

# nemoa

THE ONLY NATIONAL SUMMIT DEDICATED TO  
**CATALOGERS & ETAILERS**



**TAI ADAYA**  
CASPER



**DONNIE STEELE**  
SPOONFLOWER



**CLAIRE GIBBON**  
BODEN

Register now for the Spring Summit!

**MARCH 14-16, 2018 • BOSTON, MA**

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GUARANTEED**





## THE ONLY NATIONAL SUMMIT DEDICATED TO CATALOGERS & ETAILERS



Welcome to the preview for our next NEMOA Summit! We'll gather to once again exchange ideas and insights at the Westin Boston Waterfront March 14-16, 2018.

In addition to a new name, our conference has received a few upgrades! You can expect the same high-impact gathering as always, but with some fresh twists added to the best of our previous conferences.

You'll experience the same friendly, collegial atmosphere our attendees have always valued, along with the usual abundance of keynotes, panels, and breakout sessions. There are new opportunities to interact with our Sponsors and fellow attendees, but with the same low-pressure, no-sales environment for which our conferences are known. And there's still no better place for you to absorb cutting-edge insight from the best in our industry.

Another thing that hasn't changed: our genuine gratitude to our sponsors for supporting our program. Their generosity allows us to keep NEMOA summits innovative yet affordable for our attendees. Please join me in thanking them for their ongoing support—and whether you're a sponsor, a new face, or a veteran attendee, I look forward to seeing each and every one of you in Boston this spring!

Sincerely,  
Brad Bishop, NEMOA President

# ENHANCING YOUR BUSINESS IS AS EASY AS 1-2-3!

- 1 Connect with key 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



“IT IS THE SINGLE BEST CONFERENCE FOR CATALOG/ETAIL MARKETERS, AND EVERYONE IS MADE TO FEEL WELCOME REGARDLESS OF THEIR TITLE OR TENURE IN THE INDUSTRY.”

—Becky Santaniello, *Infinite-Media/Mailinglists.com*

100%  
GUARANTEED



100%  
GUARANTEED

“THE TOPICS AT THE BREAKOUTS WERE GREAT. I ALWAYS LOVE THE INTIMACY OF THE CONFERENCE AND SEEING PEOPLE SEVERAL TIMES OVER THE COURSE OF A FEW DAYS.”

—Patrick Reagan, *Compu-Mail*

## SCHEDULE AT A GLANCE

### WEDNESDAY, MARCH 14

Registration Desk Opens ..... 11:30 a.m.  
Welcome Refreshments ..... 11:30 a.m.-1:30 p.m.  
First Timer Welcome Briefing ..... 1:00-2:00 p.m.  
Opening Session ..... 2:15-3:00 p.m.  
Panel Session ..... 3:30-4:15 p.m.  
Next-Level Networking ..... 4:45-5:30 p.m.  
Opening Reception ..... 6:15-7:15 p.m.

### THURSDAY, MARCH 15

Breakfast & Networking ..... 7:30-9:00 a.m.  
3 Concurrent Breakfast Club Conversations . 8:00-8:45 a.m.  
Opening Session ..... 9:00-9:45 a.m.  
Rising Stars Ceremony ..... 9:45-10:00 a.m.  
3 Concurrent Breakouts (not repeated) .... 10:30-11:30 a.m.  
Lunch & Networking ..... 11:30 a.m.-12:15 p.m.  
NEMOA Jeopardy ..... 12:15-1:00 p.m.  
Town Hall—Annual Meeting ..... 1:30-1:45 p.m.  
Town Hall—General Session ..... 1:45-2:30 p.m.  
Town Hall—Discussions ..... 2:30-3:15 p.m.  
3 Concurrent Breakouts (new topics) ..... 3:30-4:30 p.m.  
3 Concurrent Breakouts (repeated) ..... 4:45-5:45 p.m.  
Summit Social ..... 6:15-8:15 p.m.  
Post-reception Socializing (offsite) ..... 8:15 p.m.

### FRIDAY, MARCH 16

Breakfast & Networking ..... 7:45-9:15a.m.  
Morning Activities: Yoga, Walk, Run ..... 7:30-8:30a.m.  
C-Level Session (invite only) ..... 7:45-9:15a.m.  
General Session ..... 9:30-10:30a.m.  
Closing Panel Session ..... 10:45-11:45 a.m.

## SUMMIT KEYNOTE SPEAKERS

### TOPICS FROM THE LEADING EDGE



#### CLAIRE GIBBON

VP Creative Services

#### MATT RICHMOND

Creative Director

*Boden*

**FROM JOHNNIE WITH LOVE: A BRAND LOVE STORY FOR THE DIGITAL AGE**

WEDNESDAY, MARCH 14

2:15-3:00 p.m.



#### ANASTASIA KUDREZ

Lead Educator

*Google*

**HOW CONSUMER BEHAVIORS DISRUPT BUSINESS AS USUAL**

THURSDAY, MARCH 15

9:00-9:45 a.m.



#### DONNIE STEELE

CRO

*Spoonflower*

**INSTITUTIONALIZING INNOVATION AS AN ORGANIZATIONAL IMPERATIVE TO DRIVE GROWTH**

FRIDAY, MARCH 16

9:30-10:30 a.m.

11:30 a.m. - Registration Desk Opens

11:30 a.m. - 1:30 p.m. - Welcome Refreshments

1:00 - 2:00 p.m. - First Timer Welcome Briefing

*Sponsored by Arandell*

2:00 - 2:15 p.m. - NETWORKING BREAK

2:15 - 3:00 p.m.

## OPENING SESSION

FROM JOHNNIE WITH LOVE: A BRAND LOVE STORY FOR THE DIGITAL AGE

**Claire Gibbon, Vice President of Creative Services, Boden**  
**Matt Richmond, Creative Director, Boden**

Switching from a print-focused direct company to a digital-first modern retailer has not been an easy road for this beloved British brand. Claire & Matt have been change champions in the ways of working, processes, systems, and creativity, and they'll share how Boden kept the customer at the heart of their brand evolution at a time when customers are becoming less loyal and patient and more distracted.

**Claire Gibbon** is a lead change agent within Boden focused on delivering a team of agile, inspirational, and creative thinkers that will have the systems and processes in place to keep up the pace in an evolving business.

**Matt Richmond** Matt leads the Boden dream team through tip-top creative vision, execution, and guardianship of all global marketing communications and brand experiences.



3:00 - 3:30 p.m. - NETWORKING BREAK

3:30 - 4:15 p.m.

## GENERAL SESSION / PANEL

### BUCKLE UP! INSIDER TIPS TO ACCELERATE YOUR DATA-DRIVEN MARKETING CAMPAIGNS

Everyone's talking about data, but who's actually using it well? Our panel will put you in the driver's seat of your data-driven marketing. We'll cover everything from the best ways to collect data to effectively targeting real-time offers. Plus, find out if your campaigns stack up against industry benchmarks.

**MODERATOR: SARA FLORIN, PRINCIPAL DESIGNER, SMARTPAK EQUINE**

**PANELIST #1: DANIEL COE MCCALLUM, ORACLE**

**PANELIST #2: DAVID CESARO, VALASSIS**

**PANELIST #3: KATI MCKINNEY, SHAW + SCOTT**

**PANELIST #4: SAMANTHA STONE, THE MARKETING ADVISORY NETWORK**



**Daniel Coe McCallum - Sr. Client Partner, Oracle Data Cloud**

Daniel has been with Oracle since 2010 after time at InfoGroup and Experian. He loves cookies, both real and online.



**Dave Cesaro - Director, Client Marketing, Valassis**

Dave has 20+ years of experience in advertising and direct marketing. Prior to joining Valassis, Cesaro was VP, Sales and Marketing, at Structural Graphics, where under his guidance, company revenue increased by 30%. If you have seen a print promotion that pops up, moves, or has lights, sound, scent, or even taste, chances are it was designed by Structural Graphics.



**Kati McKinney, Director of Digital Strategy, Shaw + Scott**

Armed with ten years of experience in digital marketing, Kati has a background that spans email marketing to full omni-channel content orchestration. She has worked with clients & brands in industries ranging from retail to financial services to healthcare, including Google, Alaska Airlines, Ralph Lauren, Amazon, and Ameriprise Financial.



**Samantha Stone - Revenue Catalyst, Author, Founder & CMO of The Marketing Advisory Network**

Samantha Stone, author of *Unleash Possible: A Marketing Playbook that Drives Sales*, helps unleash the possible in organizations that have complex selling processes. In 2012 she founded The Marketing Advisory Network to help savvy business leaders find new possibilities for enterprises. She's a fast-growth, B2B marketing junkie, researcher consultant, and persona coach.

4:15 - 4:45 p.m. - NETWORKING BREAK

“THIS IS MY FAVORITE MARKETING CONFERENCE BECAUSE I CAN GET REAL INFORMATION FROM OTHER MARKETERS.”

—Anne Kelly, Junonia, Ltd.

4:45 - 5:30 p.m.

**NEXT-LEVEL NETWORKING**

Join this new, fast-paced session created to help you make more business connections in a low-pressure environment. Merchants rotate through Sponsors' tables, where both sides share information and decide if there's a potentially beneficial relationship. Take your face time to the next level!

(see pages 16-17)

7:30 - 9:00 a.m. - **Breakfast Buffet & Networking**  
*Sponsored by Wiland*

8:00 - 8:45 a.m. - **Three Concurrent Breakfast Club Conversations**

**TOPIC #1 - How are you managing your MARKETPLACES?**  
*Susan Landay, Trainers Warehouse / Office Oxygen*

**TOPIC #2 - How do you maximize your CUSTOMERS' EXPERIENCE?**  
*Shanie Cunningham, Boden*

**TOPIC #3 - How does CONTENT development support your commerce?**  
*Bill Tine, King Arthur Flour and Sara Florin, SmartPak*

5:30 - 6:15 p.m. - **Free Time**

6:15 - 7:15 p.m. - **Opening Welcome Reception**  
*Sponsored by Oracle Data Cloud*

9:00 - 9:45 a.m.

**OPENING SESSION  
HOW CONSUMER BEHAVIORS  
DISRUPT BUSINESS AS USUAL**

**Anastasia Kudrez, Lead Educator, Google**

Marketers are using technology to drive their strategies to new, creative heights. Come explore how consumer behavior is disrupting 'business as usual' and shaping the evolution of digital tools. Learn how businesses are using Google tools to position their products and brands for success.



**Anastasia Kudrez.** After working agency-side in web development for 12 years, Stasia applied her skills and experience to education. She's been speaking for Google's Get Your Business Online program since 2005, appearing at hundreds of events and training thousands of people globally. Stasia has developed online marketing curriculum for prestigious education providers and wrote a book about Google AdWords.

9:45 - 10:00 a.m. - **Rising Stars Recognition Ceremony**  
*Sponsored by Lindenmeyr Central*

10:00 - 10:30 a.m. - **NETWORKING BREAK**

10:30 - 11:30 a.m.

**THREE CONCURRENT  
BREAKOUT SESSIONS**

**BREAKOUT #1 - LEVERAGING OUR BRAND  
IN THE COMPLEX ONLINE AD SPACE**

**Karen Jordan, Bright Cloud Marketing**  
**Sarah Baldwin, Bella Luna Toys**

The complexity of managing multiple online programs for a small, independently owned business is almost as great as that of a much larger organization. We address selling in the challenging toy marketplace while navigating the growing complexity of the online ad landscape by using paid search, shopping campaigns, and remarketing to close the sale and keep our customers engaged.



**Karen Jordan - Owner, Bright Cloud Marketing**

Along with her team of consultants, Karen leverages her 25+ years in the online and direct marketing field to help merchants bring more qualified traffic to their sites through paid search, shopping, retargeting, social, and display advertising. She began her career in direct marketing at Sara Lee Direct, then took various senior management positions before starting Bright Cloud Marketing in 2008.



**Sarah Baldwin, M.S.Ed. - President and CEO, Bella Luna Toys**

A former actress, Waldorf teacher, author, and early childhood expert, Sarah has parlayed her teaching experience to understand her customers' needs and has an uncanny ability to identify products that appeal to her audience. She transformed a small home-based website into a million-dollar company through passion for her product and has become the trusted face of Bella Luna Toys.

**BREAKOUT #2 - YOU'RE NOT TOO BUSY  
TO MAKE GREAT CONTENT**

**Sarah Mann, SmartPak Equine**

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 a busy e-tailer who has seen content go from a distraction to an irreplaceable part of the company's brand strategy.



**Sarah (Paull) Mann - VP of Brand and Customer Experience, SmartPak Equine**

For almost a decade, Sarah has been the voice—and face—of SmartPak Equine (seriously—she's been seen over 5 million times on YouTube!). As the VP of Brand & Customer Experience, she's the driving force behind content that educates customers, builds brand love, and supports SmartPak's mission of changing the world, four hooves at a time.

**See Next Page for Breakout #3!**

**VISIT THE CONNECTION LOUNGE, A DEDICATED SPACE IN THE BALLROOM FOYER FOR ATTENDEES TO SHARE AND BROWSE COLLATERAL, CHAT WITH COLLEAGUES, CHARGE DEVICES & MORE.**

**BREAKOUT #3 – SUCCESSFULLY IMPLEMENTING PERSONALIZATION WITH DIRECT MAIL – A CASE STUDY**

**Brian DeLaite, LS Direct Marketing**  
**Eric Allen, Lovesac**

On the leading edge of the new retail paradigm by utilizing smaller store footprints and a unique product offering, Lovesac has grown to include over 60 stores and a robust online business. Working with LS Direct Marketing, Lovesac has developed a personalized direct mail contact strategy that is channel agnostic, has accelerated their growth, and has them poised for continued success.



**Brian DeLaite – Vice President, Sales & New Business Development, LS Direct Marketing**

Brian has 25+ years of direct marketing experience, specializing in new customer acquisition and data management. Currently he's responsible for vertical market expansion and growth of Boomerang Direct, a breakthrough direct mail retargeting solution. His mission is to offer brands measurable, personalized postal solutions.



**Eric Allen – Director of Brand Development, Lovesac**

Eric has helped fuel Lovesac's organic double-digit growth by leading consumer insights, the brand's first TV advertising, and new direct mail initiatives. Prior to Lovesac, Eric worked at PepsiCo, where he helped lead the turnaround of the Pure Leaf brand and provided consumer engagement strategy to the Pepsi beverage portfolio.

**11:30 a.m. - 12:15 p.m. – LUNCH & NETWORKING**

*Sponsored by Media Horizons*

**12:15 - 1:00 p.m.**

**GENERAL SESSION  
NEMOA JEOPARDY TAKES CENTER STAGE!**

Back by popular demand, participate in NEMOA's biggest ever Jeopardy-like game, where everybody gets to play. Join in the fun and test your knowledge of the latest marketing facts and industry trends!

**1:00 - 1:30 p.m. – NETWORKING BREAK**

**1:30 - 1:45 p.m. – Town Hall – NEMOA Annual Meeting**

**BOARD MEMBERS-ELECT:**

- Sara Florin, SmartPak Equine**
- Karen Mayhew, Infogroup Media Solutions**
- John Stano, Quad/Graphics**

**1:45 - 2:30 p.m.**

**TOWN HALL - FUTURIST PRESENTATION**

**DATA TRANSFORMATION IS THE NEW DIGITAL TRANSFORMATION**

**Robin Opie, Oracle Data Cloud**

Data has become a main priority for marketers, unlocking endless opportunities for knowledge and connections that fuel the future of our industry. This session will uncover the vast ways that data is igniting a total digital transformation and where the future of marketing will take us.

**Robin Opie – Group Vice President, Data Science, Oracle Data Cloud**

As the leader of Oracle's Data Science organization, Robin is responsible for delivering and continuously improving all of the analytical capabilities supporting Oracle Data Cloud's audience targeting, Oracle ID Graph™ linkage and measurement products. Robin came to Oracle through its acquisition of Datalogix, where he was Chief Analytics Officer.



**2:30 - 3:15 p.m. – Town Hall – Table Discussions**

Join your fellow conference attendees in lively discussion on topics brought up in Robin Opie's presentation. A great networking opportunity!

3:30 - 4:30 p.m.

These three sessions will repeat at 4:45 p.m.

## THREE CONCURRENT BREAKOUT SESSIONS

### BREAKOUT #1 - HOW MATTRESS INNOVATOR CASPER LEVERAGES ANALYTICS TO UNDERSTAND THE INCREMENTALITY OF THEIR OMNICHANNEL APPROACH

**Jackie Marquis, Epsilon**  
**Lori Stieb, Epsilon**  
**Tai Adaya, Casper**

Truly understanding the value of your omnichannel efforts can be challenging. Many marketers still struggle to understand how much incrementality each channel brings to its bottom line. Join this session with Epsilon and mattress innovator Casper as they discuss how Casper uses analytics to understand the value of their non-direct mail efforts.



**Jackie Marquis - Sr. VP Data Solutions, Epsilon**

Jackie has 15+ years of experience in direct and online marketing and is responsible for overseeing the multi-channel consumer, retail, and business verticals at Epsilon. In her leadership role, she works to drive strategic initiatives to help clients meet and exceed marketing and growth goals. Jackie graduated from The Leadership Ascent for Women in 2015.



**Lori Stieb - VP Multi-Channel Data Solutions, Epsilon**

Lori has worked in the marketing industry for 17+ years and has held a variety of roles at Epsilon. Her background in modeling and analytics helps her create data-driven solutions for clients. She previously worked as a director of a non-profit organization and grant writer for several small associations.



**Tai Adaya, Marketing Manager, Casper**

Tai Adaya is on Casper's Acquisition Marketing team and manages Direct Media and Out-of-Home Advertising. She applies a data-driven approach to brand marketing and enjoys creating a clear story out of murky data points. Previously, she was a consultant at Bain & Co., an entrepreneur, and a marketer in healthcare.

### BREAKOUT #2 - SIX WAYS TO MOVE FROM PROGRAM MANAGEMENT TO CUSTOMER MANAGEMENT

**Paul Mandeville, QuickPivot**  
**Larry Shaw, MacKenzie-Childs**

In the new customer age, how can retailers quickly move from a mindset based on individual marketing programs to a more holistic and fluid strategy based on reaching customers where and when they should be reached? This session gives 2 perspectives: from retail customer MacKenzie-Childs and from technology vendor QuickPivot.



**Paul Mandeville - Chief Product Officer, QuickPivot**

Paul brings 15+ years of marketing application technology experience to QuickPivot, leading their efforts in product strategy, innovation, and design. His design and development work has resulted in several MarTech industry awards and QuickPivot's first U.S. patent grant for the design of QuickPalette. Prior to joining QuickPivot, Paul served as Chief Operating Officer at Conversen.



**Larry Shaw - Chief Marketing Officer, MacKenzie-Childs**

Larry has overseen the marketing, merchandising, and creative for many "enthusiast" brands during the past 25 years. Currently responsible for developing world-class brand, direct, retail, and wholesale marketing and creative programs for MacKenzie-Childs, Larry's "secret sauce" is mining a brand's product DNA to tap into customers' wants and needs and create vivid, engaging shopping experiences.

### BREAKOUT #3 - A JOURNEY TO EMAIL CUSTOMIZATION THROUGH CONSUMER INSIGHTS

**Steve August, Road Scholar**  
**Leanne Mercadante, Road Scholar**  
**Jaime Dodd, Road Scholar**

Learn how Road Scholar uses data to create automated email campaigns customized to user interests and behavior based on historical online and offline data. This session will take you through a step-by-step approach on how to implement a comprehensive automated dynamic email process to engage and captivate your email subscribers on an ongoing basis.



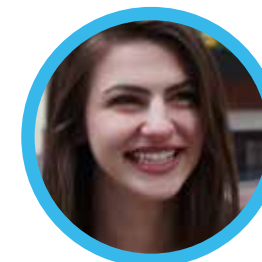
**Steve August - AVP Marketing & Analytics, Road Scholar**

Steve oversees digital marketing, catalog circulation, and campaign analytics for Road Scholar. Previously, he was CMO at Universal Screen Arts, SVP of Marketing at The Sharper Image, and OVP of Marketing at Brookstone.



**Leanne Mercadante - Digital Content Specialist, Road Scholar**

An award-winning designer, Leanne specializes in designing, building, coding and publishing content for emails, web pages, social media, blog posts, and more. Her research on design trends has contributed to thousands of enrollments and helped modernize Road Scholar's overall digital campaign strategy.



**Jaime Dodd - Marketing Analyst, Road Scholar**

Jaime oversees all digital campaign planning and deployment. She focuses on audience segmentation to promote personalized content and the utilization of response data collected from these promotional campaigns to direct future projects.

**100% GUARANTEED**



4:30 - 4:45 p.m. - NETWORKING BREAK

4:45 - 5:45 p.m. - Repeat of 3:30 p.m.  
Concurrent Breakout Sessions

5:45 - 6:15 p.m. - Free Time & Networking

6:15 - 8:15 p.m. - #Summit Social  
*Grand Ballroom - Sponsored by RedPoint Global*  
Enjoy appetizers, an open bar, and networking—right at the Westin!

8:15 p.m. - Cocktails and Conversations  
*Offsite*  
The party continues at various local pubs, karaoke bars, bowling alleys, and more!



7:30 - 8:30 a.m. - Yoga For Every Body  
Start your Friday morning (or finish your Thursday night!) with a gentle yoga session led by Kripalu-trained yogi Jennifra Norton of Cape Cod. This 60-minute session is for all levels, especially beginners. Dress casually and bring your mat if you have one. Limited quantities of mats available for borrowing.

7:45 - 9:15 a.m. - Breakfast & Networking  
*Sponsored by Dataline*

7:45 - 9:15 a.m. - C-Level Breakfast Session  
*(Invite only)*

9:30 - 10:30 a.m.  
**OPENING SESSION**  
**INSTITUTIONALIZING INNOVATION AS AN ORGANIZATIONAL IMPERATIVE TO DRIVE GROWTH**

**Donnie Steele, Spoonflower**  
Innovation and disruption are concepts retailers must master in order to thrive. In this fast-paced session, Donnie will reveal secrets to institutionalizing innovation and enjoying explosive growth.

**Donnie Steele - CRO, Spoonflower**  
As Chief Revenue Officer, Donnie Steele oversees strategies for customer acquisition and modeling, interdepartmental process flows and competitive analysis. He has more than 15 years of experience in the digital marketing industry driving results for brands such as the Discovery Channel, the U.S. Army, Xbox, Playstation, PBS, NASA and the Food Network. Most recently, he served as President and Chief Marketing Officer of SmartPak Equine of Plymouth, Massachusetts, whose revenues grew to over \$100 million before being acquired by Henry Schein Inc., a global healthcare and distribution powerhouse.

10:30 - 10:45 a.m. - NETWORKING BREAK

10:45 - 11:45 a.m.  
**CLOSING SESSION**  
**HOW WILL LEADING CATALOGERS ADDRESS THE FUTURE?**

- MODERATOR: BRAD BISHOP, NEMOA PRESIDENT
- PANELIST #1: LARRY SHAW - CHIEF MARKETING OFFICER, MACKENZIE-CHILDS
- PANELIST #2: ERIC ALLEN - DIRECTOR OF BRAND DEVELOPMENT, LOVESAC
- PANELIST #3: DONNIE STEELE - CRO, SPOONFLOWER
- PANELIST #4: CLAIRE GIBBON, DIRECTOR OF CREATIVE SERVICES, BODEN

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!

“GOOD EXAMPLES PRESENTED THAT I CAN BRING BACK TO THE OFFICE!”

—Tom Gustin, *Silver Star Brands*



## NEMOA BOARD OF DIRECTORS + 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, *Dover Saddlery, Inc.*

**IMMEDIATE PAST PRESIDENT:** Dana Pappas, *Plow & Hearth*

**BOARD MEMBERS:** Steve August, *Road Scholar*; Dave Cummings, *Sporty's Catalogs/Sportsman's Market*; Shanie Cunningham, *Boden*; Pamela Higgins, *Oracle Data Cloud*; Brent Eskew, *Management Consultant*; Wade Lee Jones, *Cafe Press*; Sara Florin, *SmartPak Equine*; Jackie Marquis, *Epsilon*; Bill Tine, *King Arthur Flour*; Eileen White, *Southern Fulfillment Services*; Clark Vialle, *Print Professional*; Karen Mayhew, *Infogroup Media Solutions*

**EVENTS & OPERATIONS DIRECTOR:** Terri Patashnik

**MARKETING & PROGRAMS MANAGER:** Jo Mullen

# SPONSORS

## NEXT-LEVEL NETWORKING

**WEDNESDAY, MARCH 14**

**4:45-5:30 p.m.**

Join this new, fast-paced session created to help you make more business connections in a low-pressure environment. Merchants rotate through Sponsors' tables, where both sides share information and decide if there's a potentially beneficial relationship. Take your face time to the next level!

If you are interested in becoming a sponsor, please contact [sponsorships@nemoa.org](mailto:sponsorships@nemoa.org).

### DIAMOND SPONSOR



### PLATINUM SPONSORS



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### SILVER SPONSORS



### BRONZE SPONSORS



## BOOK YOUR ROOM TODAY

**WESTIN BOSTON WATERFRONT HOTEL**

425 Summer Street  
Boston, MA 02210

**RESERVATIONS BY PHONE:** 800-228-3000 - Please mention NEMOA SPRING SUMMIT to receive our special group rate of \$215/night + tax (limited quantity of rooms available)

**RESERVATIONS ONLINE:** [https://nemoa.org/spring\\_2018\\_hotel\\_and\\_travel.php](https://nemoa.org/spring_2018_hotel_and_travel.php)



# 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. Need actionable, forward-looking information in your area of expertise? It's 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](http://NEMOA.ORG) OR CONTACT [ADMIN@NEMOA.ORG](mailto: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

The National Etailing & Mailing Organization of America is a non-profit trade organization serving catalog and eetailing 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.

# SUMMIT PRICING

**100%  
GUARANTEED**

## NO SUMMIT OFFERS BETTER VALUE

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](mailto:admin@nemoa.org) for details. Members receive discounted conference pricing because they support NEMOA with annual dues. Contact [admin@nemoa.org](mailto:admin@nemoa.org) to find out if your company is a member or to become one before the conference.

### MEMBERS

Register by:	Friday, Feb 16	Feb 17 or later
CATALOGER/ETAILER 1-2 people	<b>\$749</b>	\$949
CATALOGER/ETAILER *3+ people	<b>\$669</b>	\$869
SERVICE/SUPPLIER 1-2 people	<b>\$849</b>	\$1,049
SERVICE/SUPPLIER *3+ people	<b>\$729</b>	\$929

### NON-MEMBERS

Register by:	Friday, Feb 16	Feb 17 or later
CATALOGER/ETAILER 1-2 people	<b>\$1,049</b>	\$1,249
CATALOGER/ETAILER *3+ people	<b>\$969</b>	\$1,169
SERVICE/SUPPLIER 1-2 people	<b>\$1,149</b>	\$1,349
SERVICE/SUPPLIER *3+ people	<b>\$1,029</b>	\$1,229

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

Deadline is Friday, February 2, 2018  
Awards ceremony is  
Thursday, March 15th at 9:45am  
Sponsored by Lindenmeyr Central

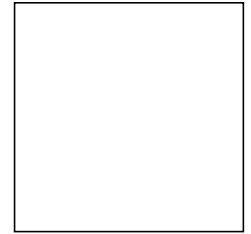
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—Kamie Bolin, *Burgers' Smokehouse*



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