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directXchange by NEMOA
Spring Conference
March 22-24, 2017
Westin Boston Waterfront Hotel
Boston, MA

direct
Xchange
by nemoa

SAVE \$200

Early Bird Deadline is
February 24, 2017.
Members save even more!

See page 12 for details.

direct Xchange[®]
by nemoa[®]

THE ONLY NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS



REIMAGINE

**LISTEN. LEARN.
FROM TOP MARKETING MINDS.**



Sheryl Clark, President & CMO, Boston Proper, LLC
*Redefining a Brand and a Business: How Boston Proper Got
Their Groove Back*

Learn how Boston Proper turned around a rapid decline by rethinking their business approach, remodeling their merchandising, and re-capturing their image (and market share). (See page 4.)



Megan J. Brennan, Postmaster General & CEO, USPS
Postal Update

Hear from the first female Postmaster General of the United States about the current challenges facing the USPS and how her plans for its future will affect your business. (See page 7.)



Andrew Krupansky, Head of New Marketing Channels, Wayfair
A Digital Advertiser Gets Physical: Wayfair's Approach to Direct Mail

Hear Andrew talk about direct mail and learn how Wayfair, one of the fastest growing online retailers, built direct mail into one of their largest and most efficient marketing channels. (See page 8.)

**BRING A
FRIEND
AND SAVE!**

100%
GUARANTEED

Send 3 or more employees
and save up to
\$120 per person!
See page 12 for details.



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#NEMOA2017

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THE NATIONAL CONFERENCE FOR CATALOGERS & ETAILERS
MARCH 22-24, 2017 BOSTON, MA

THINK YOU KNOW CATALOGS?
THE RIGHT TACTICAL MIX?
WHERE TO SPEND YOUR MONEY?
THINK AGAIN.

FRIENDS OF NEMOA:

Get ready for springtime in Boston! After another successful conference in the Midwest last Fall, we're returning to the Northeast for our Spring 2017 directXchange conference.

With a theme of "REIMAGINE," this conference is all about assessing the rapidly changing customer landscape and adjusting to stay ahead of the curve. It's your opportunity to Share, Learn, and Connect with industry experts and friends, so register early to lock in the sessions you need to help your business thrive!

As always, I'd like to extend a gratified "thank you" to our outstanding sponsors, who help us keep directXchange affordable year after year. As the only conference that serves direct marketing with a focus on catalogs, directXchange plays a vital role in our industry, and your continued support is very much appreciated.

I look forward to seeing you in Boston in March and celebrating NEMOA's 70th Anniversary with you.

— Brad Bishop, NEMOA President



SHARE

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



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.



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.

SCHEDULE HIGHLIGHTS

WEDNESDAY, MARCH 22

8:30 a.m.-12:00 p.m.	2 Pre-Conference Workshop Sessions
1:00-1:30 p.m.	First Timer Welcome Briefing
1:45-2:45 p.m.	Opening Keynote Session
3:00-3:45 p.m.	5 Concurrent Breakout Sessions
4:15-5:30 p.m.	Xpress Talks
6:15-7:15 p.m.	Welcome Reception

THURSDAY, MARCH 23

7:45-8:45 a.m.	3 Concurrent Breakfast Club Conversations
9:15-10:15 a.m.	Opening Session
10:45-11:30 a.m.	5 Concurrent Breakout Sessions (repeat of Wednesday's Sessions)
11:30 a.m. -1:45 p.m.	Lunch; Awards; General Session
2:15-3:00 p.m.	5 Concurrent Breakout Sessions
3:15-5:15 p.m.	Town Hall & Expert Zones
6:30-9:30 p.m.	Dinner & Networking Event

FRIDAY, MARCH 24

7:30-8:45 a.m.	Yoga
8:00-9:30 a.m.	C-Level Breakfast Session
9:45-10:30 a.m.	5 Concurrent Breakout Sessions (repeat of Thursday's Sessions)
10:45-11:45 a.m.	Merchant Panel Session

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*

Board Members: Pamela Higgins, *Marketing Consultant*; Wade Lee Jones, *Journeys*; Paul Lazorisak, *Talbots*; Jackie Marquis, *Epsilon*; Kevin Haley, *Brann & Isaacson*; Bill Tine, *King Arthur Flour*; Eileen White, *Marketing Consultant*; Clark Vialle, *Quad/Graphics*

Incoming Board Members: Steve August, *Road Scholar*; Dave Cummings, *Sporty's Catalogs/Sportsman's Market*; Brent Eskew, *Wiland*

Events & Operations Director: Terri Patashnik

Events & Programs Manager: Jo Mullen

DAY ONE SCHEDULE

7:45 a.m.Pre-Conference Workshops Registration

8:30 a.m.-12:00 p.m.

TWO PRE-CONFERENCE WORKSHOP SESSIONS

Co-Sponsored by Catalog University

Choose one session to attend.

WORKSHOP #1 - CREATIVE

MAKING YOUR CATALOG CREATIVE WORK FOR YOU

Sarah Fletcher, President/Creative Director, Catalog Design Studios

Brent Niemuth, President & CCO, J.Schmid

Roll up your sleeves and tackle your catalog creative! This workshop will walk you through assessing your brand personality and why it's important, telling your brand story (especially across multiple channels), designing to and for your brand, leveraging calls to action and web drivers, and making the most of your photography.

WORKSHOP #2 - CIRCULATION

THE ULTIMATE CIRCULATION PLANNING WORKSHOP

Gina Valentino, President, Hemisphere Marketing

Everything you need to know about optimizing your circulation in one session! Topics will include segmentation, a circulation plan, what should go into your mail merge, the purpose of holdout tests, reading results, gap analysis, and a template P&L for marketers.

10:00-10:30 a.m.
30-MINUTE XCHANGE BREAK

11:30 a.m. Main Registration Desk Open

12:30 p.m. Welcome Refreshments

1:00-1:30 p.m. Welcome Briefing for First-Timers
Sponsored by Arandell

1:45-2:45 p.m.

OPENING SESSION

REDEFINING A BRAND AND A BUSINESS: HOW BOSTON PROPER GOT THEIR GROOVE BACK

Sheryl Clark, President & CMO, Boston Proper, LLC



What do you do when a strong and successful brand loses touch with its essence and finds its market share and profitability rapidly declining? You dig in and dig out. Hear from Sheryl Clark how Boston Proper rebuilt from the ground up - everything from image and marketing to merchandising and product development - and what lessons you can apply to your business right now.

Sheryl Clark Sheryl is responsible for the overall growth and direction of Boston Proper, overseeing all aspects of business strategy and operations. She is focused on creating a seamless, omnichannel experience across digital, print, social, and mobile platforms. Sheryl has over 25 years of experience working for major retail apparel brands, including Old Navy, Gap, and Bloomingdale's.

2:45-3:00 p.m.
15-MINUTE XCHANGE BREAK

3:00-3:45 p.m.

FIVE CONCURRENT BREAKOUT SESSIONS

Choose two sessions to attend. Each session runs from 3:00-3:45 p.m. Wednesday and repeats on Thursday from 10:45-11:30 a.m.

BREAKOUT #1

INCREASE THE FUTURE VALUE OF EVERY CUSTOMER – TODAY



Nick Godfrey, EVP Strategy/Co-Founder, Customer Portfolios

Heather Marsh, Director of e-commerce, Johnston & Murphy



Johnston & Murphy is looking ahead, not back, with its customer database. By working with Customer Portfolios, J&M is looking beyond the current value of each customer to their future value by constructing campaigns that drive desired behaviors. Learn about J&M's "Surprise and Delight" direct mail campaign - incenting their best customers with a surprise \$50 gift card - and its results, both targeted and unexpected.

BREAKOUT #2

A RISING TIDE LIFTS ALL SHIPS: HOW SOCIAL ADVERTISING BRINGS YOU CLOSER TO YOUR CUSTOMER AND TO ROI



Sandra Rand, Director of Marketing, Orion CKB + Merchant

Social advertising is one of the hardest channels for attributing clear ROI, yet its targeting offers the best way of connecting more deeply with customers. By the time you leave, you'll have a grasp of what sophisticated advertisers are doing to make social advertising one of their top-performing DR channels.

BREAKOUT #3

REIMAGINE YOUR EMAIL MARKETING PROGRAM WITH SEGMENTATION, AUTOMATION, AND PERSONALIZATION



Jeanne Jennings, Partner, CohereOne



Jennifer Hoth, Former Email Marketing Manager, Duluth Trading Company

Automation, segmentation, and personalization are buzzwords - but they are also the keys to reimagining your email marketing program to improve your ROI. We'll walk through how to develop and start building an automated email program to shepherd your email subscribers through the customer lifecycle, from prospect to loyal, multi-purchase customer.

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 p.m.

FIVE CONCURRENT BREAKOUT SESSIONS CONTINUED

Choose two sessions to attend. Each session runs from 3:00-3:45 p.m. Wednesday and repeats on Thursday from 10:45-11:30 a.m.

BREAKOUT #4

NEXT-GEN DESIGN



Lois Brayfield, CEO/Owner, J.Schmid
Janet Frederick, Sr. Director
D2C, Jockey

Are you tapping the power of new research demonstrating how to disrupt, delight, and drive customer activity? Connecting with customers and prospects is challenging, but proven design strategies will give you the competitive edge. In this fast-paced session, learn of recent heat-mapping research, testing, and case studies that prove creative CAN make a difference.



BREAKOUT #5

REIMAGINING DIRECT: FROM BLACK BOX TO TOTAL TRANSPARENCY



Todd Schulte, VP Digital
Solutions, Wiland

Kathy Hecht, VP Marketing,
Silver Star Brands

2017 digital advertising trends continue to change rapidly. Where's the industry going? Internet advertising is still growing at 20% year over year, yet ad blockers are at an all-time high. Sales channels and influencers are changing, offline to online, online to offline. We'll discuss trends and how Silver Star Brands is effectively navigating these waters.



GREAT NETWORKING OPPORTUNITY!

3:45-4:15 p.m.

30-MINUTE XCHANGE BREAK

4:15-5:30 p.m.

XPRESS TALKS

RAPID-FIRE TALKS TO HELP REIMAGINE YOUR MARKETING

Are you ready to be challenged? Six acclaimed marketers will share new perspectives and emerging trends on everything from how you think about your brand and data to leadership and the new consumer. These thought-provoking and entertaining rapid-fire talks will challenge the status quo. Come prepared to think outside your comfort zone.



5:30-6:15 p.m. Free Time/Networking

6:15-7:15 p.m. directXchange Welcome Reception at the Westin
Sponsored by Quad/Graphics

BRING A FRIEND AND SAVE!

Send three or more employees and you could save up to \$120 per person! See page 12 for details.

“Data was well presented, speakers had good understanding and command of the data. Well done!”

—Dan Michaud, *Summit Racing Equipment*

DAY TWO SCHEDULE

7:30 a.m.-6:00 p.m. Registration Desk Open

7:30-9:00 a.m. Breakfast and Networking
Sponsored by KBM Group

7:45-8:45 a.m. Breakfast Club Conversations

TOPIC #1 - What's Your Social Strategy?

Susan Landay, Trainers Warehouse & Office Oxygen

TOPIC #2 - What's Your Data Strategy?

Paul Lazorisak, Talbots

TOPIC #3 - What's Your Amazon Strategy?

Brent Eskew, Wiland

9:00 a.m. Welcome Remarks

9:15-10:15 a.m.

OPENING SESSION

POSTAL UPDATE

Megan J. Brennan,
Postmaster General
& CEO, USPS



The PMG will update us on current and future action plans, focusing on the critical challenges facing the USPS today, how the Service will respond to those challenges, and how that may impact mailers. Come share your thoughts with the PMG about potential rate increases, delivery, service quality, and other concerns.

Megan J. Brennan Brennan is the 74th and first female Postmaster General of the United States and CEO of the world's largest postal organization. Before beginning her tenure as PG in February 2015, Brennan served as COO and EVP of the Postal Service. Brennan began her 29-year Postal Service career as a Letter Carrier in Lancaster, PA. She holds an MBA as a Sloan Fellow at MIT.

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

10:45-11:30 a.m.
FIVE CONCURRENT BREAKOUT SESSIONS

Encore presentation of Wednesday's Breakouts — see page 5-6 for session details

11:30 a.m.-12:30 p.m. Lunch and Networking
Sponsored by Infogroup Media Solutions

12:15-12:30 p.m. Rising Stars Awards Ceremony
Sponsored by Lindenmeyr Central

12:45-1:45 p.m.
LUNCH SESSION
A DIGITAL ADVERTISER GETS PHYSICAL: WAYFAIR'S APPROACH TO DIRECT MAIL

Andrew Krupansky, Head of New Marketing Channels, Wayfair



Learn how Wayfair, one of the fastest growing online retailers, built direct mail into one of their largest and most efficient marketing channels. Andrew will discuss Wayfair's various types of mailers, targeting, performance measurement, and creative learnings.

Andrew Krupansky Andrew leads New Marketing Channels for Wayfair.com, overseeing their direct mail and catalog program, affiliates and CSEs channels, life stage marketing, marketing programs with other brands, and new marketing channels.

“ I like how NEMOA really allows for networking in a socially friendly environment instead of a salesy environment. No pressure, just conversations.”

—Patrick Reagan, *Compu-Mail*

GREAT NETWORKING OPPORTUNITY!

1:45-2:15 p.m.
30-MINUTE XCHANGE BREAK

2:15-3:00 p.m.
FIVE CONCURRENT BREAKOUT SESSIONS - NEW TOPICS!

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

BREAKOUT #1 -

'CUSTOMER DATA, WE GOT. CUSTOMER INSIGHTS, NOT SO MUCH': USING YOUR CRM AND ANALYTICS TO OPTIMIZE CUSTOMER ENGAGEMENT



Richard Sexton, VP of Member Engagement, AAA Carolinas

AAA Carolinas' membership touch point data is spread among disparate technology platforms, applications, and business systems — but creating personalized journeys for individual members requires cross-channel, holistic analytical insights. Learn how AAA is addressing this challenge, pulling together customer touch points into a core CRM platform and defining the analytical metrics and enterprise objectives used to measure success.

BREAKOUT #2 -

DRAMATIC DEVICES IN THE MAILBOX: A PLAY



Christopher Werler, CEO, Amherst Direct
Dan Aronson, CEO, Victorian Trading



Your catalog can either play a starring role in the mailbox or be an “extra.” Come learn about dramatic devices so your catalog stars in its next appearance, making a grand entrance and garnering rave reviews (more response!).

Want more? We'll share best practices for audience (A/B) testing.

BREAKOUT #3 -

USING DIGITAL MEDIA AND HYPER-GEOTARGETING TO REINFORCE DIRECT MAIL RESULTS



Kevin Lee, Executive Chairman, Didit

Direct mail never stopped working for marketers who evolved their DM campaigns to be more efficient and effective. With the advent of hypergeotargeting of social, video, and display media (on top of search), there are new ways to improve response of traditional mail via digital hypergeotargeted advertising overlays, PURLS, “Custom Audiences” and dynamic landing pages. In this session we'll cover all the new ways to effectively leverage activity in direct mail into the digital ecosystem to improve response of the overall marketing campaign.

BREAKOUT #4 -

RE-TARGETING RE-IMAGINED: TAKING IT TO THE NEXT LEVEL



John Ardis, SVP Sales, CMR Solutions Group, Conversant



Steve August, Associate VP Marketing & Analytics, Road Scholar

As digital advertising has evolved, “retargeting” has become a nearly universal technique for marketers to employ. But there's a major difference between basic retargeting and highly-personalized CRM-based remarketing. Learn how Road Scholar pushes the boundaries by combining proven direct marketing best practices with advanced cross-device programmatic capabilities.

BREAKOUT #5 -

FIVE THINGS TO KNOW ABOUT CATALOGS IN A DIGITAL WORLD



Price Glomski, EVP, PMG (Performance Marketing Group)

Catalogs and digital success need not be mutually exclusive. This workshop will review how innovative companies are integrating catalog and digital medias and share things critical to successfully incorporating digital activations into known catalog strategy, including digitally targeted audiences, increased catalog value, and message relevancy.

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

Grab a drink & snack and head to the Town Hall. Beer and wine will be served.

BRING & 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!

3:15-5:15 p.m.

**TOWN HALL:
SHARE. LEARN. CONNECT.**

SHARE.

NEMOA President **Brad Bishop** will lead our Annual Meeting, reviewing the past year and discussing what we can expect in the future.

LEARN.

**RE-IMAGINE: DIRECT TO CONSUMER
MARKETING IN 2022**



Larry Kavanagh, CEO, NaviStone

Think about the pace of change and growth of technology in direct to consumer marketing during the past five years, then imagine our industry in five more years. NaviStone CEO Larry Kavanagh will go beyond the catalog space and discuss how companies are

leveraging large data sets and personalization technology to drive customized communications to both existing customers and prospects.

CONNECT.

WELCOME TO THE CONNECTION ZONES!

The choice is yours! We've reimagined our roundtables into three zones:

ZONE #1 - What's Hot?

Connect with companies offering new technologies that allow you to reimagine your marketing efforts.

ZONE #2 - Ask the Expert

Got a question? We have the expert ready with answers on anything from acquisition, retention, brand, creative and digital.

ZONE #3 - Catalog and Web Critiques

Join a small group in which brands will be evaluated by an expert. This is based on a first-come, first-served basis so bring 12 catalogs to the conference, and yours might be chosen!

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

6:00-6:15 p.m. Get on the bus and enjoy some fun games during the ride! Transportation sponsored by J.Schmid

6:30-9:30 p.m.

**70TH ANNIVERSARY
CELEBRATION &
NETWORKING DINNER**

AT THE BOSTON PARK PLAZA

Sponsored by Oracle Data Cloud

Commemorate NEMOA's 70th anniversary by getting your game on! Celebrate this major milestone - and each other - at a fabulous casino event in the historic Boston Park Plaza's gorgeous Grand Ballroom. Join us for food, friends, and fun!

www.bostonparkplaza.com



**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.**

DAY THREE SCHEDULE

7:30 a.m.-12:30 p.m. Registration Desk Open

7:45-9:45 a.m. Breakfast and Networking
Sponsored by Dataline

8:00-9:30 a.m. C-Level Breakfast (*by invite only*)
Sponsored by NaviStone

7:30-8:45 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 75 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.

9:30-9:45 a.m.

15-MINUTE XCHANGE BREAK

“General sense of where the industry is at and the hot topics/issues we face.”

—Steve Tinlin, Path2Response LLC

9:45-10:30 a.m.

**FIVE CONCURRENT
BREAKOUT SESSIONS**

Encore presentation of Thursday's Breakouts — see pages 8-9 for session details

10:30-10:45 a.m.

**15-MINUTE XCHANGE BREAK
& HOTEL CHECKOUT**

10:45-11:45 a.m.

**CLOSING SESSION
CATALOG LEADERS LOOK TO
THE FUTURE**

Moderator - Brad Bishop, NEMOA

Panelist #1 - Bob Webb, Senior VP Marketing, Potpourri Group

Panelist #2 - Sara Florin, VP Creative, SmartPak

Panelist #3 - Shanie Cunningham, Head of US Marketing, Boden

Panelist #4 - Becky Gebhardt, EVP and CMO, Lands' End



This lively panel discussion will focus on the challenges which keep leading Direct Marketers awake at night as they look out over the next 12-18 months. Sara Florin (SmartPak), Shanie Cunningham (Boden), Bob Webb (Potpourri Group) and Becky Gebhardt (Lands' End) 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.

11:45 a.m. Closing Remarks

REGISTRATION



FIND THE DISCOUNT FOR YOU

Early Bird Discounts if you register by Friday, February 24!
(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 17. 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 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.

SAVE \$200

Early Bird Deadline is February 24, 2017.
Members save even more!

See below for details.

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 Nomination Forms is Friday, January 27.** 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

100%
GUARANTEED

SHARE. LEARN. CONNECT.



BOOK YOUR HOTEL TODAY!

We have a limited number of hotel rooms available for registered conference attendees for \$215/night + tax at our host hotel, the Westin Boston Waterfront Hotel. *This discounted rate is good until Friday, February 24 or until the room block sells out (whichever comes first).*

Westin Boston Waterfront Hotel

425 Summer Street
Boston, MA 02210

Reservations by Phone:

1-617-532-4600

- Please mention NEMOA/directXchange to receive our special group rate of \$215/night + tax

Reservations Online:

<https://www.starwoodmeeting.com/Book/directXchange2017>
or www.nemoa.org/S17hotel

Parking:

- Self-Parking (3-24 hours): \$36 (subject to change)
- Valet Parking (3-24 hours): \$46 (subject to change)

Directions to the Conference:

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



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
- Nomination by member companies only

Deadline is Friday, January 27, 2017

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

CONFERENCE PRICING

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

Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Feb 24 (save \$200)	\$649 (\$569)*	\$749 (\$629)*
Register Feb 25 or after	\$849 (\$769)*	\$949 (\$829)*
Non-Member	CATALOGER/ETAILER	SERVICE/SUPPLIER
	1-2ppl (3+ppl)*	1-2ppl (3+ppl)*
Register by Feb 24 (save \$200)	\$949 (\$869)*	\$1,049 (\$929)*
Register Feb 25 or after	\$1,149 (\$1,069)*	\$1,249 (\$1,129)*

PRE-CONFERENCE WORKSHOPS

Co-sponsored by Catalog University and NEMOA (see page 4 for details)

WEDNESDAY, MARCH 22

STAND-ALONE PRICING
\$199 per person

ADD-ON PRICING
\$169 per person

ABOUT NEMOA

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.

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.

JOIN TODAY
and help control postal costs!

Contact Lynn!
lynne@catalogmailers.org
513-608-4749

SAVE THE DATE!

directXchange
by NEMOA

SEPTEMBER 12-14, 2017
FALL CONFERENCE

The Westin Chicago Northwest
Itasca, IL

Visit www.NEMOA.org
for details



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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 sponsorships@nemoa.org