

**MM / ISMD CONFERENCE REGISTRATION - page 1**  
**June 2 - 5, Washington DC**

Registrant Information Foreign Participants See Page 3!

Please write clearly so your fax will be legible! Mark all relevant spaces.

Name	
Home Institution	
Address Line 1	
Address Line 2	
Address Line 3	
Email	
Telephone	

Conference Registration Fee:	\$495
Guest for Evening Excursion:	\$ 50
Guest for Monday Awards Dinner:	\$ 55
Late Registration Fee (after April 27)	\$100
M&PPC Participants (see note on page 3)	\$ 50

Total Payment: \_\_\_\_\_

The Conference Registration Fee includes breakfast, lunch, and refreshments on June 3, 4, and 5, plus dinner and excursions on June 4, and subscription to the JMM; it also covers meeting room and audiovisual equipment costs. The welcome reception and proceedings are provided by The University of Wyoming, Georgetown University, and Michigan State University. For information on conference support for presenters from poor countries, see page 3 of this document.

Payment Options: Credit Card or Check drawn in USD only. If you plan to send a check, mark an X here \_\_\_\_\_. **Pages 1 - 3 of this registration form and a check or credit card payment must be received no later than Friday April 27, 2007.**

Checks payable to: International Society of Marketing and Development, Inc.  
 Mail checks to: Daniel Westbrook  
 Economics Department 561 ICC  
 Georgetown University  
 Washington DC 20057

Credit card payment information is on the next page.

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Please print clearly! Fax pages 1 and 2 to +1 202 / 687 - 5802.

Credit Card Type: Visa or Mastercard (circle one).

Credit Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_ 3-Digit Code from back of card: \_\_\_\_\_

Name on Card &  
Billing Address:

Mark here if you plan to attend the M&PPC Luncheon on Saturday June 2 \_\_\_\_\_  
(see pages 4 & 5 for information).

Mark here if you plan to attend any sessions, including the Bridge Session, at the  
M&PPC venue on Saturday afternoon \_\_\_\_\_ (see pages 4 & 5 for information).

### Hotel Registration **DEADLINE MAY 1, 2007**

You must register by calling [Jury's Washington Hotel](#) at 202-483-6000. Mention the "ISMD / Macromarketing Conference" when you register. **Do NOT register on the hotel's website!** The conference rate of \$185 (plus 14.5% tax) is guaranteed for only three nights (June 2, 3, and 4), but if you plan to stay longer, the hotel will offer the fourth night for \$235 (plus tax). The number of rooms available for the fourth night at the special rate is limited, so early registration is strongly advised.

The hotel does not have a toll-free number for international callers. If you are outside the USA, email westbrom @ georgetown.edu for help with reservations.

### Journal of Macromarketing

Please mark here if you already subscribe to JMM: \_\_\_\_\_. We want to help the publisher distinguish between new subscriptions and extensions of existing ones.

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#### **AV Equipment**

Please note that the meeting rooms will be set up for presentations projected from laptop computers and LCD projection units. If you plan to use an overhead projector, please mark here: \_\_\_\_\_.

#### **Special Dietary or Accessibility Requirements**

If you have any special dietary requirements or accessibility / mobility requirements, please describe them by email to westbrom @ georgetown.edu.

#### **Evening Excursion**

The evening excursion will be a bus tour (with some opportunities to walk) of the beautiful monuments and public buildings of Washington DC. The tour will begin immediately after the awards dinner on Monday June 4 and will last approximately 3 hours.

#### **Foreign Participants**

We do have an invitation letter for you to use in securing a visa (if necessary) to travel to the US. When we receive your registration, we will insert your name, affiliation, and address into the letter and immediately mail it to you by FedEx.

#### **Conference Support**

The ISMD is pleased to provide some conference funding to scholars from poor countries who are presenting papers at the conference. The amount available for each person will depend on the difference between expected conference costs and the support provided by home institutions, etc. It will also depend on the number of people who demonstrate need for this support. To apply, please send email to Dan Westbrook (westbrom @ georgetown.edu). Be sure to mention all sources of funds for your conference participation, including your personal contribution, if any. Deadline: Friday April 13, 2007.

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#### **Travel to Washington DC**

Washington DC is served by three airports. Dulles International Airport and Washington National Airport are described on <http://www.metwashairports.com/>. Baltimore Washington International Airport (BWI) is also feasible. National Airport is quite close to the conference venue. By taxi from National Airport to Jury's Hotel takes about 15 - 20 minutes; a bit more during rush hour. It is also

quite easy (and inexpensive) to get from National Airport to Jury's on the subway. Dulles Airport is about 25 miles from Jury's Hotel; travel time may be approximately an hour, depending on the transportation you choose (see the web site). Sometimes, the best fare or schedule may bring travelers to BWI: keep in mind that this airport is the most distant from Jury's Hotel; cost and time of travel to/from BWI can easily offset your airfare savings. For transportation options check <http://www.bwiairport.com/>.

#### **Exciting Collaboration with the AMA Marketing and Public Policy Conference**

We are pleased to note that the 2007 AMA Marketing and Public Policy Conference (M&PPC) is being held May 31 - June 2 at the Hilton Washington Hotel, a short walking distance from the site of the Macromarketing Society and International Society of Marketing and Development joint conference.

Registered M&PPC participants are cordially invited to the opening reception for the MM/ISMD Conference at Jury's Hotel, compliments of the Macromarketing Society and ISMD. Registered M&PPC participants may attend MM/ISMD sessions for free on Sunday June 3. However, if you want to enjoy snacks and beverages at the breaks and lunch, you may do so for a \$50 fee. M&PPC folks who would like to stay for the full MM/ISMD program must register for the full conference. You may pay the \$50 food and beverage fee or the full registration fee at the MM/ISMD registration table on Saturday afternoon or Sunday morning, but you must let us know by May 30 that you intend to attend so we can have an accurate count for catering. You may also pay by check or credit card (see pages 1 and 2).

Registered attendees of the MM/ISMD conference are invited to attend the M&PPC Saturday luncheon, sponsored by Villanova University, and Saturday afternoon sessions. The first 30 MM/ISMD registrants to sign up for the

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afternoon sessions will be sponsored by the Kogod School of Business at American University; others will be sponsored by the Macromarketing Society and ISMD. Registration on the AMA conference web site is not required, but you must let us know if you plan to attend the Saturday afternoon events so we can give an accurate count to the M&PPC organizers (mark the appropriate places on page 2).

Saturday afternoon sessions at the M&PPC have been carefully selected to bring together participants from the M&PPC and MM / ISMD conferences. In particular, the afternoon will feature a two-hour "bridge" session highlighting articles in special journal issues of relevance to M&PP and MM attendees chaired by Ron Hill (editor JPP&M) and Cliff Shultz (editor Journal of Macromarketing).

For more information about the AMA M&PPC Conference Program, please check the American University website at

[www.kogod.american.edu/2007mppc](http://www.kogod.american.edu/2007mppc)

or the AMA website at

[www.marketingpower.com/publicpolicy](http://www.marketingpower.com/publicpolicy)