

nemoa

**HARNESS THE POWER
OF PRINT + DIGITAL MARKETING**



NOAH WATERHOUSE
STIO



NANCY DYNAN
NIXON



MARK FRIEDMAN
AMERIMARK INTERACTIVE

**SEPTEMBER 11-13, 2019
CHICAGO**

**100%
GUARANTEED**



MAKE CONNECTIONS THAT MATTER

“EVERYONE FROM
MY COMPANY THAT
HAS ATTENDED
IN THE PAST HAS
ALWAYS LOVED
IT - AND AS
A FIRST-TIME
ATTENDEE I
THOUGHT IT
DEFINITELY
LIVED UP TO THE
HYPE!! THIS WAS
SUCH A GREAT
ENVIRONMENT FOR
LEARNING AND
NETWORKING.”

—Allison Jensen
Compu-Mail
2019 Spring Summit Attendee





HARNESS THE POWER OF PRINT + DIGITAL MARKETING

Welcome to the preview of our next NEMOA Summit! We're looking forward to gathering this September 11-13, 2019 to Share, Learn, and Connect with one another in our new location: the Radisson Blu Aqua in downtown Chicago! You'll now be just steps from everything this dynamic city has to offer.

During the Summit, we'll once again strike the balance between print and digital marketing content to ensure you come away with information that can immediately improve your business. We know that multiple opportunities for face-to-face conversations with industry insiders and peers are what set our event apart, so we're also adding more round table discussions. You'll be able to dive deep into specific topics with a knowledgeable and intimate group and without needless sales pressure.

As always, be sure to thank our generous Sponsors when you see them at the Summit. We couldn't create such an affordable yet invigorating environment without their ongoing support. I look forward to seeing them, and you, in Chicago!

Sincerely,
Dana Springfield, President

P.S. Don't forget to take advantage of Early Bird registration: save \$250 if you register by Friday, August 9, 2019!



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

“**GREAT LEARNING EXPERIENCE AND A GOOD WAY TO SEE PEOPLE I KNOW AS WELL AS MEET NEW FOLKS.**”

—2019 Spring Summit Attendee



**100%
GUARANTEED**
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GUARANTEED
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MEMBERSHIP HAS ITS BENEFITS!

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

SCHEDULE AT A GLANCE

WEDNESDAY, SEPTEMBER 11

| | |
|---|----------------|
| Registration Desk Open | 2:30 p.m. |
| 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. |
| First-Timer Welcome Briefing | 3:00-4:00 p.m. |
| 2 Concurrent Interactive Discussions | 4:15-5:00 p.m. |
| Board & Speaker Reception (invite only) | 5:45-6:30 p.m. |
| Welcome Reception (open to all attendees) | 6:30-7:30 p.m. |

THURSDAY, SEPTEMBER 12

| | |
|---|-----------------------|
| Registration Desk & Connection Lounge Open | 7:30 a.m. |
| Breakfast Buffet & Networking | 7:30-9:30 a.m. |
| Opening Session | 9:00-9:45 a.m. |
| Think Tank Discussions | 10:00-10:45 a.m. |
| General Session: Research Panel | 11:00 a.m.-12:00 p.m. |
| Lunch Buffet & Networking | 12:00-12:45 p.m. |
| Rising Star Awards | 1:00-1:15 p.m. |
| General Session | 1:15-2:00 p.m. |
| General Session: Case Studies | 2:30-3:15 p.m. |
| Sponsor-Hosted Roundtable Discussions | 3:30-4:30 p.m. |
| "Blu" Reception at Radisson (open to all attendees) | 6:00-7:00 p.m. |
| Post-Reception Socializing (off-site) | 7:00 p.m. |

FRIDAY, SEPTEMBER 13

| | |
|--|------------------|
| Registration Desk & Connection Lounge Open | 7:30 a.m. |
| Morning Walk to "The Bean" | 7:45-8:15 a.m. |
| C-Level Breakfast Session (invite only) | 7:45-9:15 a.m. |
| Breakfast Buffet & Networking | 8:00-9:15 a.m. |
| Opening Session | 9:15-10:00 a.m. |
| General Session | 10:15-11:00 a.m. |
| Closing Session | 11:00-11:45 a.m. |

- 2:30 p.m.** **Registration Desk Open**
- 3:00 p.m.** **Connection Lounge Open**
- 3:00 - 5:00 p.m.** **Welcome Refreshments**
- 3:00 - 4:00 p.m.** **First-Timer Welcome Briefing**
Sponsored by Arandell
Led by Dana Springfield, NEMOA President

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.

12:30 - 3:00 p.m.

PRE-SUMMIT ACMA LUNCHEON

PREPARE YOUR BUSINESS AGAINST PRIVACY, POSTAL & TAX ATTACKS

Catalogers, e-commerce merchants, and most other direct/remote marketers face a potential five-fold threat to their businesses:

- Impending huge catalog postage increases
- The chaos caused by the 2018 Supreme Court Wayfair ruling on remote sales tax collection
- National ramifications of California's recently-enacted Consumer Privacy Act
- "Foreign" regulations of your business, such as California's Proposition 65
- Tariffs of 10% (and possibly as high as 25%) that all marketers face for imported goods

Enjoy a complimentary lunch and hear ACMA President Hamilton Davison and Vogel Group CEO Alex Vogel deliver the latest out of Washington, the ACMA's defense plan, and how you can successfully fend off these threats to your business's future.

This special luncheon is NOT included with your NEMOA Summit registration. There is no charge to attend but space is limited. Please contact info@catalogmailers.org for further details.



4:15 - 5:00 p.m.

TWO CONCURRENT INTERACTIVE DISCUSSIONS (CHOOSE ONE TO ATTEND)



DISCUSSION #1 CHAT WITH AN INDUSTRY EXPERT

Mark Friedman - Chief Marketing & Digital Officer, Amerimark Interactive

Bring your tough questions to an accomplished omni-channel marketer. Mark has guided start-ups and multi-brand companies using both print and e-commerce to achieve growth. He'll share changes that have moved the needle and what's ahead for Amerimark Interactive. This session guarantees to provide important take-aways applicable to your business, so come prepared with your biggest challenges!

Mark has spent almost 30 years in the direct to consumer business. He has led the marketing initiatives for a number of brands, including Brooks Brothers, Full Beauty Brands (formerly Brylane/Redcats) and Steve Madden, where he was President of E-commerce. Mark speaks often at e-commerce industry events, and he has spent many years mentoring early stage companies.



DISCUSSION #2 MURDER IN ENCINITAS

Nancy Dynan - VP Marketing, Nixon

A catalog has been struck dead in Encinitas, CA. But why? And by whom? Was it the cloaked Creative Director with a Sharpie? A thrifty Finance Director with a calculator? Or was it the new Digital Marketing Director with her iPhone? Join us for a real-life catalog autopsy of Nixon's new catalog program, fallen after just three editions. Hear from our prime murder suspect, Nancy Dynan, and the NEMOA expert witnesses as they determine the exact cause(s) of death. You, the jury, will ultimately decide what could have been (and can be) done to resuscitate the catalog program.

Prior to joining Nixon, the leading premium accessories brand for the youth lifestyle market, Nancy oversaw marketing, creative, ecommerce, and retail at prAna. With over 25 years of experience in direct marketing, Nancy also has worked at Boden, L.L. Bean, and Neiman Marcus. She is a graduate of Brown University and a former member of the NEMOA board.



SEPTEMBER 11
WEDNESDAY

5:45 - 6:30 p.m. Board & Speaker Reception
(Invite only)

6:30 - 7:30 p.m.
OPENING WELCOME RECEPTION
Sponsored by Oracle Data Cloud

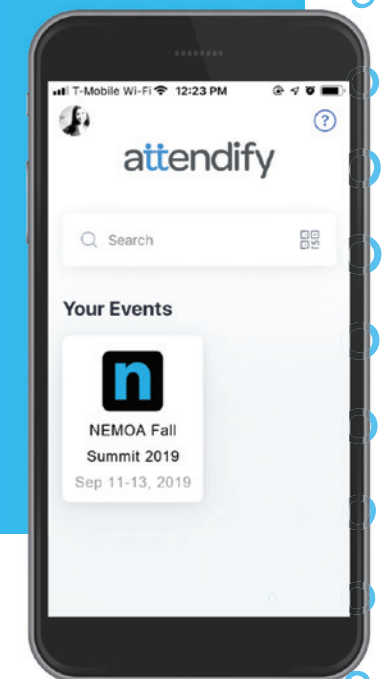
Open to all registered attendees. Join your fellow attendees for drinks, appetizers, and some social time!

BOOST YOUR SUMMIT PRODUCTIVITY!

Download the Attendify App

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

Instructions for accessing the App will be emailed to you once you have registered for the Summit.



**NETWORK:
MEET NEW
COLLEAGUES**

“THIS CONFERENCE WAS GREAT! IT'S SO REFRESHING TO HEAR ABOUT BRANDS STRUGGLING WITH THE SAME OBSTACLES I FACE OFFLINE AND THAT DIRECT MAIL IS AN IMPACTFUL CHANNEL.”

—Taylor May, MOO
2019 Spring Summit Attendee

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

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



9:00 - 9:45 a.m.
OPENING SESSION
IT'S TIME YOUR BRAND BECOMES MORE HUMAN

Brent Niemuth – President & CCO, J. Schmid

Most brands today understand they must deliver a complete 360-degree customer experience, with all marketing efforts aligned and working in concert. So they invest in the latest technology, track mountains of data, and utilize the most effective media channels. Yet, with all of this information, they're often surprised that they're still not connecting on a deep level with their customers. What's missing? What happens when you invest in all the right things and people still don't care?

Too many brands make us feel indifferent. Or feel nothing at all. But some brands have a certain something—an emotional appeal. They connect. They feel more HUMAN. Join this high-energy session to find out why they do, and how to take the human approach to building brands.

Brent has gained a national reputation for challenging industry norms and is known for his unique belief that brands should be more human. He calls his philosophy “Humanity Marketing,” which is grounded in recent discoveries in neuroscience.

Brent isn't just a touring speaker on the topics of marketing and branding, basing his opinions on theory alone. He's still in the trenches every day, running an agency faced with solving the same problems you confront. He has real-world examples of what works and what doesn't.

He's also an award-winning designer and has been helping build brands such as Reebok, Jockey, Hallmark, House of Blues, Allen Edmonds, Orvis, and Disney Resorts for over 30 years. He is a graduate of the University of Kansas and still claims to be the fifth Beatle.

9:45 - 10:00 a.m. **Networking Break**



**FOCUSED ON
WHAT MATTERS
IN OUR
INDUSTRY.**

**“ I LIKE THE LOW-PRESSURE, NON-SELLING
ATMOSPHERE. LOVE WHEN COMPANIES ARE
WILLING TO SHARE ACTUAL RESULTS. ”**

—2019 Spring Summit Attendee

10:00 - 10:45 a.m. **THINK TANK DISCUSSIONS**

This is a unique opportunity to roll up your sleeves and discuss topics of interest with others in your industry. Have questions? Have an opinion? Ready to share what's working (or not) for your brand? Join one of 12 Think Tanks and be part of the conversation!

1 CATALOG CRITIQUE: CAN YOUR CATALOG TAKE THE HEAT?

Facilitator: Brent Niemuth, J.Schmid

2 WHAT ARE YOUR BIGGEST CIRCULATION CHALLENGES?

Facilitator: Steve August, Road Scholar

3 HOW ARE YOU USING AMAZON AND OTHER MARKETPLACES?

Facilitator: Dana Springfield, Dover Saddlery

4 WHAT'S YOUR BIGGEST SOCIAL MEDIA SUCCESS?

Facilitator: Nancy Dynan, Nixon

5 WHAT'S NEW WITH PRIVACY?

Facilitator: Pam Higgins, Oracle Data Cloud

6 WHAT'S YOUR MOBILE-FIRST STRATEGY?

Facilitator: Eileen White, Indrio Brands

7 EMAIL DEEP DIVE: WHAT'S WORKING?

Facilitator: Neal Patrick, Distinctive Apparel

8 RETENTION SUCCESS: WHAT WORKS BEST?

Facilitator: Wade Lee Jones, Consultant

9 HOW HAVE YOU USED MARKET RESEARCH?

Facilitator: Shanie Cunningham, Boden

10 WHAT'S YOUR BEST NON-CATALOG PRINT EXPERIENCE?

Facilitator: Sara Florin, Sara Florin Design

11 WHAT ARE YOUR ATTRIBUTION CHALLENGES AND SUCCESSES?

Facilitator: Brad Bishop, Namaste Consulting Group

12 WHAT WAS YOUR MOST SUCCESSFUL MULTI-CHANNEL CAMPAIGN?

Facilitator: Jackie Marquis, Epsilon

“NEMOA IS STILL A VALUABLE EVENT FOR ME TO LEARN WHAT CHALLENGES AND OPPORTUNITIES OUR MERCHANT PARTNERS ARE FACING AND TO THINK ABOUT HOW WE CAN TAILOR OUR OFFERING TO HELP THEM SOLVE AND TAKE ADVANTAGE OF BOTH. IT IS ALSO A PLACE WHERE I CAN RECONNECT WITH OLD FRIENDS AND MAKE NEW ONES.”

—2019 Spring Summit Attendee

**SHARE.
LEARN.
CONNECT.**

10:45 - 11:00 a.m. Networking Break

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

GENERAL SESSION: RESEARCH PANEL

**LEVERAGING TIMELY RESEARCH TO
IMPROVE CUSTOMER INTERACTION**

This panel presentation will provide research highlights from three leaders in the industry. Epsilon, InfoGroup, and Quad will share key take-a-ways from timely and in-depth research projects featuring actionable pointers for enhancing customer interaction. Research confirms that being relevant is more important than ever to driving a profitable ROI, so learn why targeting consumers across different generations matters and how to maximize personalization efforts.

12:00 p.m.

Lunch Buffet Opens

12:00 - 12:45 p.m.

Lunch & Networking



PANELIST #1

Jackie Marquis
SVP Data Sales, Epsilon

Age matters: How to adopt a cross-generational marketing strategy

Today's marketers must engage more generations than ever before. This panel will explore findings from Epsilon's original research Age Matters: A Guide to Cross-Generational Marketing. You'll gain insights on generational similarities and differences, including actual spend behaviors and preferences around technology, media, and privacy.

Jackie has over 15 years of experience in direct and online marketing. At Epsilon, she is responsible for overseeing the multi-channel consumer, retail and business, and business verticals. She works to drive strategic initiatives that help clients meet and exceed marketing and growth goals. Jackie is a graduate of The Leadership Ascent for Women.



PANELIST #2

Karen Mayhew
EVP Consumer List Management, Infogroup Media Solutions

The Power of Personalization

While many marketers are treating personalization as a "nice to have", it has become an absolute imperative for a growing number of consumers. But... research shows you better make sure you get it right!

Karen started her direct marketing career over 30 years ago with Direct Media Inc., which was later purchased by Infogroup. She has held multiple sales positions within the data management arena and currently oversees a team responsible for the data sales and marketing efforts of over 300 clients in the catalog/retail, publishing, and non-profit arenas.



PANELIST #3

Jesse Blount
VP Client Marketing Strategy, Quad

Bridging the Content Gap

Getting relevant content to consumers is a top priority for brands, and yet few are doing it effectively! Learn how Quad's research on content can help bridge the gap to impactful personalization, gain key take-a-ways for better collaboration between content creators and data teams, and leverage this research to drive competitive efficiency and a bigger return on marketing investment.

After a quarter-century of retail marketing experience, Jesse has a passion for guiding clients to solutions that are right for them. His team at Quad digs deep into clients' processes and marketing objectives and then tailors solutions to help where needed. Prior to joining Quad, Jesse was the CMO for Beall's Department Stores and ran the Direct Marketing, Personalization, and Loyalty teams at Kohl's Department Stores.

SEPTEMBER 12
THURSDAY

1:00 - 1:15 p.m.

Rising Star Awards Ceremony

Sponsored by Nahan

Join us as we honor our newest batch of Rising Star Scholarship winners!



1:15 - 2:00 p.m.

GENERAL SESSION

REIMAGINING RETAIL

Bart Lorang - Managing Director, V1.VC

Learn Bart Lorang's successful investment philosophy and the top themes that guide how V1.VC evaluates direct-to-consumer (D2C) brands for investment. He'll share stories about innovative brands like Allbirds, Sunday, and Fi that are reinventing old business models and poised for explosive growth. Hear his insights on common business challenges facing VC and D2C brands and his philosophy on why brands need to own their customer relationships.

Bart is a founder of V1.VC, a seed-stage venture capital firm focused on early-stage consumer brands. He has made strategic investments into brands such as Allbirds, Sunday, and Fi. He is also CEO and co-founder of FullContact, an identity resolution and consumer insights platform. Bart is active in the startup technology community as an investor, mentor, writer, and speaker and was recognized as the Colorado Technology Association's Technology Entrepreneur of the Year.

2:00 - 2:30 p.m.

Networking Break

**SHARE.
LEARN.
CONNECT.**

2:30 - 3:15 p.m.

GENERAL SESSION

CASE STUDIES: THIS WORKED, THAT DIDN'T

Back by popular demand! Join 5 brands as they open their books and share a brief case study across different disciplines. Case studies will include topics on creative, leveraging marketing dollars, brand and circulation strategies.



Eileen White - VP of Marketing, Indrio Brands

We know the importance of simplifying your message, but is it possible to oversimplify? Join Eileen as she shares the results of a creative test against Hale's Citrus Club control package. This is a lesson in knowing your audience and testing carefully.

Eileen is responsible for marketing, eCommerce, and merchandising for Hale Groves and Pittman & Davis. Previously Eileen held multiple roles at Web Decisions as well as Staples.



Ken Lane - Representing Stark Bro's Nurseries

Despite pressure to reduce mailing & postage expenditures, shifting or eliminating catalog circulation too much, too fast can/will have a negative impact on key business metrics if you're not careful. Come learn what happened with Stark Bro's in Spring 2019 when "you're not careful."

Before joining Stark Bro's in 2012, Ken headed up his own Direct Marketing Consultancy for ten years. He has also held executive positions with Staples, Jackson & Perkins/Harry & David, White Flower Farm, and FAR & WIDE Travel Corporation.



Susan Landay - Owner & President, Trainers Warehouse

After five years of flat sales, Trainers Warehouse embarked on a mission to grow by finding new markets for their unique product line. Susan will share the challenges and successes of simultaneously building a new brand (Office Oxygen) and ramping up sales on Amazon.

Susan is responsible for strategy, marketing, finance, operations, and product development. Her primary goal is to make learning and work more fun and effective. She has authored countless articles and currently writes the WorkSMART blog.



Lina Glazer - Senior Manager Creative Production, Crate & Barrel

2% Really Adds Up: A tale of one retailer's quest to partner with the United States Postal Service to enhance print through digital integration. Hear how Crate and Barrel leveraged the USPS promotional calendar to garner additional postage discounts and utilize digital assets to connect customers with a mobile shopping experience.

Lina has been in the printing industry for over 26 years and with Crate and Barrel for the last 12. She currently has responsibility for sourcing and managing all execution of direct mail programs, in-store signage, and other materials for the entire Crate and Barrel family of brands.



Shanie Cunningham - Head of US Marketing & Trade, Boden

Like many other brands, Boden seeks to reduce their marketing budget by replacing direct mail activity with its cheaper digital counterpart. Hear about the overall results of this first quarter test and if Boden accomplished their goals.

Shanie started at Boden seven years ago when the US Marketing office opened. Her job requires a focus on retaining the quirk & British in the brand while efficiently marketing to an American audience. Luckily, diplomacy is her passion.

3:15 - 3:30 p.m. Networking Break

3:30 - 4:30 p.m.

Sponsor-Hosted Roundtable Discussions

Join our sponsor-hosted roundtables to chat with peers and industry leaders about a variety of important topics.*Take advantage of these dynamic, informative discussions in a no-sales, no-pressure setting!

*A list of roundtable topics will be available closer to the Summit.

4:30 - 6:00 p.m.

Free Time/Networking

6:00 - 7:00 p.m.

"BLU" RECEPTION AT RADISSON

Sponsored by J.Schmid

Celebrate "Blu" Reception at the Radisson. How do you celebrate a new Radisson Blu location? By embracing the Blu, of course! Come to this complimentary reception in your favorite blue attire, enjoy some themed drinks and appetizers, and listen to some blues music before heading out on the town to sample Chicago's delicious wares.

7:00 p.m.

Attendees on own for dinner/entertainment

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

7:45 - 8:15 a.m. **Morning Walk to “The Bean”**
Energize your day with a walk through Millennium Park to “The Bean.” Led by NEMOA Board Member Sara Florin, the walk will be 1 mile round trip. Rain or shine (walk will only be cancelled in the case of heavy downpours or thunderstorms).

7:45 - 9:15 a.m. **C-Level Breakfast Session**
(Invite only) Sponsored by Lindenmeyr
Facilitator: Dana Pappas, Plow & Hearth

8:00 - 9:15 a.m. **Breakfast Buffet & Networking**
Sponsored by Dataline



9:15 - 10:00 a.m.
OPENING SESSION
BUILDING AN AUTHENTIC BRAND

Noah Waterhouse – President & CMO, Stio

When your passion and culture are driving your company’s product, marketing and operational efforts, success will follow. Stio was founded to inspire connection with the outdoors through beautiful, functional products infused with mountain soul. The company’s immersion in the mountain life is apparent in the products it creates, the way it operates the business, the stories it tells, and the causes it supports. Join Noah as he shares how the team is driving growth through exceptional product, an authentic brand story, and a focus on performance marketing.

Noah has spent over 20 years in brand development, marketing, and e-commerce. He has led Stio’s marketing strategy since its founding in 2011 and oversees the company’s product, operations, and sales efforts. Prior to joining Stio, Noah was Creative Services Director at Circumerro, Inc., a design and development agency that specialized in interactive design, branding, and e-commerce. He is an avid cyclist, skier, and kid-chaser, and holds a BA in History from Dartmouth College.

10:00 - 10:15 a.m. **Networking Break**



**SHOW UP.
BE ENGAGED.
GET INSPIRED.**

“ ALWAYS COME BACK WITH GREAT IDEAS TO TRY OR DIFFERENT WAYS OF THINKING. ”

— Cindy Quaglia, LEGO Brand Retail
2019 Spring Summit Attendee



SEPTEMBER 13
FRIDAY



10:15 - 11:00 a.m.
GENERAL SESSION
REFINING YOUR PERSONALIZATION STRATEGY

Heather Dettmann - Head of Retention Marketing, Artifact Uprising

Personalization is a pivotal part of a cohesive marketing strategy, but how does it drive measurable value? This session will highlight key tactics that will help you:

- Develop a personalization strategy that will establish a loyal following, increase engagement, and drive sales
- Streamline content efforts to maximize efficiency
- Articulate the value of telling your brand's story
- Measure the impact of personalization efforts

Heather is an innovative brand marketing and strategy leader with expertise in building results-focused teams, disruptive content, and memorable brand campaigns. Her 10 years of experience includes work for agencies, top consumer brands, fitness startups, and national restaurant brands. Heather holds a degree from the University of Wisconsin-Madison, a business certificate from Cornell, and a deep understanding of culture, content, and technology.



11:00 - 11:45 a.m.
CLOSING SESSION
DO YOU REALLY KNOW YOUR CUSTOMER?

Lauren Freedman - President, the e-tailing group

Get an inside look at the ever-changing digital shopper and their heightened expectations to ensure you are en pointe to meet their every demand. You'll hear 25 insights about the channels customers shop, as well as the user experience, merchandising features, and omnichannel capabilities that inspire them to hit the buy button. From onsite search through delivery, customer service and returns, these findings will spark your creativity, shape your holiday roadmap, and help you gain the trust of today's fickle buyers.

Lauren Freedman is President of the e-tailing group and an ecommerce pioneer. She brings 25 years of consulting experience to technology companies, delivering thought leadership and go-to-market strategies for platforms and point solutions. She has also long supported top tier retailers, having piloted the first online mystery shopping survey that provided data for 20 years to retailers and established metrics for the industry at large. Freedman is a go-to resource for the media, an industry speaker, and author of *It's Just Shopping*.

**SHARE.
LEARN.
CONNECT.**



“THERE WAS A SOLID BALANCE OF TECH AND OPERATIONS PEOPLE; THERE WAS ALSO A STUDENT TEACHER MENTALITY THROUGHOUT THE WHOLE EVENT. I FELT COMFORTABLE TO SPEAK TO PEOPLE AND ALSO INSPIRED.”

—Ivan Silva
Virid

2019 Spring Summit Attendee

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NEMOA BOARD OF DIRECTORS + STAFF

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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

THE MORE YOU SEND, THE MORE YOU SAVE!

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GUARANTEED



The following fees cover all summit sessions, events, and meals. Members receive discounted conference pricing because they support NEMOA with annual dues. Discounts are also available for small companies, VT/NH Marketing Group members, Rising Stars, and sponsors.

Contact admin@nemoa.org to find out if your company is a member, to become a member before the Summit, or for details on our discounted rates.

MEMBERS

| Register by: | Friday, Aug 9 | Aug 10 or later |
|--|---------------|-----------------|
| CATALOGER/ETAILER 1-2 people | \$749 | \$999 |
| CATALOGER/ETAILER *3+ people | \$669 | \$919 |
| SERVICE/SUPPLIER 1-2 people | \$899 | \$1,149 |
| SERVICE/SUPPLIER *3+ people | \$779 | \$1,029 |

NON-MEMBERS

| Register by: | Friday, Aug 9 | Aug 10 or later |
|--|----------------|-----------------|
| CATALOGER/ETAILER 1-2 people | \$1,049 | \$1,299 |
| CATALOGER/ETAILER *3+ people | \$969 | \$1,219 |
| SERVICE/SUPPLIER 1-2 people | \$1,199 | \$1,449 |
| SERVICE/SUPPLIER *3+ people | \$1,079 | \$1,329 |

REGISTER NOW & SAVE! [NEMOA.org](https://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](https://nemoa.org/scholarships.php)

Nomination deadline is Friday, August 2, 2019.
Awards ceremony is Thursday, September 12 at 1:00pm
Sponsored by Nahan

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<https://nemoa.org/Fall19Hotel>

“ I ENJOYED ALL OF
THE SESSIONS.
I LEARNED A TON
THIS YEAR! ”

—Sheryl Benjamin
Lake Group Media
2019 Spring Summit Attendee



nemoa

“THIS WAS A POSITIVE EXPERIENCE. I CAME AWAY WITH A LOT MORE INFORMATION THAN I THOUGHT I WOULD.”

—Stephanie Hall
Enstrom Candies
2019 Spring Summit Attendee



**REGISTER NOW
AT NEMOA.ORG**

**EARLY BIRD DEADLINE IS
FRIDAY, AUGUST 9, 2019**