

nemoa

THE ONLY NATIONAL SUMMIT DEDICATED TO
CATALOGERS & ETAILERS



LARRY SHAW
MACKENZIE-CHILDS



JEN BILIK
KNOCK KNOCK



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Register now for the Fall Summit!

SEPTEMBER 12-14, 2018 • CHICAGOLAND

**100%
GUARANTEED**





THE ONLY NATIONAL SUMMIT DEDICATED TO CATALOGERS & ETAILERS

Welcome to the preview of our next NEMOA Summit! As the new NEMOA president, I'm excited to be part of this dynamic organization that helps the direct marketing industry stay on the forefront of emerging trends and technology.

In the ongoing spirit of "share, learn, and connect," we've fine-tuned some summit offerings based on feedback attendees have shared. A few adjustments we've made:

- **More face time:** we now offer more occasions for networking with peers in a casual, no-pressure environment.
- **More industry insights:** there's ample opportunity to learn what works for your fellow direct marketers, as opposed to hearing sales pitches.
- **More hands-on learning:** Breakfast Club sessions allow you to get critically constructive feedback from experts and peers.

I look forward to hearing how these latest improvements help your business thrive.

While you're at the summit, be sure to take a moment to thank our sponsors—we couldn't create this dynamic event without their support.

See you in Schaumburg!

Sincerely,
Dana Springfield, President

ENHANCING YOUR CAREER AND COMPANY IS AS EASY AS 1-2-3!

- 1 **Connect with your peers** and suppliers to grow your resource network
- 2 **Learn best practices** from industry veterans and cutting-edge leaders
- 3 **Receive valuable insights** and actionable takeaways instead of sales pitches

“THE NETWORKING. IT WAS SUCH A MANAGEABLE GROUP AND WE ALL WERE IN MANY OF THE SAME SESSIONS TOGETHER. MULTIPLE OPPORTUNITIES TO MEET UP WITH THE SAME PEOPLE.”

—2018 Spring Summit Attendee

100%
GUARANTEED
●●●



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MEMBERSHIP HAS ITS BENEFITS!

Members receive discounts on event registrations and get access to speaker presentations. Go to NEMOA.org for details.

SCHEDULE AT A GLANCE

WEDNESDAY, SEPTEMBER 12

Registration Desk & Connection Lounge Open . . . **3:00 p.m.**
Welcome Refreshments **3:00-5:00 p.m.**
3, 2, 1... NETWORK! **3:00-6:30 p.m.**
Sponsor Thank You Reception (invite only) . . **5:30-6:00 p.m.**
Board & Speaker Reception (invite only) **5:45-6:30 p.m.**
Welcome Reception. **6:30-7:30 p.m.**
(open to all attendees)

THURSDAY, SEPTEMBER 13

Registration Desk & Connection Lounge Open . . . **7:30 a.m.**
Breakfast Buffet & Networking **7:30-9:30 a.m.**
C-Level Breakfast Session (invite only) **8:00-9:30 a.m.**
First Timer Breakfast and Welcome Briefing. **8:00-9:30 a.m.**
Opening Session **9:45-10:45 a.m.**
3 Concurrent Breakouts **11:00 a.m.-12:00 p.m.**
Lunch Buffet & Networking. **12:00-12:40 p.m.**
Rising Stars Awards **12:40-12:55 p.m.**
General Session - Update from DC **1:00-1:30 p.m.**
General Session **2:00-3:00 p.m.**
3 Concurrent Breakouts (new topics) **3:15-4:00 p.m.**
Speed Meetings. **4:15-5:15 p.m.**
Free Time/Networking **5:15-6:00 p.m.**
Evening Event (at Level 257) **6:30-9:30 p.m.**

FRIDAY, SEPTEMBER 14

Registration Desk & Connection Lounge Open . . . **7:30 a.m.**
Breakfast Buffet & Networking **7:30-9:00 a.m.**
Three Breakfast Club Conversations **8:00-9:00 a.m.**
General Session **9:15-10:00 a.m.**
3 Concurrent Breakouts (repeat) **10:15-11:00 a.m.**
Closing Panel Session **11:15 a.m.-12:00 p.m.**

SEPTEMBER 12 WEDNESDAY

3:00 p.m. – Registration Desk & Connection Lounge Open

3:00 - 5:00 p.m. – Welcome Refreshments

3:00 - 6:30 p.m. – 3, 2, 1... NETWORK!

(Open to all registered attendees)

You asked, we answered: Attendees wanted more time to connect, so we set aside a block of specially devoted face time. Join us in the Connection Lounge to mingle with merchants, suppliers, and sponsors. Download the Attendify App so you know who's coming, and set up meetings in advance to make the most of your afternoon. Plus, we'll have refreshments to energize you, and interactive games to help you meet the right people and kick off the Summit in style.

Share

Share, borrow, and exchange the BEST ideas from industry experts and peers. NEMOA is all about an exchange of information through amazing networking opportunities.

Learn

You have direct access to up-to-date, relevant content at our successful bi-annual summits, including presentations that will place your brand on the cutting edge.

Connect

Have a business need? Your membership allows you to leverage an incredible industry talent pool. The Board will personally make introductions and connect you to other members that will help solve your problems. We love connecting people.

5:30 - 6:00 p.m. – Sponsor Thank You Reception

(Invite only)

5:45 - 6:30 p.m. – Board & Speaker Reception

(Invite only)

6:30 - 7:30 p.m.

WELCOME RECEPTION

Sponsored by Oracle Data Cloud

Open to all registered attendees. Join your fellow attendees for drinks, appetizers and some social time!

“THE BREAKOUT
SESSIONS
WERE
EXCELLENT
AND
OVERALL THE
CONFERENCE
PROVIDED
A LOT OF
OPPORTUNITY
TO MEET AND
NETWORK.”

—Neal Kent

2018 Spring Summit Attendee



7:30 a.m. – Registration Desk & Connection Lounge Open

7:30 - 9:30 a.m. – Breakfast Buffet & Networking
Sponsored by Wiland

8:00 - 9:30 a.m. – C-Level Breakfast Session
(Invite only)

8:00 - 9:30 a.m. – First Timer Welcome Briefing (over breakfast)
Sponsored by Arandell

9:30 - 9:45 a.m. – NETWORKING BREAK

**SHARE.
LEARN.
CONNECT.**

9:45 - 10:45 a.m.

OPENING SESSION BALANCING EXPRESSION AND BUSINESS: A CREATIVE ENTREPRENEUR'S GUIDE

Jen Bilik, Knock Knock

In 2002, Jen Bilik started Knock Knock with 14 products and a lot of naiveté, and today the company's products are sold in nearly 20,000 stores and 45 countries. But there were challenges, from left-brained manufacturing, distribution, scaling, and managing staff to the right-brained side of writing, product design, and marketing ingenuity. Jen will discuss it all, including starting, growing, and running a business, maintaining vision during brand unification, and being an executive trying to cultivate her own creative expression.

Jen Bilik. Jen is the founder, owner, and overall head honcho of Knock Knock, which creates products distinctive in concept, content, and design, immune to the disease of committee homogenization. Initially a reluctant businesswoman despite her background in film and publishing (including co-authoring two books), Jen has transformed into a passionate entrepreneur who joyfully speaks about both the business and creative sides of Knock Knock.



10:45 - 11:00 a.m. – NETWORKING BREAK

11:00 a.m. - 12:00 p.m.

THREE CONCURRENT BREAKOUT SESSIONS

BREAKOUT #1 – WIN AT OMNI-CHANNEL MARKETING



Ashley Chambers Canning, Keds

Keds is a century-old brand that has grown and stayed relevant by targeting the millennial consumer. Drawing from its brand DNA of female empowerment, Keds is developing engaging digital content, innovative products, and consumer-centric, channel-agnostic marketing tactics to drive double-digit growth in its ecommerce business. Learn how

they leverage their established retail presence and brand recognition to tap into new consumer segments while modernizing core retention initiatives with intelligent omni-channel marketing campaigns.



BREAKOUT #2 – DIRECT MAIL DONE BETTER: POSTCARD SUCCESS BY DESIGN TOSCANO

**Stephanie Stopka, Design Toscano
Lori Paikin, NaviStone**

Finding the most relevant way to build and maintain a relationship with your customer is becoming increasingly complex. But what if the answer is much simpler than you thought – if the clues all start within your own data? Join Design Toscano and NaviStone as they share how they partnered up to build a bridge within the customer journey from online to offline. You'll learn how Design Toscano leveraged intent data and converted buyers through individualized and relevant direct mail.



BREAKOUT #3 – THE FUTURE OF SEO: WHAT YOU NEED TO KNOW



**Ken Courtright, 99centrator
Stephan Spencer, The Art of SEO**

Google keeps changing its algorithms, and users keep changing how they search. SEO is more complex than ever, but we'll distill it to the essentials for doubling organic traffic:

- Outmaneuver/outperform in mobile SEO, site speed, the Knowledge Graph, featured snippets, and voice search
- Implement technical SEO in today's landscape
- Influence user behavior

You'll leave the session informed and with a roadmap of SEO priorities.



DOWNLOAD THE ATTENDIFY APP

- Set up your personal Summit schedule
- Find out who's coming
- Get updates on Summit events

12:00 - 12:40 p.m. – LUNCH BUFFET & NETWORKING

Sponsored by Media Horizons

12:40 - 12:55 p.m. – Rising Stars Awards

Sponsored by J.S. Eliezer Associates

1:00 - 1:30 p.m.

GENERAL SESSION

UPDATE FROM DC

**George Isaacson, Brann & Isaacson
Hamilton Davison, ACMA**

What does the Supreme Court's recent decision in South Dakota v. Wayfair mean for your business? States are now free to do as they please on sales taxes. Find out how you can influence the future impact on your business. Brann & Isaacson's George Isaacson, who argued the case before the Supreme Court, will fill us in on the impact of the decision. Hamilton Davison of the ACMA will join George in explaining what it all means.

George Isaacson. George represents merchants throughout the U.S. regarding state sales, use, and income tax matters and regulatory issues. He is tax counsel to the Data & Marketing Association and

has represented the DMA before the Supreme Court.

Hamilton Davison – President & Executive Director, ACMA
Davison co-founded the American Catalog Mailers Association (ACMA) and works closely with the USPS and Postal Regulatory Commission. He sits on the board of directors for the Association for Postal Commerce.

1:30 - 2:00 p.m. – NETWORKING BREAK

2:00 - 3:00 p.m.

GENERAL SESSION

FIVE DIGITAL PILLARS OF ECOMMERCE

Harry Gold, Overdrive Interactive

Countless factors drive success for an ecommerce or omni-channel organization, but there are five digital marketing channels you have to get right. Many companies don't apply the basics to optimize and sync their channels, so they fail because of a lack of simple fixes and best practices. Harry will reveal these five essential channels and some simple tactics you can use right now to boost ROI.

Harry Gold. Harry is Founder and CEO of Overdrive Interactive, an award-winning digital marketing firm that has served companies such as Harley-Davidson, GE, IBM, Dell, and the Rockettes. His primary mission is to create innovative online marketing programs and share those programs with clients and the world. He is a frequent lecturer on digital-first marketing, has written a digital marketing column for ClickZ, and was voted Direct Marketer of the Year by the New England DMA.



3:00 - 3:15 p.m. – NETWORKING BREAK

3:15 - 4:00 p.m.

THREE CONCURRENT BREAKOUT SESSIONS

BREAKOUT #1 – CHANNELING GOLDILOCKS: GET CUSTOMER SEGMENTATION PROGRAMS 'JUST RIGHT' TO BOOST RETENTION AND REACTIVATION



**Randy Shortess, Silver Star Brands
Joe Frick, Oracle Data Cloud**

When driving customer retention and reactivation for both catalog and email, there's a lot to consider in order to get mailing programs "just right." In this session, Silver Star Brands will share how they drive big decisions, including how often to mail a customer, with which offers, at what given time of year. Learn how to cross-sell into sister brands and even how to reengage with people that haven't opened an email in 6+ months.



**NETWORK:
MEET NEW
COLLEAGUES**

BREAKOUT #2 – CONTRARIAN CREATIVE: TO CAPTIVATE CUSTOMERS, KICK CONVENTION TO THE CURB



Greer Deneen, Sutter Creative

Join the few businesses that dare to machete-chop through marketing clutter straight into your customers' minds and hearts. Brand consultant and creative non-conformist Greer Deneen will peer behind the curtain at the maverick mentality of upstart brands like Duluth Trading Company—successful rebels who know that the "selling is all in the telling."

BREAKOUT #3 – THE PSYCHOLOGY OF EMAIL RESPONSE: PERSUASIVE TACTICS FOR INCREASING ENGAGEMENT, CONVERSION & SALES



**Erin Kress, Fairytale Brownies
Karen Talavera, Synchronicity Marketing**

Psychology is strategically under-utilized in most email campaigns today. In this mind-expanding session, you'll:

- Learn the three essentials for leveraging psychology to achieve better email response
- Understand how, when, and why to make emotional vs. intellectual appeals for purchase
- Explore nine response-provoking creative and offer tactics you can immediately apply to your email



4:00 - 4:15 p.m. – NETWORKING BREAK

4:15 - 5:15 p.m.
SPEED MEETINGS
Next-Level Networking

Take your face time to the next level!
Merchants and Sponsors get one-on-one time to share information—but make the long story short, because this is the business version of speed dating! You'll share, learn, and decide if you connect in just a few minutes, then move on to the next potential match. Have fun making new business connections quickly in a low-pressure environment!

5:15 - 6:00 p.m. – Free Time & Networking

6:00 - 6:15 p.m. – Board Buses

6:15 - 6:30 p.m. – Bus Trip
Transportation and networking game sponsored by J.Schmid

6:30 - 9:30 p.m.
EVENING EVENT
Sponsored by RedPoint Global

Join us at Level 257, a unique all-in-one fun location complete with boutique bowling, new and vintage arcade games, and plenty of space to relax and mingle! Enjoy dinner and drinks in a retro-chic style only two miles from the conference. Transportation provided.



Eat.
Play.
Connect.

7:30 a.m. – Registration Desk & Connection
Lounge Open

7:30 - 9:00 a.m. – Breakfast Buffet & Networking
Sponsored by Dataline

8:00 – 9:00 a.m. – Three Concurrent Breakfast
Club Conversations



TOPIC #1 - Choosing Technologies
Ernie Schell, *Marketing Systems Analysis*

Ernie Schell, who wrote the book on integrated order management and warehouse management systems, will highlight the three reasons new systems fail to live up to your team's expectations, and how to avoid those pitfalls.



TOPIC #2 - Critiquing Catalogs
Neal Schuler, *J.Schmid & Assoc.*

Famed Creative Director Neal Schuler will share his thoughts on the key roles of today's modern catalog. Learn proven techniques used to create catalogs that DISRUPT, DELIGHT, and DRIVE response, then use what you've learned to critique a catalog as a group.



TOPIC #3 - Mapping the Customer Journey
Harry Gold, *Overdrive Interactive*

Join expert Harry Gold as he explains how to visualize and optimize the whole customer experience from first impression through repeat to maximize customer lifetime value. Then, compare notes with others at your table.

9:00 - 9:15 a.m. – NETWORKING BREAK

9:15 - 10:00 a.m.
OPENING SESSION
THE JOURNEY BACK TO THE CUSTOMER



Larry Shaw, MacKenzie-Childs
Like most retailers in today's highly impersonal digital marketing world, MacKenzie-Childs focused their efforts on growing marketing programs instead of building customer relationships. It took brilliant glimpses into the obvious (plus two live events and some experimenting) to get the brand fully focused back on the one thing that matters: the customer.

Join Larry Shaw as he explores how you position products, how you focus your marketing efforts, the impact of your organizational structure, even technological and cultural shifts – because all were necessary to make the transition back to the customer.

Larry Shaw. Larry has been responsible for overseeing the marketing, merchandising, and creative for many retail and direct marketing brands during the past 25 years. His “secret sauce” is mining a brand's product DNA to tap into customers' wants and needs and create vivid, engaging shopping experiences. As CMO for MacKenzie-Childs, Larry is responsible for developing brand, direct, retail, and wholesale marketing and creative programs.

10:00 - 10:15 a.m. – NETWORKING BREAK

10:15 - 11:00 a.m. – Three Concurrent Breakout Sessions
(Repeat of Thurs. pm sessions - see page 9)

11:00 - 11:15 a.m. – NETWORKING BREAK

11:15am - 12:00 p.m.
CLOSING SESSION
HOW WILL LEADING CATALOGERS
ADDRESS THE FUTURE?
MODERATOR: BRAD BISHOP
PANELIST #1: LARRY SHAW, MACKENZIE-CHILDS
PANELIST #2: ERNIE SCHELL, MARKETING SYSTEMS ANALYSIS
PANELIST #3: STEPHANIE STOPKA, DESIGN TOSCANO

This stimulating panel discussion focuses on the issues which leading Direct Marketers feel are among the most important facing the industry. Our highly-regarded panelists share their thoughts on how their companies plan on evolving and responding to the threats and opportunities facing them in order to preserve their competitive advantage. One of NEMOA's most highly rated sessions!



NEMOA BOARD OF DIRECTORS + STAFF

PRESIDENT: Dana Springfield, *Dover Saddlery, Inc.*

VICE PRESIDENT: John Rossiter, *LSC Communications*

VICE PRESIDENT, CONTENT: Lois Brayfield, *J.Schmid & Assoc.*

SECRETARY: Eileen White, *Indrio Brands, LLC*

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IMMEDIATE PAST PRESIDENT: Brad Bishop, *SmartPak (retired)*

BOARD MEMBERS: Dave Cummings, *Sporty's Catalogs/Sportsman's Market*; Shanie Cunningham, *Boden*; Sara Florin, *Creative Consultant*; Pamela Higgins, *Oracle Data Cloud*; Wade Lee Jones, *Cafe Press*; Jackie Marquis, *Epsilon*; Karen Mayhew, *Infogroup Media Solutions*; Dana Pappas, *Plow & Hearth*; John Stano, *Quad/Graphics*

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SPONSORS

SPEED MEETINGS

Next-Level Networking

THURSDAY, SEPTEMBER 13

4:15-5:15 p.m.

Take your face time to the next level!

Merchants and Sponsors get one-on-one time to share information—but make the long story short, because this is the business version of speed dating! You'll share, learn, and decide if you connect in just a few minutes, then move on to the next potential match. Have fun making new business connections quickly in a low-pressure environment!

If you are interested in becoming a sponsor, please contact sponsorships@nemoa.org.

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RESERVATIONS ONLINE: nemoa.org/fall_2018_hotel_and_travel.php

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THE POWER OF 4

THE TOP FOUR BENEFITS YOU GET FROM NEMOA MEMBERSHIP

DISCOUNTED SUMMIT REGISTRATION

- Our Spring and Fall summits are THE best place for e-tailers and catalogers to prepare themselves for the future of the industry – and the discounted rate members receive pays for itself in only TWO summits.

UNPARALLELED NETWORKING OPPORTUNITIES

- Whether you're attending a NEMOA summit or reaching out to a peer in our exclusive Membership Directory, you'll connect with the best and brightest in our industry – without the typical high-pressure networking environment.

EXCLUSIVE PRESENTATION ACCESS

- The presentations from every session at our Spring and Fall summits are available exclusively to our members 24/7/365. Actionable, forward-looking information is just a click away.

COMPREHENSIVE BUSINESS SUPPORT

- We support all your business efforts! We'll boost your SEO with links to your website from our online directory, grant you access to our sponsored industry research, and provide free job posting privileges on the NEMOA site.

VISIT NEMOA.ORG OR CONTACT ADMIN@NEMOA.ORG FOR MORE INFORMATION ON MEMBERSHIP.
FIRST YEAR DUES: \$499 — RENEWALS: \$399

100%
GUARANTEED

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

NEMOA'S MISSION

Our mission is to educate, connect, and inspire multi-channel direct marketers so they can evolve their marketing strategies, overcome challenges, and grow their businesses. We achieve this through two educational summits each year and through memberships which provide access to content, an industry job board, and discounted summit registrations.

NEMOA offers multi-channel direct marketers of all sizes and the vendors that service them an affordable network to SHARE knowledge, LEARN about industry trends and issues, and CONNECT with peers and experts to build relationships in a non-selling environment.

SUMMIT PRICING

100%
GUARANTEED

THE MORE YOU SEND, THE MORE YOU SAVE!

The following fees cover all summit sessions, event and meals. Discounts available for small companies, VT/NH Marketing Group Members, Rising Stars and sponsors. Contact the NEMOA office at admin@nemoa.org for details. Members receive discounted conference pricing because they support NEMOA with annual dues. Contact admin@nemoa.org to find out if your company is a member or to become one before the conference.

MEMBERS

Register by:	Friday, Aug 17	Aug 18 or later
CATALOGER/ETAILER BOGO OFFER	BUY ONE AT \$799 GET ONE FREE!	BUY ONE AT \$999 GET ONE FREE!
SERVICE/SUPPLIER 1-2 people	\$899	\$1,099
SERVICE/SUPPLIER *3+ people	\$779	\$979

NON-MEMBERS

Register by:	Friday, Aug 17	Aug 18 or later
CATALOGER/ETAILER BOGO OFFER	BUY ONE AT \$1,099 GET ONE FREE!	BUY ONE AT \$1,299 GET ONE FREE!
SERVICE/SUPPLIER 1-2 people	\$1,199	\$1,399
SERVICE/SUPPLIER *3+ people	\$1,079	\$1,279

REGISTER NOW & SAVE! NEMOA.org

Registration fees are per person.

*The 3+ people price is good for the 3rd, 4th, etc attendee from the same company. The first two attendees MUST pay full price in order for the 3rd and subsequent attendees to be eligible for the discount.

THE FUTURE OF DIRECT MARKETING

rising st★rs

Nominate a Rising Star in our industry to receive a free summit registration!

Details and nomination form at NEMOA.org/scholarships.php

Nomination deadline is Friday, August 10, 2018. Awards ceremony is Thursday September 13, 12:40-12:55 p.m.

Sponsored by J.S. Eliezer Associates

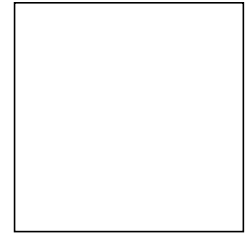
“ I FEEL THE CONVERSATIONS ARE DEEPER WITH THE PEOPLE I MET WITH. NOT JUST POLITE 'WHAT DO YOU DO?' ”

—Patrick Reagan, Compu-Mail



**NATIONAL ETAILING & MAILING
ORGANIZATION OF AMERICA**

PO Box 658
Scarborough, ME 04070
NEMOA.org



2018 FALL SUMMIT | September 12-14, 2018 | Renaissance Schaumburg Convention Center Hotel, Schaumburg, IL

NEMOA SUMMITS PRODUCE REAL RESULTS FOR YOUR BUSINESS

"I felt like most of **THE SPEAKERS WERE VERY KNOWLEDGEABLE**
and it allowed me to get a better understanding of the industry."

—Kelsey Spangenberg, *ValusDirect*

SAVE \$200
EARLY BIRD DEADLINE IS
FRIDAY, AUGUST 17, 2018
MEMBERS SAVE EVEN MORE! DETAILS ON PAGE 15.

**THE FUTURE OF
DIRECT MARKETING
IS IN YOUR HANDS.**



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