratt, Serious Brands
Kevin Haley, Brann & Isaacson
Larry Shaw, Aurora Brands
Bill Tine, King Arthur Flour

Are you ready to be challenged? Five acclaimed marketers will share new perspectives, winning strategies, and emerging trends. We’ve asked each speaker to step out on the ledge and try to upset the status quo, so come prepared to think outside your comfort zone! These rapid-fire talks promise to be thought-provoking AND entertaining.

11:45 a.m.-12:30 p.m. Lunch and Networking
 12:30-12:45 p.m. Rising Stars Awards Ceremony
 Sponsored by J.S. Eliezer Associates

NEUROMARKETING TIP:
 People look at a model’s eyes. Let their eyes direct the viewer to what you want them to see.

SHARE. LEARN. CONNECT.

BRING A FRIEND AND SAVE!

Send three or more employees and you could save up to \$120 per person! See page 12 for details.

1-2 p.m.
LUNCH SESSION
MILLENNIAL PANEL

Millennials are the largest demographic in the U.S., yet they continue to confound many marketers on how to reach them. Learn more about how your brand can connect with the most influential consumer group in the country by joining this moderated session that will explore marketing to the ME(illennials) generation: understanding their life stages, insights into their purchase behavior, and the channels where they engage.



Wade Lee Jones, VP, Direct to Consumer and CRM, Journeys

Wade manages the strategy and tactics of the company's direct to consumer marketing, customer contact strategy, and omnichannel CRM efforts, including direct mail and email programs as well as database and customer relationship management for 1200+ stores.



Jean-Yves Sabot, VP of Retail Business Development, Epsilon

Jean-Yves Sabot is Vice President, Retail Business Development at Epsilon, where he helps retailers develop proven solutions to connect with their customers and drive store and online traffic.



Arthur Hall, Media Channel Integration Consultant, Quad/Graphics

A direct marketing veteran with expertise in marketing, technology,

and finance, Art works with Quad/Graphics clients to leverage their customer data into highly personalized life-stage and marketing solutions. Art is a speaker for the Direct Marketing Association and has won several DMA ECHO awards on behalf of his clients.

GREAT NETWORKING OPPORTUNITY!

2-2:30 p.m.
30-MINUTE XCHANGE BREAK

2:30-3:15 p.m.
FOUR CONCURRENT BREAKOUT SESSIONS

Encore presentation of Wednesday's Breakouts — see page 5 for session details

3:15-3:30 p.m.
15-MINUTE XCHANGE BREAK

3:30-5:15 p.m.
SPONSOR-FACILITATED ROUNDTABLE DISCUSSIONS

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.

5:15-6 p.m. Free Time/Networking

6-6:15 p.m. Convene in Lobby for Bus Ride to Dinner Event
6:30-9:30 p.m. Reception, Dinner and Networking Event

FUN.

SHARE. CONNECT. PLAY!

Take a break from the conference routine! Network with colleagues in whole new way by challenging them on the bowling lanes or the bocce court. The top-notch venue, gameside food & beverage service, and complimentary transportation let you focus on the fun and friendship!

Pinstripes: Bistro-Bowling-Bocce
100 W. Higgins Rd
South Barrington, IL 60010
847-844-9300

Sponsored by Infogroup Media Solutions

DAY THREE SCHEDULE

7:30 a.m.-12:30 p.m. Registration Desk and Xchange Café Open
7:30-9 a.m. Breakfast and Networking
Sponsored by Arandell

9:30-9:45 a.m.
15-MINUTE XCHANGE BREAK

“Great crowd was there to make connections and engage in conversations.”

—Kevin Varieur, *QuickPivot*

NEUROMARKETING TIP:

The number 9 is a “charm number.” A price ending in 9 can increase sales by up to 29%!

SHARE. LEARN. CONNECT.



NEUROMARKETING TIP:

Creating scarcity, e.g. a limited time offer or letting someone in on a “secret,” can increase response by 38%!

8:30-9:30 a.m.

**SUPPLIER-ONLY
TOWN HALL**

**AUTHENTIC PARTNERSHIPS:
HUGGING THE CACTUS**

MODERATOR: Brent Eskew, Wiland

We are all vulnerable to an “Us vs. Them” mentality — to being judged and judging others. But authentic partnership is not about your words; it’s about the ability to fully engage and truly understand those we work with and for. Authentic partnership is created when you “hug the cactus,” allowing your customers to truly be seen, heard, and valued. Learn how the correct focus can make your success inevitable!

8:30-9:30 a.m.

**MERCHANT-ONLY
TOWN HALL**

MERCHANT HUDDLE

**MODERATORS: Sue Landay, Trainers Warehouse & Office Oxygen
Pamela Higgins, National Geographic Partners**

Join this MERCHANTS-ONLY session to chat with colleagues about anything that’s stressing you out — the ever-changing marketing climate, current challenges, attribution methodology, optimization of customer experience, or even the beastly Amazon. Take advantage of this opportunity to ask questions and share ideas with other companies that wrestle with the same issues you do.

9:30-9:45 a.m.

15 MINUTE XCHANGE BREAK

9:45-10:30 a.m.

**FOUR CONCURRENT
BREAKOUT SESSIONS**

Choose one session to attend.



BREAKOUT #1

**CREATIVE STRATEGY
HAPTIC BRAIN/HAPTIC BRAND:
A COMMUNICATOR’S GUIDE TO
THE NEUROSCIENCE OF TOUCH**

Look at communication through the lens of neuroscience! Learn about haptics—the study of how our sense of touch shapes what we think—and explore why haptic brains respond so well to haptic brands. This session offers inspiration and education to designers, marketers, and brand owners.

Daniel Dejan, North American ETC Print & Creative Manager, Sappi North America

With 40+ years of design, production, print buying, and on-press experience, Daniel is always ready to share his knowledge of the successful marriage of print & paper. He’s a certified G7 expert and on the Board of Directors for IDEAlliance.



BREAKOUT #2

**EMAIL
BOOST EMAIL MARKETING
REVENUE WITH THE POWER OF
CONSUMER PSYCHOLOGY**

Turn your emails into your best sales rep! Holly will help you combine tried-and-true sales tactics with innovative email marketing strategies to build trust, increase likability, drive demand, and convert subscribers into loyal customers. Leave with a better understanding of natural selling techniques and how to apply them to email marketing campaigns.

Holly Wright, Email Marketing Manager, Phoenix Direct

Holly leads the Phoenix Direct email marketing team and specializes in driving growth for small to mid-sized retailers and direct-to-consumer businesses. She earned her MBA at Georgia Tech.

BREAKOUT #3

**OPERATIONS
THE PSYCHOLOGY
OF NEGOTIATION**

From personal life to business, negotiation is fundamental to how the world works. This session will focus on the skills and techniques you can use to get the most out of these interactions. Learn how to overcome fear, identify leverage, embrace silence, and gain crucial insight into the psychological factors that can tilt a deal in your favor.

Kevin Haley, Partner, Brann & Isaacson

Kevin’s practice addresses topics critical to direct marketers, including intellectual property, data security, privacy, social media, trade regulation, and commercial transactions. He is a co-author of the “Eyes on eCom Law” blog that covers online and direct marketing legal developments.

Brad Bishop, VP of Direct Marketing, SmartPak (Retired)

A direct response veteran, Brad has held senior marketing positions for Talbots, J. Jill, WearGuard, Specialty Catalog, and The Paragon and is the recently retired VP of Direct Marketing for SmartPak. He earned his MBA from the University of Virginia.



BREAKOUT #4

**DIGITAL MARKETING
MARKETING BEYOND
THE GOOGLE SEARCH BOX**

Recent changes are impacting your company on Google’s Search Engine Results Pages (SERPs), so take your brand beyond the SERPs to everywhere people live online. Tap into micro-targeting to “hear” what consumers really want and when they want it, and learn how to let consumers’ online behavior tell you how to sell even more.

Leslie Lewis, Director of Search Marketing, @Website Publicity

Leslie joined @Website Publicity (WSP) in 2007 as a PPC Strategist. Currently Director of Search Marketing and a YouTube guru, Leslie leads the development of WSP’s digital marketing services, the strategic direction of client campaigns, and management of campaign teams.



**10:30-11 a.m.
30-MINUTE XCHANGE BREAK
AND HOTEL CHECKOUT**

11 a.m.-12 p.m.

**CLOSING SESSION
SPEAKING TO CROWDS OF ONE**

Serious believes one of the few sustainable competitive advantages in a connected world is a genuine deep understanding of what makes each customer tick. A team of behavioral PhD’s and entrepreneurs has worked for 3+ years to test different variables and build a mass customized approach to distance selling — with some amazing results.

**Alex Pratt, OBE,
Serious Brands**

Alex is an entrepreneur who began trading bankrupt stocks at age 16 and then moved on to develop big business ideas such as manufacturing reading lamps for spaceship use and creation of the world’s first learning gym. He is an industrial advisor to several governments and is the Chairman of the UK’s Direct Commerce Association. He speaks globally on the topics of leadership, innovation, and entrepreneurship and holds a Queen’s Award for Enterprise Promotion. His best-selling book *Austerity Business: 39 Tips for Doing More with Less* was published in 2010.



12 p.m. Closing Remarks and Farewell Toast

REGISTRATION

REGISTER
ONLINE
NOW

http://NEMOA.org/fall_2016_registration.php



FIND THE DISCOUNT FOR YOU

Early Bird Discounts if you register by Friday, August 19!

(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 contact the NEMOA office for assistance
- Not a member but want to join? Please apply for membership by Friday, August 12. 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 two attendees, please choose a regular price ticket (1-2 people) 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+ people) 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.

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 12. Please visit our Rising Star Scholarships page for details and form: <http://www.NEMOA.org/scholarships.php>

Sponsor Passes

Please contact the NEMOA office for instructions on how to use your Sponsor Passes to register your employees or your clients for the conference. Thank you.

QUESTIONS?

Contact the NEMOA Office:

- **Phone:** 207-885-0090
- **Email:** admin@nemoa.org



SHARE. LEARN. CONNECT.



BOOK YOUR HOTEL TODAY!

We have a limited number of hotel rooms available for registered conference attendees for \$179/night + tax at our host hotel, the Renaissance Schaumburg Convention Center Hotel. This discounted rate is good until Friday, August 19 or until the room block sells out (whichever comes first).

Renaissance Schaumburg Convention Center Hotel

1551 N. Thoreau Dr.
Schaumburg, IL 60173

Reservations by Phone:

1-877-303-0104

- Please mention NEMOA to receive our special group rate of \$179/night + tax

Reservations Online:

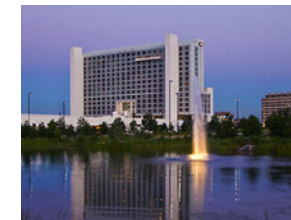
<https://resweb.passkey.com/go/NEMOA2016FallConference> or
http://nemoa.org/fall_2016_hotel_and_travel.php

Parking:

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

Directions to the Conference:

Please visit www.renaissanceschaumburg.com for directions and transportation options.



WIN A FREE REGISTRATION FOR YOUR rising stars

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
- Nomination by member companies only

Deadline is Friday, August 12, 2016

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

CONFERENCE PRICING

The following fees cover all conference sessions, event and meals. Registration fees are **per person**.

| Member | Cataloger/Etailer | Service/Supplier |
|------------------------------------|------------------------|------------------------|
| | 1-2 people (3+ people) | 1-2 people (3+ people) |
| Register by August 19 (save \$200) | \$599 (\$519) | \$699 (\$579) |
| Register August 20 or later | \$799 (\$719) | \$899 (\$779) |
| Non-Member | Cataloger/Etailer | Service/Supplier |
| | 1-2 people (3+ people) | 1-2 people (3+ people) |
| Register by August 19 (save \$200) | \$899 (\$819) | \$999 (\$879) |
| Register August 20 or later | \$1099 (\$1019) | \$1199 (\$1079) |

ABOUT NEMOA

NEMOA MEMBERSHIP HAS

EXTREME 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.

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

SHARE. LEARN. CONNECT.

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.

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.



AMERICAN CATALOG MAILERS ASSOCIATION

JOIN TODAY
and help control postal costs!

Contact Lynn:
lnoble@catalogmailers.org
513-608-4749

SAVE THE DATE!

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MARCH 22-24, 2017
SPRING CONFERENCE

NEMOA's 70th Anniversary!

Westin Boston Waterfront Hotel
Boston, MA

Visit www.NEMOA.org
for details



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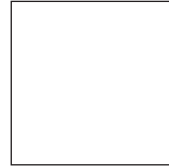
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Fall Conference
September 14-16, 2016
Renaissance Schaumburg Convention
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SAVE \$200

Early Bird Deadline is August 19, 2016.
Members save even more!

See page 12 for details.



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THE ONLY NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS



LISTEN. LEARN. FROM TOP MARKETING MINDS.



Nancy Harhut, Chief Creative Officer, Wilde Agency

Automatic Action:

Decision Science Secrets That Make Shoppers Respond.

Discover techniques you can embed in your email, catalog, and other creative to trigger subconscious reactions and increase your open, read, and response rates. (See page 4.)



Alex Pratt, OBE, Serious Brands

Speaking to Crowds of One.

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Emma Mcilroy, CEO/CMO, Wildfang

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