



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Attendee Registration Form

LiveEdit Conference • April 30, 2008
American Conference Center • New York City, NY

Register by FAX (949) 315-3640 • www.electronicretailermag.com/liveedit
Email: LiveEditRegistration@retailing.org

CONTACT INFORMATION

First Name _____

Last Name _____

Title _____

Company _____

Address _____

City _____

State _____

Zip _____

Email _____

Phone _____

FAX _____

URL _____

Do you have a promo code? Yes No

How did you hear about LiveEdit NY?

- Ad Direct Mail Email ERA
 Phone Call Referral Web Site

YES I would like to receive a FREE subscription and newsletter subscription to *Electronic Retailer Magazine*

YES I would like to receive a information about an eRA membership

QUESTIONS

1. Do you purchase, approve, or recommend marketing initiatives within your organization?

- Yes No

2. Please indicate which best describes your company?

- | | |
|--|---|
| <input type="checkbox"/> Retail Chain | <input type="checkbox"/> Multi Channel |
| <input type="checkbox"/> Pure Play – Internet Retailer | <input type="checkbox"/> Sole Propertiership |
| <input type="checkbox"/> Home Shopping | <input type="checkbox"/> Manufacturer |
| <input type="checkbox"/> Ad Agency | <input type="checkbox"/> Production |
| <input type="checkbox"/> Call Center | <input type="checkbox"/> Fulfillment |
| <input type="checkbox"/> Consultant | <input type="checkbox"/> Other (please specify) _____ |

3. What were your 2006 company revenues?

- | | | | |
|--|--|--|------------------------------------|
| <input type="checkbox"/> 5 Billion+ | <input type="checkbox"/> 500-250 Million | <input type="checkbox"/> 50-25 Million | <input type="checkbox"/> <5Million |
| <input type="checkbox"/> 1-5 Billion | <input type="checkbox"/> 250-100 Million | <input type="checkbox"/> 25-15 Million | |
| <input type="checkbox"/> 700-999 Million | <input type="checkbox"/> 100-250 Million | <input type="checkbox"/> 15-10 Million | |
| <input type="checkbox"/> 500-750 Million | <input type="checkbox"/> 100-50 Million | <input type="checkbox"/> 10-5 Million | |

4. What were your 2006 web sales?

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> 1-5 Billion | <input type="checkbox"/> 500-250 Million | <input type="checkbox"/> 100-50 Million | <input type="checkbox"/> 15-10 Million |
| <input type="checkbox"/> 750-999 Million | <input type="checkbox"/> 250-100 Million | <input type="checkbox"/> 50-25 Million | <input type="checkbox"/> 10-5 Million |
| <input type="checkbox"/> 500-750 Million | <input type="checkbox"/> 100-250 Million | <input type="checkbox"/> 25-15 Million | <input type="checkbox"/> <5 Million |

5. How many SKUs and/or products/services does your company manage within your ecommerce platform(s)?

- | | | |
|--|---|--|
| <input type="checkbox"/> 10,000,000+ | <input type="checkbox"/> 1,000,000 – 2,500,00 | <input type="checkbox"/> 100,000 – 250,000 |
| <input type="checkbox"/> 5,000,00 – 10,000,000 | <input type="checkbox"/> 500,000 – 1,000,00 | <input type="checkbox"/> 50,000 – 100,000 |
| <input type="checkbox"/> 2,500,000 – 5,000,000 | <input type="checkbox"/> 250,000 – 500,000 | <input type="checkbox"/> <50,000 |

6. Which best describes your company's industry segment?

- | | |
|--|---|
| <input type="checkbox"/> Ad Agency | <input type="checkbox"/> Health/Fitness |
| <input type="checkbox"/> Apparel/Accessories | <input type="checkbox"/> Housewares/Home Furnishings |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Jewelry |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Mass merchant/Department store |
| <input type="checkbox"/> Books/CDs/DVDs | <input type="checkbox"/> Office Supplies |
| <input type="checkbox"/> Computer Electronics | <input type="checkbox"/> Specialty/Non-apparel |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Flowers/Gifts | <input type="checkbox"/> Toys/Hobbies |
| <input type="checkbox"/> Food/Drug | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Hardware/Home Improvement | |

7. What is your annual marketing budget?

- | | |
|--|--|
| <input type="checkbox"/> \$1,000,000+ | <input type="checkbox"/> \$100,000-\$250,000 |
| <input type="checkbox"/> \$500,000-\$999,000 | <input type="checkbox"/> \$50,000-\$100,000 |
| <input type="checkbox"/> \$250,000-\$500,000 | <input type="checkbox"/> <\$50,000 |

8. Please rank the top 5 issues that you are most interested in learning about with 1 being most important and 5 the least important.

- | | |
|---|---|
| <input type="checkbox"/> Advergaming/Video Game Marketing | <input type="checkbox"/> Production |
| <input type="checkbox"/> Affiliate Marketing | <input type="checkbox"/> Radio Advertising |
| <input type="checkbox"/> Behavioral Targeting | <input type="checkbox"/> RSS |
| <input type="checkbox"/> Blogging | <input type="checkbox"/> Rich Media |
| <input type="checkbox"/> Community Building | <input type="checkbox"/> Search Engine Marketing |
| <input type="checkbox"/> Comparison Shopping Engines | <input type="checkbox"/> Search Engine Optimization |
| <input type="checkbox"/> Copywriting | <input type="checkbox"/> Site Search/Searchandising |
| <input type="checkbox"/> Cyber Fraud/Prevention | <input type="checkbox"/> Social Media Optimization |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Social/Viral Marketing |
| <input type="checkbox"/> E-commerce Strategies | <input type="checkbox"/> Text Message Marketing |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Television Advertising |
| <input type="checkbox"/> Media/Channel Integration | <input type="checkbox"/> Web Site Usability |
| <input type="checkbox"/> Mobile Commerce | <input type="checkbox"/> Web 2.0 Technologies |
| <input type="checkbox"/> Mobile Marketing | <input type="checkbox"/> Web Analytics |
| <input type="checkbox"/> Payment Porcessing | <input type="checkbox"/> Web Site Launch |
| <input type="checkbox"/> Print Advertising – Consumer | <input type="checkbox"/> Web Site Design |
| <input type="checkbox"/> Print Advertising – Trade | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Podcasting | |

ENTRY GUIDELINES

LiveEdit is open to business professionals only. Business card and photo ID are required for admission. No one under 18 admitted, including infants and toddlers. Event management reserves the right to refuse entry to any ticket holder or remove any ticket holder from venue.

CANCELLATION POLICY

If you must cancel for any reason, notify our registration department in writing by FAX (949) 459-0784 or email at LiveEditRegistration@retailing.org by March 31, 2008. Your registration will be refunded less a \$100.00 processing fee. Cancellations after March 31, 2008 are non-refundable. You may transfer your registration to another person at any time by providing written.

REGISTRATION FEES: FULL EVENT PASS

- \$395.00 – ERA Members Only
- \$595.00 – Non-Members
- Network Rate

Credit Card Information

Credit Card #

Expiration Date

Billing Address

Signature

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