



Registration Form

Choose your Conference Package: (All conference packages include expo hall)

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|---|----------------------------------|--------------------------------|
| <input type="checkbox"/> Platinum Passport
(March 17-20, 2008) | Through
February 29
\$1745 | After
February 29
\$1895 |
| One Day Conference | \$745 | \$895 |
- Specify One Day: Monday Tuesday Wednesday Thursday

Expo Hall Registration
 Free in Advance- \$25.00
 To register in advance you must register at
www.searchenginestrategies.com/newyork/registration.html

- Search Engine Watch Membership
 1 year- \$299

Please fill out form completely and mail or fax with payment to the address below.

YOUR INFORMATION

First Name: _____
 Last Name: _____
 Corporate Title: _____
 Company Name: _____
 Street Address: _____
 City: _____ State/Prov: _____
 Zip/Postal Code: _____ Country: _____
 E-mail Address: _____
 Yes, I would like to receive information about Incisive Media events, products and offerings.
 Tel: _____ Fax: _____

PAYMENT INFORMATION

Card Holder's Name: _____
 Credit Card Type: _____
 Credit Card Number: _____
 Month/Year card expires: _____
 Other: _____

NOTE: REGISTRATION FORM AND PAYMENT MUST BE RECEIVED TOGETHER BY March 12, 1008 TO BE PROCESSED .

If your payment is not received by March 12, 2008 you will need to register at the event.

Cancellations and Substitutions

If you must cancel for any reason, notify our registration department in writing by fax 203 286-1010 or email registration@incisivemedia.com by February 15, 2008. Your registration will be refunded less a \$100 processing fee. Cancellations after February 15, 2008 are non-refundable. You may transfer your registration to another person at anytime by providing written authorization.

Mail your completed registration form with payment to (checks payable to Incisive Interactive Marketing LLC):
 Incisive Interactive Marketing LLC, Attn: Accounts Receivable,
 270 Lafayette St., Suite 700, New York, NY. 10012

Incisive Interactive Marketing LLC reserves the right to make changes to the events program. Unforeseen circumstances may result in the substitution of a presentation, topic or speaker. You consent to the Incisive Interactive Marketing LLC recording and/or photographing the event and using such items, including your likeness, in future promotions. Incisive Interactive Marketing LLC reserves the right to reject or rescind any registration and return any fees accordingly. Registrant assumes all risks incidental to participation in all event activities, including loss or damage to property. Incisive Interactive Marketing LLC's total liability shall be limited to the amount of fees received, if any from a particular registrant.

QUESTIONNAIRE

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| <p>1. What is your company's primary business activity? (check one only)</p> <p>a. Advertising agency
 b. Affiliate
 c. Automotive
 d. Banking / Finance / Insurance
 e. Consulting
 f. Education / Training
 g. Entertainment
 h. Events organiser
 i. Government
 j. Healthcare
 k. Library
 l. Manufacturing
 m. Marketing / Interactive / SEM agency
 n. Media owner
 o. Professional services e.g. legal
 p. Public relations
 q. Real Estate</p> | <p>r. Retail
 s. Search Engine
 t. Technology / IT provider
 u. Trade association
 v. Travel / Transportation
 w. Utility / Telco / ISP
 x. No company affiliation
 y. Other (please specify)</p> <p>2. What is your primary job function? (check one only)</p> <p>a. Corporate management / business owner
 b. eCommerce
 c. Marketing
 d. Sales
 e. IT
 f. Account management
 g. Web design
 h. Finance
 i. Journalist</p> | <p>j. Analyst
 k. Librarian / Information manager
 l. Academic
 m. Research
 n. Other (please specify)</p> <p>3. How many people are employed at your company? (check one only)</p> <p>a. 10,000 +
 b. 5,000 - 9,999
 c. 1,000 - 4,999
 d. 100 - 999
 e. 50-99
 f. 25-49
 g. Fewer than 25</p> <p>4. What is your level of experience in Search Engine Marketing? (check one only)</p> <p>a. None - I'm new to this
 b. Elementary - I know the basics</p> | <p>c. Experienced
 d. Advanced</p> <p>5. What is your role in your organization's purchase of goods and services? (check one only)</p> <p>a. Approve
 b. Specify
 c. Recommend
 d. Research
 e. I have no involvement in purchasing decisions</p> <p>6. How did you hear about us?</p> <p>a. Attended a previous event
 b. Brochure/Direct Mail
 c. Email Newsletter
 d. Magazine Advertisement
 e. Word of Mouth
 f. Website Advertisement
 g. Other _____</p> |
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