

Direct MAIL Days

THE
FUTURE
OF DM
IS NOW

APRIL 10-12, 2017 PHILADELPHIA

Ten Powerful Sessions on Direct Mail Strategy, New Technology & Management that will turn your Direct Mail into **WOW Mail!**

Register for MAILCOM '17 and be part of Direct Mail Days, held April 10-12, 2017 in Philadelphia at the convention center.

You will learn about the Direct Mail revolution ...

- ... the new technologies that link paper to pixels like Near Field Communication (NFC), QR codes, and Augmented Reality (AR)
- ... Video in Print, mobile in print, and conductive ink that turns paper into a video screen
- ... Radical designs with nontraditional inks and materials that produce eye-catching shapes that get results
- ... Inkjet options for direct mail printing and personalization
- ... Data management best practices for better database management, targeting, and results

Direct mail experts show you ...

- ... how to use USPS promotions to save postage, deliver results
- ... how to lower postage costs through third party providers
- ... marketing strategies that link mail with online
- ... powerful tracking tools to measure your marketing success
- ... innovative postal products that penetrate target markets
- ... interactive mail that makes direct mail WOW Mail

MAILCOM '17

37th Annual
Conference
& Exhibition

April 10-12,
2017

Pennsylvania
Convention
Center

philadelphia

**PRESENTED BY THE LEADING
DIRECT MAIL, MARKETING, AND
POSTAL EXPERTS**

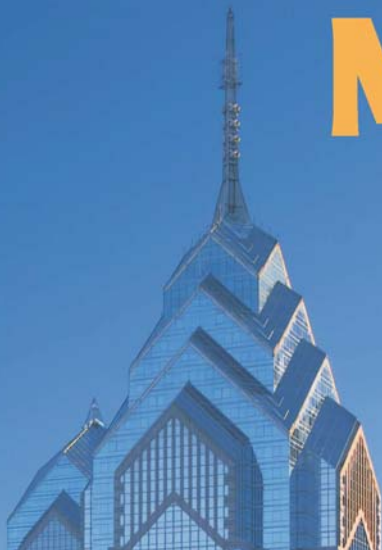
Direct Mail Days is a special symposium for executives and managers responsible for direct mail marketing, printing, production, and distribution that is held in conjunction with MAILCOM '17.

It is geared towards Marketing Service Providers, lettershop managers, direct mail managers and inplant print/mail operations that utilize direct mail for their companies and as a service.

For three days you will enter the future world of Direct Mail and learn how companies are maximizing this powerful marketing communication.

Plus, you will be able to access all MAILCOM '17 functions including keynotes, food functions, and the exhibit hall.

Direct Mail Days is open to all MAILCOM '17 registered delegates. Register today using the attached form or online at www.mailcom.org.



MAILCOM '17

philadelphia

April 10-12, 2017 | THE 37TH ANNUAL CONFERENCE & EXHIBITION
Pennsylvania Convention Center

REGISTRATION FORM

**Register By
 December 9,
 2016 for
 Advanced
 Discount!**

[INSTRUCTIONS:

Please print or type clearly. Make copies if necessary.

Enclose payment to "MAILCOM". Attach Government PO or Military Training Form.]

Send this form with payment to:

MAIL: MAILCOM
 P.O. Box 451,
 Brigantine, NJ
 08203-0451

FAX:
 1-609-264-0121

EMAIL:
 mailcom@msn.com

ONLINE:
 www.mailcom.org

QUESTIONS?
 Call 1-609-264-0120

Cancellation: If you must cancel, notify the Registration Dept. in writing by 3/10/17 for refund. After this date only conference credit will be issued.

A NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ E-MAIL _____
 ADDITIONAL NAME _____ E-MAIL _____
 ADDITIONAL NAME _____ E-MAIL _____
 ADDITIONAL NAME _____ E-MAIL _____

B FULL CONFERENCE ENROLLMENT

For days registered, each option includes entry to seminars, keynotes, exhibition hall, meals and receptions; and supporting documentation.

[] Advanced Rate (By 12/9/16) \$845 [] Group Rate: (2+ same co.) \$865
 [] Early-Bird Rate (By 2/9/17) \$895 [] Large Group: (4+ same co.) \$845
 [] Regular Rate (After 2/9/17) \$995

C TWO AND ONE-DAY ENROLLMENTS

[] Two Day: Monday-Tuesday \$795 [] One Day: Tuesday Only Pass \$495
 [] Two Day: Tuesday-Wednesday \$795 [] One Day: Weds. Only Pass \$395
 [] One Day: Monday Only Pass \$395

D PAYMENT INFORMATION

Total Full/Group: ____ Total 2/1 Day: ____ TOTAL REGISTRATION FEES \$____

[] Check (make payable to MAILCOM)
 [] Credit Card (select one): [] Visa [] MC [] Amex [] Discover

NAME: _____
 CARD #: _____
 Security Code: _____ EXP. DATE: _____
 SIGNATURE: _____