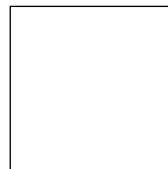


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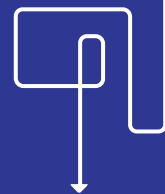
Fall Conference
September 12-14, 2017

Westin Chicago Northwest
Itasca, IL

SAVE \$200

Early Bird Deadline is
Friday, August 18, 2017.
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.

Kenneth Harris, CEO, KLH Associates
Your New Economic Model

It's not easy changing your business model into that of a true multi-channel marketer, but this session will show you how to avoid pitfalls, make Amazon your friend, and not only survive, but thrive.

Mary Hennen, CMO/VP of e-Commerce, The Tile Shop
Sometimes, Even Well-Established Companies Lose Their Way

What do you do when your sales slump and your shareholders grump? You modernize your marketing approach and transform your digital experience. Hear how The Tile Shop celebrated 30 years in business by changing it up.

Anne Kelly, Founder/President, Junoactive.com & Jason Gray, Head of Marketing - North America, Charles Tyrwhitt
Driving Sales from Clicks to Bricks...to Clicks!

Make your retail locations work harder for you! Find out how your brick-and-mortars can not only bring new customers into the fold, but generate insightful customer data as well.



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Send 3 or more employees
and save up to
\$120 per person!
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100%
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THE NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS

ENGAGEMENT

TRAFFIC

DRIVE

PROFITS

SEPTEMBER 12-14, 2017
ITASCA, IL

SCHEDULE HIGHLIGHTS

TUESDAY, SEPTEMBER 12

3:00-6:00 p.m. Registration Desk and Xchange Café Open
4:30-5:30 p.m. 3 Concurrent Breakout Sessions
6:30-7:30 p.m. Opening Welcome Reception

WEDNESDAY, SEPTEMBER 13

7:30 a.m.-6:00 p.m. Registration Desk and Xchange Café Open
7:30-9:30 a.m. Breakfast & Networking
7:45-9:15 a.m. C-Level Breakfast Session
8:15-9:15 a.m. First Timer Welcome Briefing
9:45-10:45 a.m. Opening Session
11:15 a.m.-12:15 p.m. Four Concurrent Breakout Sessions
12:15 p.m. Lunch & Networking
12:45 p.m. Rising Star Awards
1:15-2:15 p.m. General Session
2:45-3:45 p.m. Repeat of Morning Breakout Sessions
4:00-4:30 p.m. General Session
4:30-6:00 p.m. Sponsor-Facilitated Roundtables
6:30-9:30 p.m. 70th Anniversary Luau

THURSDAY, SEPTEMBER 14

7:30 a.m.-12:30 p.m. Registration Desk and Xchange Café Open
7:00-9:00 a.m. Breakfast & Networking
7:15-8:15 a.m. Three Concurrent Breakfast Club Conversations
8:30-9:30 a.m. Opening Session
9:45-10:45 a.m. Four Concurrent Breakout Sessions (new topics)
11:00 a.m.-12:00 p.m. Closing Panel Session



direct
Xchange
by nemoa

SHARE

Focusing on delivering industry-leading knowledge and best practices from people you want to know.



ACTIONABLE IDEAS

100%
GUARANTEED

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



DRIVE

LEARN

Improve your direct marketing results through presentations and professional relationships and connections.

CONNECT

Join members, attendees and presenters from across the country at their most important professional event.

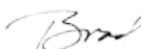


FRIENDS OF NEMOA:

Autumn is on the way! Once again, we're headed to Chicagoland for our Fall 2017 directXchange conference, and this time we're all about the DRIVE for results. Our fantastic lineup of speakers is ready to highlight information you need to know, from attracting customers and allocating marketing dollars to where the latest trends in the industry are leading us. As you join your fellow NEMOA members, you'll share important ideas, learn from experts and case studies, and connect with others who are also reimagining the way forward.

As always, I'd like to sincerely thank our sponsors, whose continued support year after year helps us keep directXchange affordable. As the only conference that serves direct marketing with a focus on catalogs, directXchange plays a vital role in our industry, and your ongoing patronage is very much appreciated.

I look forward to seeing old friends and making new ones in Illinois this September.


— Brad Bishop, NEMOA President

DAY ONE SCHEDULE

3:00-6:00 p.m. Registration Desk and Xchange Café Open

4:30-5:30 p.m.

3 CONCURRENT BREAKOUT SESSIONS

Choose one session to attend.

BREAKOUT #1

ALTER THE LIFE OF YOUR CATALOG



Hamilton Davison, ACMA

Anita Pursley, LSC Communications



Huge postage increases largely remained in check since the industry mobilized ten years ago yet some important challenges remain. More, there are still opportunities to take advantage of discounts you didn't know existed, make

profitable prospecting a reality, and mail more catalogs on the cheap. Explore what the future holds, what officials are saying, and what you can do about it!

BREAKOUT #2

KNOWLEDGE VS DATA: THE WHY AND HOW OF TESTING



John Miglautsch, Miglautsch Marketing, Inc.

Dr. John Wirth, Woodworker's Supply

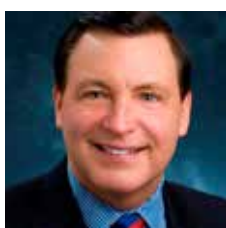


Yes, we all test, but are we truly thinking about the process and how it gives meaning and context to the data? In this session, you'll learn more about the process and value of a testing "philosophy"

through evaluation of case studies and testing that completely changed the direction of Woodworker's Supply.

BREAKOUT #3

PRINTING AT THE SPEED OF DATA



Gary Sierzchulski, Arandell

In today's dynamic market, responding to a customer's needs quickly is not only essential it is a matter of survival.

Print more than ever plays a significant role in engaging your customers and prospects to buy from you. The key is to reach them quickly with a meaningful message. We will demonstrate how to use print in conjunction with other channels to convert more sales, increase brand loyalty and meet your customer expectations. Case studies will highlight the various touch points where print still drives your business.

ACTIONABLE IDEAS
100%
GUARANTEED

DAY TWO SCHEDULE

7:30 a.m.-6 p.m. Registration Desk and Xchange Café Open

7:30-9:30 a.m. Breakfast and Networking
Sponsored by KBM Group

7:45-9:15 a.m. C-Level Breakfast Session
8:15-9:15 a.m. First Timer Welcome Briefing
Sponsored by Arandell

GREAT NETWORKING OPPORTUNITY!

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

9:30-9:45 a.m. Opening Remarks - NEMOA President



9:45-10:45 a.m.

OPENING SESSION YOUR NEW ECONOMIC MODEL

Kenneth Harris, KLH Associates



Making the transformation from a traditional cataloger to a true multi-channel marketer in the disruptive Amazon retail economy is a daunting task. It involves changing the "catalog first" culture, adopting a new economic model, changing out staff, and looking at the business and key metrics differently. Learn about the changes a company must make, how to identify and avoid pitfalls, and how to make Amazon your friend instead of your enemy. Harris will share his transformation results at Swanson Health Products and Universal Screen Arts and discuss becoming a robust survivor instead of a victim and creating significant enterprise value in the process.

Kenneth Harris has spent his career in the restaurant and direct response businesses in various CEO and CFO roles for WR Grace Restaurant Group, House of Blues, TAM Restaurant Group, Mrs. Beasley's, Swanson Health Products, and Universal Screen Arts. He currently heads KLH Associates, which provides advisory services to clients in the direct response and restaurant industries. He has both an MBA and BS in Engineering from Columbia University.

GREAT NETWORKING OPPORTUNITY!

10:45-11:15 a.m.
30-MINUTE XCHANGE BREAK

6:30-7:30 p.m.

OPENING WELCOME RECEPTION
Sponsored by Quad/Graphics

"I thought it was fantastic. This is the only catalog/online centered event, that is completely welcoming and everyone is encouraged to share ideas."

—Sheryl Melendez, California Car Cover Company

SEPTEMBER 13

WEDNESDAY

11:15 a.m.-12:15 p.m.

4 CONCURRENT BREAKOUT SESSIONS

Choose two sessions to attend. Each session runs from 11:15 a.m.-12:15 p.m. and repeats at 2:45-3:45 p.m.

BREAKOUT #1

PROFITABLE CUSTOMER ACQUISITION AT DYLAN'S CANDY BAR: A CASE STUDY



Michael Ferranti, Endai
Kevin Cohen, Dylan's Candy Bar

With retail struggling today, Dylan's Candy Bar is transforming their business by leveraging transaction & CRM data to acquire new, highly profitable customers. They are succeeding where others are not by combining the power of



cloud computing, machine learning, and innovative marketing programs. Mike Ferranti of Endai & the Director of E-Commerce for Dylan's Candy Bar will share how Dylan's automated customer intelligence platform is acquiring new customers and optimizing multi-channel advertising initiatives.

BREAKOUT #2

DRIVING SALES FROM CLICKS TO BRICKS ... TO CLICKS!



Anne Kelly, Junoactive.com
Jason Gray, Charles Tyrwhitt

As retail stores continue to struggle, some specialty brands are generating incremental revenue by adding stores. Join these two brands as they share how the retail environment can be used as an acquisition tool and



how they've identified distinct customer behavior, which allows for improved customer intel.

BREAKOUT #3

YOU'RE NOT TOO BUSY TO MAKE GREAT CONTENT



Sarah Mann, SmartPak
John Zimmerman, Sporty's Pilot Shop

Consumers' expectations are changing and relationships with brands are evolving, but spinning up a content generation team is a daunting task. Or is it?! Get the "what," "why," and "how" from two busy e-tailers



in vastly different industries who've seen content go from a distraction to an irreplaceable part of their brand strategy.

BREAKOUT #4

READY TO ACCELERATE YOUR BUSINESS? GET IN THE DRIVER'S SEAT WITH THE RIGHT BUSINESS INTELLIGENCE



Dave Brown, Wiland
Kerem Ozkay, Z Gallerie

Discover how rapidly growing home décor retailer Z Gallerie is putting the pedal to the metal in the highly competitive retail market by leveraging insights from powerful and actionable business intelligence. You'll fuel up with real-world, practical takeaways on how to drive critical success metrics by using data-rich analytics to build an action roadmap, see around the next curve, and get in the fast lane.

12:15 p.m. Lunch Buffet Opens

12:15-1:00 p.m. Lunch & Networking
Sponsored by Infogroup Media Solutions

12:45-1:00 p.m. Rising Star Awards
Sponsored by J.S. Eliezer Associates, Inc.

1:15-2:15 p.m.

LUNCHEON PRESENTATION

NEMOA JEOPARDY TAKES CENTER STAGE!

Be a contestant (or cheer from the audience) as three teams face off to show what they know and play for real prizes! If you think you're on the top of your game, enter to play by emailing admin@nemoa.org!

GREAT NETWORKING OPPORTUNITY!

2:15-2:45 p.m.

30-MINUTE XCHANGE BREAK

2:45 p.m.-3:45 p.m. 4 Concurrent Breakout Sessions
(repeat of a.m. sessions)

VISIT THE XCHANGE CAFÉ

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

SHARE. LEARN. CONNECT.



SEPTEMBER 13

WEDNESDAY

SEPTEMBER 14

THURSDAY

GREAT NETWORKING OPPORTUNITY!

3:45-4:00 p.m.
15-MINUTE XCHANGE BREAK

4:00-4:30 p.m.

GENERAL SESSION

ARE YOUR PLANS ALIGNED WITH THE FUTURE OF MARKETING?

Joseph Dressler, LiveIntent

This session will highlight self-inflicted marketing hurdles that are also reliant on technological improvements. If we don't evolve along with our customers, we'll look back and wonder where our business disappeared to, so we'll focus on actionable next steps we can take back to our companies.



Joseph Dressler During his 19 years in the digital advertising industry, Joseph has worked with Fortune 500 brands to develop solution-based ideas that drive new customer acquisition and retention of current clients. Since November 2013, Joseph has been running sales at LiveIntent, evangelizing the brand while building a scalable and repeatable business.

4:30-6:00 p.m.

SPONSOR-HOSTED ROUNDTABLES

SHARE, LEARN AND CONNECT IN SMALL DISCUSSION GROUPS.

Round 1: 4:30-5:10 p.m.

Break/Switch: 5:10-5:20 p.m.

Round 2: 5:20-6:00 p.m.

6:00-6:30 p.m. Free Time

6:30-9:30 p.m.

70TH ANNIVERSARY LUAU

FOOD, FRIENDS AND FUN! AT THE WESTIN

Sponsored by Oracle Data Cloud

Why a luau? Because in 1947, all things tropical were all the rage! Don (Ho) your best island apparel—flowery sundresses, Hawaiian shirts, even your favorite grass skirt if you're so inclined—and join us as we celebrate 70 years of NEMOA's own spin on the aloha spirit!



DAY THREE SCHEDULE

7:00 a.m.- 12:30 p.m. Registration Desk and Xchange Café Open

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

7:15-8:15 a.m. 3 Concurrent Breakfast Club Conversations

Breakfast Club #1: Whats Your Social Strategy?

Facilitator: Sue Landay, Trainers Warehouse & Office Oxygen

Breakfast Club #2: What's Your Data Strategy?

Facilitator: Pam Higgins, Oracle Data Cloud

Breakfast Club #3: What's Your Amazon Strategy?

Facilitator: Brent Eskew, Management Consultant

GREAT NETWORKING OPPORTUNITY!

8:15-8:30 a.m.
15-MINUTE XCHANGE BREAK



8:30-9:30 a.m.

GENERAL SESSION

SOMETIMES, EVEN WELL-ESTABLISHED COMPANIES LOSE THEIR WAY

Mary Hennen, The Tile Shop

Approaching its 30th anniversary in 2015, and 2 years after its IPO, The Tile Shop saw sales and profits slump and fell short of shareholder expectations. Among other challenges, its marketing strategies failed to connect with its key customers, so modernizing its marketing approach became a top strategic priority. Learn how their marketing team approached the challenge; what capabilities they added; and how they elevated their content, personalized their customer experience, and developed new advertising models based on consumer insights.



Mary Hennen leads Consumer and Pro marketing, digital commerce and oversees all media, PR, events, and showroom experiences for The Tile Shop (NASDAQ:TTS), the leading specialty retailer of manufactured and natural stone tiles. She leveraged consumer insights to overhaul the creative and brand positioning, refocused the media and customer acquisition strategies, and led the digital experience transformation of a 30-year-old brick and mortar retailer. Hennen's career includes senior retail management roles at Experian Marketing Solutions, Conversant Media (an Epsilon Company), and Digital River.

FREE \$2500 TILE SHOP GIFT CARD GIVEAWAY + DESIGN SESSION!
Must be present to win.

GREAT NETWORKING OPPORTUNITY!

9:30-9:45 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.**

9:45-10:45 a.m.

4 CONCURRENT BREAKOUT SESSIONS (NEW TOPICS)

Choose one session to attend.

BREAKOUT #1

DIGITAL DATA: IT'S NOT JUST FOR DIGITAL MARKETING



David Cesaro, Valassis

According to Google's ZMOT study, a consumer engages with 18.2 pieces of information on average before making a final purchase decision. Connecting with the consumer using a succinct message across their path to purchase—using connected touch points—is critical. Hear how other retailers are using this information to improve return on marketing spend for print campaigns.

BREAKOUT #2

EMBRACING DISRUPTION: THE OPPORTUNITY OF SELLING ON AMAZON



Timothy Burns, formerly of Scientifics Direct Inc.



Liz Buderus, Epsilon

What does the Amazon buyer look like and how are they different from traditional customers? Large online merchants need to understand the key tactics so they can keep up, and small sellers need to create and execute an effective strategy for selling their wares on these fast-growing channels.

BREAKOUT #3

OPTIMIZING EMAIL ROI IN TODAY'S ME-COMMERCE WORLD



Jack Sturn, 4Cite Marketing
James Power, Boden



Being creepy is on the way out. Your customer expects you to know who they are but also requires you to sell them something of interest to them. Learn how to improve the ROI of your email program and drive significant revenue gains by understanding identification, personalization, and marketing to your customer when they're in the right frame of mind.

BREAKOUT #4

MOBILE OPTIMIZATION TIPS AND TRICKS



Blake Ellis, CommerceV3
Kerri Phillips, Lou Malnati's
Beth Gerage, Lou Malnati's



Find out how to establish a strong operational foundation on which to build revenue, grow visits to your site, turn visitors into shoppers (and buyers), and increase engagement. You'll learn what to analyze to ensure optimal engagement and how to optimize both the shopping experience on your mobile site and mobile content to increase conversion.

NEMOA BOARD OF DIRECTORS AND STAFF

President: Brad Bishop, *SmartPak (retired)*

Vice President: John Rossiter, *LSC Communications*

Vice President, Content: Lois Brayfield, *J.Schmid & Assoc.*

Secretary: Susan Landay, *Trainers Warehouse and Office Oxygen*

Treasurer: Dana Springfield, *Yankee Candle Co.*

Immediate Past President: Dana Pappas, *Plow & Hearth*

10:45-11:00 a.m.

15-MINUTE XCHANGE BREAK & HOTEL CHECKOUT

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

CLOSING SESSION

CATALOG LEADERS LOOK TO THE FUTURE

Moderator - Brad Bishop, NEMOA President

This lively panel discussion will focus on the challenges keeping leading Direct Marketers awake at night as they look out over the next 12-18 months. Our panelists share their insights on the future and how their companies plan on evolving and responding to preserve their competitive advantage.

Moderated by NEMOA's President.

12:00 p.m. Closing Remarks and Farewell





FIND THE DISCOUNT FOR YOU <http://nemoa.org/F17REG>

Early Bird Discounts if you register by Friday, August 18, 2017!
(See chart below)

NEMOA Member Discounts

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

- Not sure of your membership status? Visit: www.NEMOA.org or contact the NEMOA office for assistance
- Not a member but want to join? Please apply for membership by Friday, August 4. Learn more at www.NEMOA.org

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 Nominations is Friday, August 11.** 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

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BOOK YOUR HOTEL TODAY!

We have a limited number of hotel rooms available for registered conference attendees for \$169/night + tax at our host hotel, the Westin Chicago Northwest Hotel. *This discounted rate is good until Friday, August 18, or until the rooms sell out (whichever comes first).*

Westin Chicago Northwest

400 Park Blvd.
Itasca, IL 60143

Reservations by Phone:

800-228-3000

- Please mention NEMOA/directXchange to receive our special group rate of \$169/night + tax

Reservations Online:

<http://nemoa.org/F17HOTEL> or Direct Link:
<https://www.starwoodmeeting.com/Book/NEMOAdirectXchange2017>

Parking:

Complimentary on-site parking. Valet parking available for a fee.

Directions to the Conference:

Please visit www.westinchicagonorthwest.com for driving directions and transportation information.



CONFERENCE PRICING

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

| Member | CATALOGER/ETAILER 1-2ppl (3+ppl)* | SERVICE/SUPPLIER 1-2ppl (3+ppl)* |
|----------------------------------|--------------------------------------|-------------------------------------|
| Register by Aug. 18 (save \$200) | \$699 (\$619)* | \$795 (\$679)* |
| Register Aug. 19 or after | \$899 (\$819)* | \$999 (\$879)* |
| Non-Member | CATALOGER/ETAILER 1-2ppl (3+ppl)* | SERVICE/SUPPLIER 1-2ppl (3+ppl)* |
| Register by Aug. 18 (save \$200) | \$999 (\$919)* | \$1,099 (\$979)* |
| Register Aug. 19 or after | \$1,199 (\$1,119)* | \$1,299 (\$1,179)* |

<http://nemoa.org/F17REG>

SAVE \$200

Early Bird Deadline is Friday, Aug. 18, 2017.
Members save even more!

See above for details.

Visit <http://nemoa.org/F17REG>



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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
- Nomination by member companies only

Deadline is Friday, August 11, 2017

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

ABOUT NEMOA

SPONSORS

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.



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MARCH 14-16, 2018
SPRING CONFERENCE

Westin Boston Waterfront Hotel
Boston, MA

Visit www.NEMOA.org
for details



DIAMOND.



LSC COMMUNICATIONS

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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 sponsorships@nemoa.org

SILVER.



BRONZE.

