

direct **Xchange**[®]
by nemoa[®]



Cracking the
Customer Code

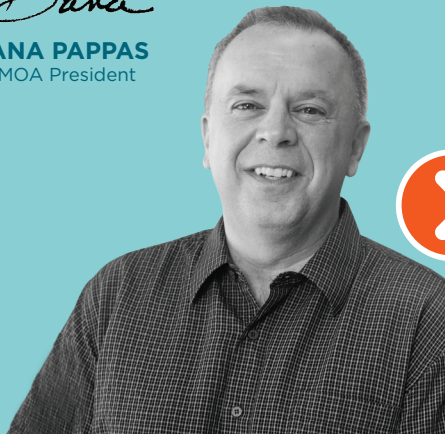
FRIENDS OF NEMOA:

Fresh off a very successful fall conference — the first ever outside of New England — we'll be back in Boston as usual for the March 2016 directXchange, but moving to the Westin Boston Waterfront Hotel.

At the conference, a top-notch lineup of speakers will show you how to "Crack the Customer Code," with a big agenda packed into three busy days. You'll see what I mean as you flip through the following pages — you'll probably circle more must-see sessions than you'll have time to attend! Register early so you don't miss out on the opportunity to Share, Learn, and Connect with industry experts and friends, new and old. You'll get into the minds of your customers and be able to market to them more effectively.

I continue to believe a NEMOA directXchange is one of the best deals you'll find when it comes to conferences. Our outstanding sponsors help us keep it affordable, and it's the only conference that serves direct marketing with a focus on catalogs. I look forward to seeing you in Boston.


DANA PAPPAS
NEMOA President



BOOK YOUR HOTEL ROOM TODAY!

Make your hotel and travel arrangements soon!
See page 12 for details.

WHAT IS directXchange®?

The leading forum for **catalogers and direct marketers from across the country.**

share.

A conference **dedicated exclusively to the catalog and ecommerce** sector of the direct marketing industry. We focus on delivering industry-leading knowledge and best practices from people you want to know.

learn.

Not a trade show and not about selling, *directXchange* is the most important place to be for **learning and networking**, to improve your direct marketing results through presentations, professional relationships and personal connections.

connect.

We are national. Join members, attendees and presenters from across the country who consider this conference to be their **most important professional event!** *directXchange* is the outgrowth of NEMOA's 69 years of presenting quality content and enabling connections.

NEMOA BOARD OF DIRECTORS AND STAFF

- President** — Dana Pappas, *Plow & Hearth*
Vice President — Lois Brayfield, *J.Schmid & Assoc.*
Secretary — Stacey Hawes, *Epsilon*
Treasurer — Dana Springfield, *Yankee Candle Co.*
Immediate Past President — Cindy Marshall, *SHINE Strategy*
Board Members — Brad Bishop, *SmartPak* / Glenda Lehman Ervin, *Lehman's* / Kevin McGrain, *Appleseed's Brands* / Matt Glerum, *President at Large* / John Rossiter, *RR Donnelley* / Kevin Haley, *Brann & Isaacson* / George Schmidt, *The Orvis Co.* / Susan Landay, *Trainers Warehouse and Office Oxygen* / Eileen White, *Web Decisions* / Clark Vialle, *Quad/Graphics*
Events & Operations Director — Terri Patashnik
Marketing & Membership Manager — Kris Snyder

Cracking the Customer Code



SCHEDULE HIGHLIGHTS

WEDNESDAY, MARCH 9

Pre-Conference Workshops

8:30-12:00

First-Timer Welcome Briefing

1:00-1:30

General Sessions

1:45-2:45

4:15-5:15

Breakout Sessions

3:00-3:45

Welcome Reception

6:00-7:15

THURSDAY, MARCH 10

General Sessions

9:00-10:15

1:00-2:00

Xpress Talks

10:45-12:00

Breakout Sessions

2:30-3:15

Town Hall and Roundtables

3:30-5:00

Dinner & Networking

6:30-9:30

FRIDAY, MARCH 11

CEO Session

8:00-9:30

“Meet the Xperts”

8:00-9:30

General Sessions

9:45-10:45

12:15-1:00

Breakout Sessions

11:15-12:00

DON'T MISS THESE PRE-CONFERENCE WORKSHOPS!

Co-sponsored by Catalog University

Wednesday, March 9

8:30-12:00pm

10:30am - 30 Minute Break

7 + 12 = GETTING THE CUSTOMER TO YES

Gary Hennerberg, Hennerberg Group, Inc.

Align your marketing with how the mind naturally processes information and makes decisions! Once you understand how the seven pathways through the mind intersect with twelve distinctly defined personas, you can create powerful marketing campaigns that move prospects to action.

BRAND AND CREATIVE

**Sarah Fletcher, Catalog Design Studios
Brent Niemuth, J.Schmid & Assoc.**

Dial in to what your customers see and hear! Understand how creative and marketing define your brand and what it takes to change perceptions of your brand.

MERCHANDISING

**George Mollo, CohereOne
Larry Shaw, Merch Success**

Get fundamental tools for merchandise analysis: identify and use key data to select better-selling products, determine ideal price points, and improve your bottom line.

CATALOG ANALYTICS, MARKETING AND DATA

**Gina Valentino, Hemisphere Marketing
Merritt Engel, Merrigan & Co.**

Learn techniques for analyzing online and offline data, including assessing matchback data and catalog circulation plans. Better analyze online content, deployment cadence, triggered emails, and abandon cart programs.

**Only \$129 if attending the full conference
\$159 as a stand-alone event**

Includes: Workshops 8:30am-12:00pm, Networking Lunch plus Opening Session of the directXchange Conference. Visit NEMOA.org for more details.

MARCH 9

WEDNESDAY

DAY 1

- 7:45am** Pre-Conference Workshop
Registration Desk Open
- 8:30-10:00am** Pre-Conference Workshops – Part 1
- 10:00-10:30am** 30-Minute Break
- 10:30am-12:00pm** Pre-Conference Workshops – Part 2
- 11:30am-12:30pm** Pre-Conference Workshops –
Lunch & Networking

- 12:00pm** Registration Desk & Xchange Cafe Open
- 12:30pm** Welcome Refreshments
- 1:00-1:30pm** Welcome Briefing for First-Timers

2:45-3:00 15-Minute Break – Great networking opportunity!



1:45-2:45

OPENING KEYNOTE

The Talbots Omni-Channel Story and Transformation

Deb Cavanagh joined Talbots in July 2014 and immediately began analyzing the Talbots brand DNA and customer values and aspirations. Learn how this work translated into a new brand platform, omni-channel marketing strategies, social and influencer initiatives, and customer experience & loyalty programs that differentiate Talbots and create deep engagement, brand advocacy, and loyalty beyond reason.



Deb Cavanagh, SVP Marketing, Talbots
Deborah has a long track record of driving growth through authentic and innovative brand building. Her strategic and creative leadership experience spans various industries and such iconic brands as LOFT, Vogue, GSD&M, Harper's Bazaar, and SELF.

“The networking is the best. I come back with ideas and new contacts.” – Pam Higgins, *National Geographic*

VISIT THE XCHANGE CAFÉ

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

3:00-3:45

FIVE CONCURRENT BREAKOUT SESSIONS

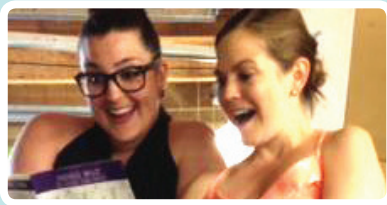
Choose two sessions to attend. Each session runs from 3:00-3:45 on Wednesday and repeats from 2:30-3:15 on Thursday.

BREAKOUT #1

BRAND & CONTENT

Culture: It's Not Grown in a Petri Dish

You have to live and breathe your brand to truly set it apart. Learn how Indigo Wild maintains an engaging brand across all channels and uses its culture to stand out in an oversaturated market.



Leslie McGuire & Keelia Killip, Indigo Wild

Indigo Wild keeps things clean as a leader in the natural products industry. Marketing Chicks Leslie and Keelia manage the website, print catalogs, product development, and brand creative.

BREAKOUT #2

DATA & OPERATIONS

Using Browsing Behavior to Understand Customer Intent

Use the rich data from your website shoppers to determine the message, timing, and media that optimize conversion rates and media spend.



Larry Kavanagh, CEO, CohereOne

In 2000, Larry founded the ecommerce platform DMinSite. An expert on Internet marketing for retail companies,

he speaks frequently about technology, online optimization, and e-commerce organization and staffing.

BREAKOUT #3

MARKETING STRATEGIES

Design DO's and DON'Ts for Ecommerce Sites

Your customers' unique characteristics, motivations, and preferences are crucial to effective digital design. Insights derived from numerous CIG research studies highlight best practices for design optimization.



Stephanie Balderrama, President, Consumer Insights Group (CIG)

Stephanie is founder of CIG and has been integral to the growth of digital and behavioral research. She started her career at AOL, heading their Usability and Design Research division.

share. learn. connect.

3:00-3:45

FIVE CONCURRENT BREAKOUT SESSIONS (CONT.)

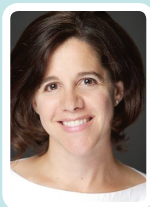
Choose **two sessions** to attend. Each session runs from **3:00-3:45** on Wednesday and repeats from **2:30-3:15** on Thursday.

BREAKOUT #4

MERCHANDISING

Follow the Clues and Convert the Customer

With every click and search, your customers leave clues that a savvy merchandiser can parse into gold. Learn to mine your customers' online behavior and build compelling experiences that drive conversions, loyalty, and larger basket size.



**Joelle Kaufman,
Head of Marketing
& Partnerships,
BloomReach**

Joelle has led marketing and operations teams in media, enterprise

technology, and consumer internet companies for more than a decade, including heading up marketing at Adify, Reactivity, and Engage.com.

BREAKOUT #5

CREATIVE

Crack the Customer Mind Code in the Omni-Channel World

Seven steps to cracking the mind code revealed: identifying the persona, stimulating emotion, calming the mind, positioning/repositioning, engaging with story, interpreting the outcome, and leading prospective customers to give themselves permission to act.



**Gary Hennerberg,
Direct Marketing
Consultant,
Hennerberg
Group, Inc.**

Gary Hennerberg is one of America's leading internet direct

marketing consultants. His 35 years of cross-channel experience span direct mail, catalogs, email, online video, websites, and social media.

4:15-5:15

CLOSING SESSION

Using Customer Research to Drive Product, Catalog, and Marketing Decisions

Keeping the customer at the heart of the business is integral to Boden. They use many forms of customer feedback to shape business decisions, from qualitative focus groups, in-house wardrobe visits, and customer fit sessions to quantitative online testing of virtual catalogs. Learn how Boden balances the weight they give customer research against difficult internal decisions and what lessons they've learned achieving that balance.



**Susan Britton, Head of
Customer Insights &
Strategy, Boden**

Susan has been the catalyst for innovating new programs in customer insights. Her team at Debenhams PLC won the

MRS Insights Management Award, and the Boden Insiders customer panel was shortlisted for Panel of the Year 2015.

5:15-6:00

Free Time

6:00-7:15

directXchange Welcome
Reception at the Westin

Sponsored by Quad/Graphics

3:45-4:15 30-Minute Xchange Break - Great networking opportunity!

“Location, setup, flow, content...It was all great!” - Thomas Nelson, CompuTech Direct

THE NEMOA PROMISE

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. GUARANTEED.

DAY 2

7:30am Registration Desk & Xchange Cafe Open

7:30-8:45 Breakfast & Networking

9:00-9:15 Opening Welcome

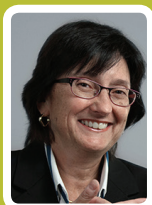
10:15-10:45 30-Minute Xchange Break – Great networking opportunity!

9:15-10:15

GRAND OPENING SESSION

7 Brain Science Secrets Key to Multichannel Marketers

Even with a great offer, list, and creative approach, your marketing messages may be ignored. Why? Evidence shows that people are hard-wired to behave in certain ways and that people make up to 95% of their purchase decisions subconsciously. Fortunately, these automatic behaviors can be triggered! Discover what to embed in your creative to increase your open, read, and response rates.



Nancy Harhut, Chief Creative Officer, The Wilde Agency

A 2014 Online Marketing Institute Top 40 Digital Strategist and a NEDMA Direct Marketer of the Year, Nancy serves as CCO at The Wilde Agency, which specializes in the impact of behavioral science on marketing. She's addressed audiences

from the U.S. DoD to Moscow to SXSW.

10:45-12:00

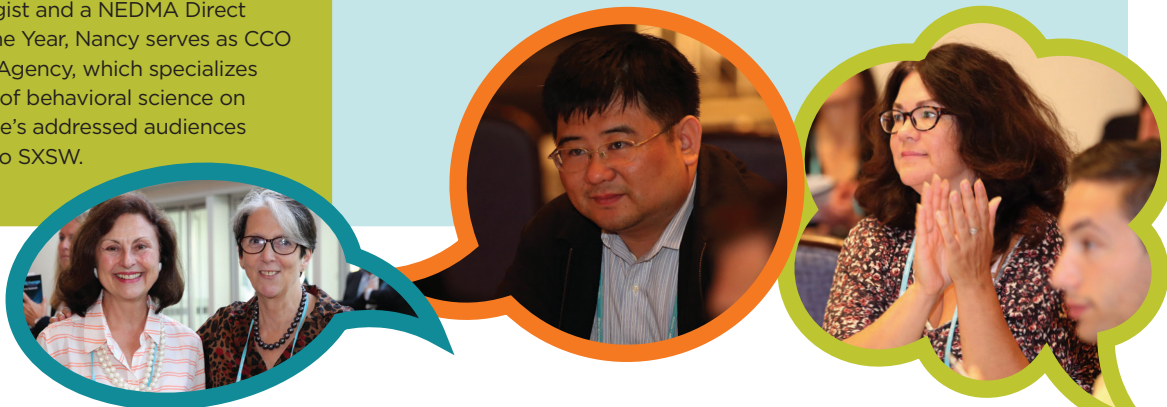
XPRESS TALKS

Rapid-Fire Talks to Challenge Your Thinking

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

12:00-12:45 Lunch and Networking

12:30-12:45 Rising Stars Scholarship Awards Ceremony



1:00-2:00

LUNCHEON KEYNOTE

Perceptions on Postal

These three postal dynamos share their observations on the state of U.S. postal affairs and anticipated impacts on multi-channel marketers.



Alex Vogel, VogelHood Research

Alex served as Chief Counsel to Senator Bill Frist and was General Counsel for the National Republican Senatorial Committee.



Anita Pursley, RR Donnelley

Anita is RR Donnelley's primary liaison to the USPS, and the Immediate Past-Chair of the Postmaster General's Mailer's Technical Advisory Committee.



Joe Schick, Quad/ Graphics

Quad's primary liaison with the USPS, Joe served as Chairman of the Mailer's Technical Advisory Committee and is a board member of the Association

for Postal Commerce Marketers.

2:00-2:30 30-Minute Xchange Break - Great networking opportunity!

2:30-3:15

FIVE CONCURRENT BREAKOUT SESSIONS

Encore presentation of Wednesday's breakouts -
See pages 5-6 for session details

3:15-3:30 15-Minute Break - Great networking opportunity!

3:30-5:00 Town Hall: Share. Learn. Connect.

share.

NEMOA President Dana Pappas will lead our Annual Meeting, reviewing the past year and discussing what we can expect in the near future.

learn.

Tim Parry, Managing Editor of Multichannel Merchant, educates us all with MCM's latest stats and predictions for our industry.

connect.

Join our sponsor-facilitated roundtables to chat with peers and industry leaders about current strategies and tactics for growth.

You'll have time for two Town Hall roundtables; beer and wine will be served.

6:00-6:15 Convene in lobby for bus ride to dinner event

6:30-9:30 Dinner at New England Aquarium

GREAT PEOPLE FOOD CONVERSATION

Everyone comes to directXchange to network with and learn from the best and brightest in our industry. So why not chat over dinner? We'll provide the venue, the transportation, and the food—you provide the company!

New England Aquarium

1 Central Wharf, Boston, MA 02210
617-973-5200 • www.neaq.org

Sponsored by Infogroup Media Solutions



MARCH 11

FRIDAY

BRING AND BROWSE CATALOGS

We always have a few tables of catalogs and brochures on display in the Xchange Café so you can see what others are doing!

DAY 3

7:30am Registration Desk & Xchange Cafe Open

7:30-9:15 Breakfast & Networking

8:00-9:30 CEO Breakfast Session – by invite only

8:00-9:30

MEET THE XPERTS CRITIQUE SESSIONS

Sign up for
a critique!
Email pat@nemoa.org

SESSION 1 Digital Xpert: Blake Ellis, CV3

SESSION 2 Digital Xpert: John Puterbaugh, Blue Soho

SESSION 3 Print Xpert: Michele Drohan, The Drohan Group

SESSION 4 Print Xpert: Jean Giesmann, Creative Consulting

Put your catalog, website, or email in the hot seat and discover your brand's strengths and opportunities for improvement. In each of 4 breakout groups an expert will critique specific examples, then YOU become the expert, working with colleagues to evaluate other brands.

Please contact the NEMOA office (pat@nemoa.org) if you'd like to participate. First come, first served!

9:30-9:45 15-Minute Break – Great networking opportunity!

9:45-10:45

GENERAL SESSION

At the Intersection of the Brain and Digital Marketing

You will not want to miss Amy as she shares recent insights into neuromarketing! How your visitors think and act is the most important factor in your digital success! Find out which heuristics are important and why; how present bias impacts your business; and why for customers, the fear of loss outranks the possibility of gain. Understand why scarcity, reciprocity, and status really work, and pick up the best tools for creating urgency and inspiring purchases.



Amy Africa, CEO, Eight by Eight

Amy has been at the forefront of neuromarketing and usability studies for more than 15 years. She has keynoted conferences around the globe and has been widely published on topics ranging from user optimization and the heuristic process to message manipulation and “rat-trapping.”



share. learn. connect.

10:45-11:15 30-Minute Xchange Break and Hotel Checkout

11:15-12:00

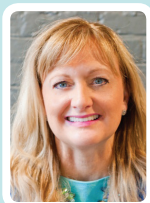
FIVE CONCURRENT BREAKOUT SESSIONS CHOOSE ONE TO ATTEND

BREAKOUT #1

BRAND & CONTENT

How Influencer-Curated Content Impacts Today's Catalog Sales

Influencer marketing has profoundly changed the catalog and ecommerce landscape. Learn how to leverage content created by influencers – both in terms of passionate storytelling and visual imagery – to dramatically increase sales.

**Stacy DeBroff, Founder/CEO, Influence Central**

A social media strategist, attorney, and best-selling author, Stacy speaks across the country

on influencer marketing, social media, entrepreneurship, and consumer trends.

BREAKOUT #2

DATA & OPERATIONS

Proven Intent-Based Customer Acquisition Tactics

Capture moments of intent and connect with potential purchasers using intent-based customer acquisition tactics. Learn to utilize programmatic display, social, and email in a performance-driven, omni-channel framework.

**Josh Boaz, Managing Director/Co-Founder, Direct Agents**

A leader in the digital marketing industry for over 15 years, Josh co-founded Direct

Agents in 2003. He has been named a Top 30 Under 30 Marketer and is active in the NYC tech and marketing community.

BREAKOUT #3

MARKETING STRATEGIES

Stop Letting Your Customers Down!

Most companies believe personalization is valuable but wait for automated solutions to create 1-1 experiences. Learn to leverage readily-available customer data now to deliver the personal experiences they've come to expect.

**Brett Bair, Senior Director Digital Marketing Insights and Strategy, Monetate**

Brett Bair is an ecommerce strategist with over 20 years

of experience and is the author of *Stop Letting Your Customers Down*. In his current role, he helps leading e-commerce brands leverage technology to drive growth.

“Sessions this year were outstanding and to the point of the changes we are experiencing in the direct marketing world.”
– Caroline Gensone, Adrea Rubin Marketing



share. learn. connect.

BRING A FRIEND & SAVE!

Send 3 or more employees and you could save up to \$120 per person! See page 13 for details.

FIVE CONCURRENT BREAKOUT SESSIONS (CONT.)

BREAKOUT #4

MERCHANDISING

Weaving Stories into Your Product DNA

Brands begin with a story. But your products have a story too! Finding ways to weave these two together are critical in creating products that customers truly care about.



Virginia Berman,
Co-Owner/Sales
Manager, Equal
Exchange

Virginia has helped Equal Exchange grow from \$2M/year to \$65M/year in sales and into a fair trade organic coffee leader.



**Ken Lane, Chief
Marketing
Officer, Stark
Bro's Nurseries &
Orchards Co.**

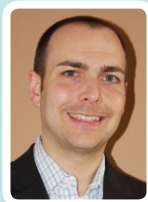
Ken's product-centric thinking has helped numerous organizations achieve their strategic marketing goals.

BREAKOUT #5

CREATIVE

Designing a Cool Catalog for Cool People

Blu Dot sells modern home furnishings in a fun, irreverent way in both retail and online store environments. Learn how the Blu Dot team translated that very cool aesthetic into a wildly successful print catalog while breaking some rules along the way.



Mike Wodtke,
Director of
E-commerce,
Blu Dot

Mike leads Blu Dot's e-commerce, direct marketing, and business intelligence efforts. Prior to Blu Dot, he led e-commerce for Christopher & Banks, where he launched and helped grow the company's online presence to nearly \$30MM in three years.

12:15-1:00

CLOSING SESSION

How Uno Alla Volta Rose from the Ashes by Listening to Their Customers

In 2007, Terri hired a team of direct marketing execs to institute "best practices" across her very successful company. Three years, a recession, and a 30% postage hike later, she had a failing company that had lost the essence of its brand. Learn how she recaptured the connection with her customers and achieved a remarkable financial turnaround.



**Terri Alpert, Founder/
CEO, Uno Alla Volta**

Terri is the founder and CEO of Uno Alla Volta, a jewelry and gift business selling high-quality, artisan-made products.

She is a fervent supporter of young entrepreneurs and a passionate advocate for our industry.

1:00-2:00

Lunch and Networking

12:00-12:15 15-Minute Break - Great networking opportunity!



“Great opportunity to network and think about our business from a fresh perspective in a fun non-selling environment.”
 - Jim Hall,
 The Vermont Country Store

WIN A FREE REGISTRATION FOR YOUR rising stars

SHARE THE BEST OF OUR PROFESSION AND HONOR A RISING STAR IN YOUR COMPANY!

- Nominees must have worked five or fewer years in our industry
- Nominations by member companies only
- Deadline: **Friday, January 29, 2016**

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

BOOK YOUR HOTEL TODAY!



We have a limited number of hotel rooms available for registered conference attendees for \$209/night + tax at our new host hotel, The Westin Boston Waterfront. This discounted rate is good until **Friday, February 12th** or until the room block sells out (whichever comes first).

WESTIN BOSTON WATERFRONT HOTEL

425 Summer Street
 Boston, MA 02210

Reservations by Phone: 617-532-4600

Please mention NEMOA to receive our special group rate of \$209/night + tax

Reservations Online:

<http://www.starwoodmeeting.com/Book/NEMOA2016>

Parking

Self-Parking (over 3 to 24 hours) - \$36
 Valet Parking (over 3 to 24 hours)- \$46

Directions to the Conference

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

REGISTRATION



**REGISTER
ONLINE NOW**

http://nemoa.org/spring_2016_registration.php

FIND THE DISCOUNT FOR YOU

Early Bird Discounts if you register by Friday, February 12th! (see chart below)

NEMOA Member Discounts

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

- Not sure of your membership status? Visit: http://www.nemoa.org/primary_member_list.php or contact the NEMOA office for assistance
- Not a member but want to join? Please apply for membership by **Friday, February 5th**. Learn more at: http://www.nemoa.org/apply_for_membership.php

Multiple Attendee Discounts*

The first two attendees from your company pay the full price — but third and subsequent attendees are eligible for a discount. (see chart below)

If you are registering more than two attendees, please choose a regular price ticket (1-2 ppl) 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+ ppl) 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.

QUESTIONS

Contact the NEMOA Office:
781-237-7483; pat@nemoa.org

Free Registration for Rising Stars

NEMOA member companies are eligible to submit a Rising Star Nomination Form to recognize a deserving employee with a free conference registration. Deadline for Nomination Forms is **Friday, January 29th**. Please visit our Rising Star Scholarships page for details and form: <http://www.nemoa.org/scholarships.php>

Sponsor Passes

Please contact terri@nemoa.org for instructions on how to use your Sponsor Passes to register your employees or your clients for the conference. Thank you.

CONFERENCE PRICING

The following fees cover all conference sessions, events and meals. Registration fees are PER PERSON. Pre-Conference Workshop pricing is additional, see box to the right.

Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Feb 12 (save \$200)	\$549 (\$469)*	\$649 (\$529)*
Register Feb 13 or after	\$749 (\$669)*	\$849 (\$729)*
Non-Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Feb 12 (save \$200)	\$849 (\$769)*	\$949 (\$829)*
Register Feb 13 or after	\$1,049 (\$969)*	\$1,149 (\$1,029)*

PRE-CONFERENCE WORKSHOPS

Co-sponsored by Catalog University and NEMOA (see page 3 for details)

WEDNESDAY, MARCH 9TH

STAND-ALONE PRICING

\$159 per person

ADD-ON PRICING

\$129 per person

ABOUT NEMOA

NATIONAL ETAILING & MAILING ORGANIZATION OF AMERICA

NEMOA's Mission

The National Eetailing & 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.

share. learn. connect.

SAVE THE DATE!

directXchange
by nemoa

September 14-16, 2016 | Fall Conference
Renaissance Schaumburg Convention
Center Hotel - Schaumburg, IL
Visit www.nemoa.org for details



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.

connect.

- *Looking for help from Industry Leaders?* Leverage an incredible industry talent pool by asking fellow members or Board members for a personal introduction.
- *Want more traffic and SEO?* Free links to your website from our online Membership Directory.
- *Looking for qualified applicants without a fee?* Free job posting privileges on the NEMOA website.

save.

- *Members save!* Discounts on directXchange conference registration fees.
- *Affordable sponsorship opportunities.* Suppliers can gain brand exposure with affordable sponsorship to reach hundreds of direct marketers who need their services.



AMERICAN CATALOG
MAILERS ASSOCIATION

JOIN TODAY
and help control
postal costs!

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

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

SPONSORS

DIAMOND

RR DONNELLEY

PLATINUM

EPSILON



GOLD

A.T. CLAYTON



SILVER



BRONZE



think. create. deliver.



BECOME A NEMOA SPONSOR!

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 the NEMOA office.

nemoa

**National Etailing & Mailing
Organization of America**

P.O. Box 658
Scarborough, ME 04070
www.nemoa.org

Presorted
First Class
U.S. Postage
PAID
Burlington, VT
Permit No. 601

directXchange by NEMOA
Spring Conference
March 9-11, 2016
Westin Boston Waterfront Hotel
Boston, MA

Save \$200

Early Bird Deadline is February 12,
2016. Members save even more!

See page 13 for details.

directXchange

by nemoa®

THE ONLY NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS

Listen. Learn. Crack the Code!



DEB CAVANAGH, SVP MARKETING, TALBOTS

The Talbots Omni-Channel Story and Transformation

Learn how connecting your brand DNA with your customers' values and aspirations can create deep customer engagement, drive avid customer loyalty, and set your brand apart. See page 4.



AMY AFRICA, CEO, EIGHT BY EIGHT

At the Intersection of the Brain and Digital Marketing

Make your website more successful by understanding how your visitors think and act! Delve into the details of heuristics and neuromarketing and pick up the best tools to help drive purchases. See page 9.



NANCY HARHUT, CHIEF CREATIVE OFFICER, THE WILDE AGENCY

7 Brain Science Secrets Key to Multi-Channel Marketers

Did you know your customers make 95% of their purchasing decisions subconsciously? Find out how to trigger their automatic behaviors and increase your response rates! See page 7.



BRING A FRIEND AND SAVE!

Send 3 or more employees
and save up to \$120 per person!
See page 13 for details.



SCAN THIS QR CODE
TO REGISTER
ONLINE NOW



LIKE US ON FACEBOOK



JOIN THE NEMOA
GROUP ON LINKEDIN



#NEMOA2016

Brochure designed by: J.SCHMID & ASSOC.
Copy by: MARY ELIZABETH ALLEN, PLOW & HEARTH
Photos provided by: ELAN PHOTOGRAPHY
Printed by: CATAMOUNT COLOR