



# Association Media & Publishing ANNUAL MEETING



**JUNE 14–16, 2010**  
Capital Hilton Washington, DC

Over the last year, Association Media & Publishing has been reinventing itself, and now we're pleased to present a 2010 Association Media & Publishing Annual Meeting that is changing right along with it. From a schedule that has been expanded to two-and-a-half days — including a half-day Pre-Conference — to an education program that has been enhanced to reflect the changing face of association publishing, the Association Media & Publishing Annual Meeting is the completely re-imagined signature event of an organization that since it last convened has already debuted a new name and logo, a new magazine and e-newsletters, a new membership structure and many other new resources.

This year, the focus is on both quality and quantity: Two high-profile, high-impact general session speakers. More thought-provoking, boundary-challenging concurrent sessions. More roundtable discussions. More fun and focused networking events. Longer Exhibit Hall hours. And an even deeper commitment to meeting the needs of association media and publishing professionals — with an emphasis on social media, digital applications and other high-tech solutions that are continuing to redefine how member-based organizations communicate with members.

Not that we've forgotten our roots. The Pre-Conference Workshop is devoted entirely to the association magazine, with AURAS Design President and Creative Director Robert Sugar leading attendees through an intensive, interactive half-day program aimed at helping them self-critique and redesign their flagship publications. And the EXCEL Awards Gala — always the centerpiece of the Association Media & Publishing Annual Meeting — has been moved up to the beginning of the schedule, wrapping up the Pre-Conference Workshop and kicking off the annual meeting in style.

We hope you'll join colleagues for two-and-a-half days of education and networking — and lots of questions and answers about the continuing evolution of association media and publishing!

A special thank you to our Corporate Partners

## SHERIDAN MAGAZINE SERVICES



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Annual Meeting Event Sponsors

## SHERIDAN MAGAZINE SERVICES



RR DONNELLEY



MONDAY, JUNE 14, 2010	
1:00p.m. – 5:00p.m.	Pre-Conference Workshop: Perk Up Your Magazine: How to Brew a Better Book
5:30p.m. – 6:30p.m.	Pre-Gala Reception
6:30p.m.	30th Annual EXCEL Awards Gala Sponsored by: Sheridan Magazine Services
TUESDAY, JUNE 15, 2010	
8:00a.m. – 9:00a.m.	Registration Opens with Continental Breakfast
9:00a.m. – 10:00a.m.	Opening General Session: Post Modern: Editing a Magazine for 21st-Century Readers
10:00a.m. – 10:30a.m.	Networking with Exhibitors at the Marketplace
10:30a.m. – 11:30a.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	Manage Your Postal Costs: What Should You Expect and What You Can Do
	From Good to Great: Reinvent Your Magazine for the Digital Age
	Content Will Never Be the Same, and That's a Good Thing
11:30a.m. – 1:30p.m.	Lunch & Networking with Exhibitors at the Marketplace Sponsored by: Texterity, Inc.
1:30p.m. – 2:30p.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	How to Shave Two Weeks Off Your Production Cycle
	Techniques to Expand Your Publication's Reach and Impact
	Now Playing: Using Webcasts to Increase Engagement and Drive Revenue
2:30p.m. – 3:00p.m.	Networking Break
3:00p.m. – 4:00p.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	Your Publication Website: From an Archive to an Asset
	Couples Therapy for Print and Digital: Can This Relationship Be Saved?
	Your Print + Publishing Plan for Growth
4:00p.m. – 4:15p.m.	Networking Break
4:15p.m. – 5:15p.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	Make the Connection: Engage Members Using Social Media
	Selling Advertising in Today's Economy and Beyond: Trends, Tactics, and Cold Hard Facts
5:15p.m. – 6:15p.m.	Networking Reception in the Marketplace
WEDNESDAY, JUNE 16, 2010	
7:45a.m. – 8:45a.m.	Roundtables in the Marketplace
8:45a.m. – 9:00a.m.	Networking Break
9:00a.m. – 10:15a.m.	General Session: Geo Positioning: One Title, Two Trends, Many Channels
10:15a.m. – 11:15a.m.	Networking with Exhibitors at the Marketplace
11:15a.m. – 12:15p.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	Best Practices for SEO Success
	Redesign Your Magazine into an Award Winner
12:15p.m. – 1:15p.m.	Networking Lunch in the Marketplace Sponsored by: Fry Communications, Inc.
1:15p.m. – 2:15p.m.	Concurrent Sessions Sponsored by: Quad/Graphics
	The Legal Scoop on Trademarks, Copyrights, the Internet, and Social Media
	Grammar Are Is Good to Know
2:15p.m. – 3:00p.m.	Good Humor, Good Friends Social & Raffle Sponsored by: RR Donnelley
3:00p.m. – 4:00p.m.	Closing General Session: The Future of Association Publishing

## PRE-CONFERENCE WORKSHOP

1:00p.m. – 5:00p.m.

**Perk Up Your Magazine: How to Brew a Better Book**

Wake up and smell the coffee! Your print magazine could use a little pick-me-up, and this program presents a unique view of how magazines are developed, designed and improved. Not just for design or editorial, but a robust blend of both disciplines combined into a package that provides a double shot of new perspective and inspiration for making your magazine work and look better.

**Part One: Publication Design from the Ground Up**

This whirlwind presentation is a personal dissection of what design and editorial elements go into a successful, sustainable publication. This unique perspective examines elements of your magazine from the mission to the issue map to create a rationale for critical examination of your magazine.

**Part Two: The 10-Step-Self Critique**

Using ideas from Part One, the attendees will critique their publications. Session-goers will receive a workbook to be used in conjunction with the critique. At the end of the critique, attendees are encouraged to find immediate areas of improvement for their magazines.

**Part Three: Group Participation**

Breaking into smaller workgroups, attendees will present their critique working items and elicit suggestions from members of the group. To further extend the value of the process beyond the session, the group will randomly exchange their books in order to practice a critique on an unfamiliar title.

**CONTENT LEADER: Robert Sugar**, president and creative director, AURAS Design

## 30TH ANNUAL EXCEL AWARDS GALA

*(separate registration required)*

5:30p.m. – 6:30p.m.

**Pre-Gala Reception**

Join your colleagues, content leaders and the Association Media & Publishing Board of Directors for cocktails, conversation and a great networking opportunity before the EXCEL Awards Gala.

6:30p.m.

**30<sup>th</sup> Annual EXCEL Awards Gala**

Sponsored by: Sheridan Magazine Services

Celebrate association publishing! Join us at the prestigious awards ceremony where we honor the best and brightest in association media and publishing — including magazines, newsletters, newspapers, convention publications and online publishing. Find out who has gone above and beyond to garner an EXCEL EXTRA! Award.

8:00a.m. – 9:00a.m.

**Registration Opens with Continental Breakfast**

9:00a.m. – 10:00a.m.

**Opening General Session****Post Modern: Editing a Magazine for 21st-Century Readers**

What can a weekly magazine published by a 133-year-old daily newspaper possibly teach you about staying fresh, engaging readers, and maintaining a robust online presence? Plenty. Join **Debra Leithauser, editor of The Washington Post Magazine**, as she talks about the recent redesign that made her publication more

attractive, interactive and appealing to readers; her approach to integrating the magazine with washingtonpost.com; and how she strikes a balance between quick-hit and long-form journalism.

10:00a.m. – 10:30a.m.

**Networking with Exhibitors at the Marketplace**

10:30a.m. – 11:30a.m.

**Concurrent Sessions**

Sponsored by: Quad/Graphics

**Manage Your Postal Costs: What Should You Expect and What You Can Do**

What's happening at the U.S. Postal Service has a direct impact on your organization. Increases in postage rates affect budgets, and changes in mail preparation and processing can restrict the ability to incorporate certain design features into your publications. Join the discussion to gain an understanding of why USPS is considering five-day delivery, pricing changes you can expect to see in the next 12 to 18 months — and how you can influence postal prices and regulations.

**CONTENT LEADERS: Joe Schick**, director of postal affairs, Quad/Graphics • **Mark Schneider**, manager of logistics and distribution estimating, Quad/Graphics

**From Good to Great: Reinvent Your Magazine for the Digital Age**

The American Association of Motor Vehicle Administrators' *MOVE* magazine has always been an award winner. But what good are awards if you're not serving your audience? Last year, AAMVA began the journey to redesign its magazine with the reader in mind. From how editorial is written and designed, to how advertisers interact with readers, AAMVA ventured to create a publication worth reading. Along the way, the team found cost savings in production and distribution, a new attitude among advertisers, and — through improved editorial and design — more engagement.

**CONTENT LEADERS: Jason D. King, ABC**, director of communications and public relations, American Association of Motor Vehicle Administrators • **Jen Smith**, creative director, Network Media Partners • **Ben Ledyard**, vice president, sales, Network Media Partners

**Content Will Never Be the Same, and That's a Good Thing**

Skeptics say giving up authority and control over content will diminish an organization's credibility. But that's not true — not by a long shot. Because, while the social web pretty much ensures you don't have control anyway, you can continue to be an authority by embracing and fostering online engagement, and using social media tools to enhance and support the content your organization does produce. Learn how with lessons from ASAE & The Center's social media and content efforts as well as case studies from other organizations.

**CONTENT LEADERS: Scott Briscoe**, editor in chief, new and social media, ASAE & The Center for Association Leadership • **Peter Hutchins**, vice president, knowledge initiatives, ASAE & The Center for Association Leadership

11:30a.m. – 1:30p.m.

### Lunch & Networking with Exhibitors at the Marketplace

Sponsored by: Texterity, Inc.

1:30p.m. – 2:30p.m.

### Concurrent Sessions

Sponsored by: Quad/Graphics

#### How to Shave Two Weeks Off Your Production Cycle

How much time does your team waste during the editing process? Whether you're the designer who interprets someone's handwriting or the final editor who has to squeeze your changes into a tight spot, wouldn't you like a better way to do this part of the job? Learn how editors and designers can work on the same files at the same time while retaining the integrity of each other's work. Discuss workflows for both local and remote editors and designers that can speed production — and save time and money.

**CONTENT LEADERS:** **Kim Howard**, editor in chief, ACC Docket, Association of Corporate Counsel • **Les McCarty**, director, Touch Three, LLC • **Mike Witherell**, consultant, Jetset Communications Inc.

#### Techniques to Expand Your Publication's Reach and Impact

For-profit publishers use a variety of progressive techniques to increase awareness of their publications, expand readership and grow their subscriber base. This insightful session will show association publishers how to apply these same techniques — including newsstand distribution, partnerships, public place distribution and subscription agents — to their advantage.

**CONTENT LEADER:** **Scott Oser**, president, Scott Oser Associates

#### Now Playing: Using Webcasts to Increase Engagement and Drive Revenue

With companies' training and development budgets slashed, associations have a unique opportunity to provide educational programming to their members — and Webcasts offer a low-cost solution. This session will help you recognize the elements of a good Webcast, understand the technical requirements involved, identify potential topic and speakers, marketing the program, integrate content with your publications and Website, and, perhaps most important, monetize your Webcast series to create a new source of revenue for your association.

**CONTENT LEADER:** **Mike Frost**, senior manager, Internet operations, Society for Human Resource Management

2:30p.m. – 3:00p.m.

### Networking Break

3:00p.m. – 4:00p.m.

### Concurrent Sessions

Sponsored by: Quad/Graphics

#### Your Publication Website: From an Archive to an Asset

For years, ASAE & The Center for Association Leadership's monthly magazine, *Associations Now*, operated with a Web presence that was basic — even a little drab. As *Associations Now's* readers became far more sophisticated in their use of the Web and social media, the magazine's Website just didn't keep up. But in 2009, ASAE & The Center's Web team worked with the *Associations Now* staff to bring the magazine's site into today's Web world, while still working within the structure of ASAE & The Center's main Website. Join us to learn how you can leverage ASAE & The Center's experience to supercharge your association publication's Website.

**CONTENT LEADERS:** **Amy Hissrich**, director, knowledge initiatives, ASAE & The Center for Association Leadership • **Lisa Junker**, CAE, editor-in-chief, *Associations Now*, ASAE & The Center for Association Leadership

#### Couples Therapy for Print and Digital: Can This Relationship Be Saved?

This fun program is structured as a therapy session for "Mr. Print Medium" and "Mrs. Digital Medium" — a couple that has challenges co-existing but is really trying to work on their relationship. A therapist will lead the session, asking Mr. Print and Mrs. Digital a variety of probing questions, the answers to which will be entertaining yet informative. Come away with positive affirmations about what your print and digital products can do, and how they can work together and work on their relationship.

**CONTENT LEADERS:** **Greg Fine**, CAE, vice president of marketing and communications, Association for Corporate Growth • **Kim Kett**, director, business development, Texterity, Inc. • **Brian Payne**, account executive, McArdle Solutions

#### Your Print + Publishing Plan for Growth

The pressure to cut costs can feel unrelenting — even as your association needs to plan for growth. Discover great ideas and solutions for print production, print and e-mail distribution priorities and editorial and design, all geared toward growing your publications and your organization. Learn what makes the biggest impact first, and how to finesse the rest.

**CONTENT LEADERS:** **Nicole Harris**, vice president and publisher, National Glass Association • **Joanne Harap**, president, Production Matters

4:00p.m. – 4:15p.m.

### Networking Break

4:15p.m. – 5:15p.m.

### Concurrent Sessions

Sponsored by: Quad/Graphics

#### Make the Connection: Engage Members Using Social Media

How can your association effectively use social media to engage members? This workshop-style session is a crash course in successfully using social media to connect members online and keep them engaged all year. Learn the five most important steps to successfully designing and implementing a social media strategy as well as common pitfalls encountered along the way.

**CONTENT LEADERS:** **Richard C. Brasser**, president and CEO, The Targeted Group • **Jack Davidson**, vice president of creative services and media sales, The YGS Group • **Tim Eigo**, editor, *Arizona Attorney*, State Bar of Arizona

#### Selling Advertising in Today's Economy: Trends, Tactics, and Cold Hard Facts

With the economy still in flux, the techniques used to sell ads when times were flush don't work so well. This interactive session will show you how to build a focused and cohesive sales plan that gets results and keeps your staff motivated to grow and sustain your publication. Experienced association sales professionals will share their insights on what really works — and what really doesn't — when it comes to association ad sales today.

**CONTENT LEADERS:** **Marc Ingram**, senior manager, advertising and exhibit sales, Community Associations Institute • **Christopher Ware**, senior director, business development, NAIOP — The Commercial Real Estate Development Association

5:15p.m. – 6:15p.m.

### Networking Reception in the Marketplace

7:45a.m. – 8:45a.m.

**Roundtables in Marketplace**

Before it was called Web 2.0, social networking was Professional Development 1.0 — face-to-face, peer-to-peer engagement where you would discuss problems and share solutions. In that spirit, join us at our roundtable discussions for an old-school approach to new-school challenges. Facilitators will help spark conversation, draw out ideas and best practices — and then sit back as you make new contacts, swap war stories, and share your experiences with people who truly feel your pain.

8:45a.m. – 9:00a.m.

**Networking Break**

9:00a.m. – 10:15a.m.

**General Session****Geo Positioning: One Title, Two Trends, Many Channels**

Your members are changing how they consume media. The recession has strained your resources and further clouded your publications strategy. Where do you go from here? **John Q. Griffin, executive vice president and president of publishing, National Geographic Society; chair, Magazine Publishers**

**of America**, talks about where publications are headed—and how to position your magazine as the cornerstone of a multimedia, multichannel platform of member resources.

10:15a.m. – 11:15a.m.

**Networking with Exhibitors in the Marketplace**

11:15a.m. – 12:15p.m.

**Concurrent Sessions**

Sponsored by: Quad/Graphics

**Best Practices for SEO Success**

It doesn't matter how compelling your content is if your members can't find it. That's why search engine optimization (SEO) is a vital part of any association's online communications and publishing strategy. Join association technology experts for a discussion of how to put SEO practices in place, including free tools to help monitor and improve your organization's SEO.

**CONTENT LEADERS:** **Thad Lurie**, director of technology, American Health Lawyers Association • **Dan Scheeler**, director, information services, American Health Care Association • **Tobin Conley**, senior consultant, technology management, DelCor

**Redesign Your Magazine Into an Award Winner**

A great redesign process starts with the basic understanding that content and image are one. If you believe that, you'll have a better magazine that truly engages readers with the right words and creative images. In this session, the editor and the designer of an award-winning magazine will take you on a journey through redesign, from early planning and budgeting to concept meetings to rollout. In the process, you'll learn how a comprehensive redesign strategy creates greater reader satisfaction.

**CONTENT LEADERS:** **Christina Soto**, editor, Land Trust Alliance  
• **Debra Bates-Schrott**, president, Bates Creative Group LLC

12:15p.m. – 1:15p.m.

**Networking Lunch in the Marketplace**

Sponsored by Fry Communications, Inc.

1:15p.m. – 2:15p.m.

**Concurrent Sessions**

Sponsored by: Quad/Graphics

**The Legal Scoop on Trademarks, Copyrights, the Internet and Social Media**

The world of intellectual property, the Internet and social media is evolving quickly. Associations must understand the legal background affecting their print and online publications. This session will cover the fundamentals of law regarding trademarks, copyrights, the Internet and emerging social media to help you avoid legal risk and focus on developing cutting-edge resources for your members.

**CONTENT LEADERS:** **Jefferson C. Glassie**, partner, Pillsbury Winthrop Shaw Pittman LLP • **Patrick J. Jennings**, senior associate, Pillsbury Winthrop Shaw Pittman LLP

**Grammar Are Is Good to Know**

Don't let bad habits or a lack of grammatical knowledge ruin good copy! For editors needing a refresher or newbies looking for tips, this session shares common grammatical mistakes to avoid and explores general philosophies that guide good editing. Learn the importance of knowing your audience — and steering your writers — to achieve editorial excellence. Bring your questions to our experienced editorial panel.

**CONTENT LEADERS:** **Glenn Cook**, editor in chief/director of publications, National School Boards Association • **Erin Pressley**, vice president, editorial, NACS: The Association for Convenience & Petroleum Retailing

2:15p.m. – 3:00p.m.

**Good Humor, Good Friends Social & Raffle**

Sponsored by: RR Donnelley

Enjoy ice cream and fruit bars while visiting with exhibitors.

3:00p.m. – 4:00p.m.

**Closing General Session****The Future of Association Publishing**

To serve the ever-changing information needs of members and other critical audiences, associations must distribute content across a diverse range of print, e-media, online and social media channels. Join us to discuss what the future holds for association publishing — and learn how two associations have integrated their print publications with today's full range of communications platforms to improve the ways they reach and serve their members.

**CONTENT LEADERS:** **Julie Summers Walker**, director of publications, Aircraft Owners & Pilots Association • **Norma G. Kent**, vice president of communications, American Association of Community Colleges • **Gary Dolzall**, partner and managing director, McGill + Partners Consulting  
• **Frank McGill**, founding partner, McGill + Partners Consulting

**Membership:** Not a member of Association Media & Publishing? Join online today at [www.associationmediaandpublishing.org](http://www.associationmediaandpublishing.org). Take advantage of the opportunity to become a member of Association Media & Publishing now and qualify for discounted registration fees.

**Marketplace:** Visit the latest products and services in the Marketplace June 15-16.

**30th Annual EXCEL Award Winners:** View the best and brightest of 2010 at the EXCEL Awards display. Start thinking about the publications you will submit for the 2011 EXCEL Awards.

**Annual Meeting Committee:** The Association Media & Publishing Annual Meeting is the culmination of a team effort led by a group of your peers- all of who face the same opportunities and challenges you do each day. The Association Media & Publishing Board of Directors and staff would like to thank the Annual Meeting Committee and Co-Chairs for their time and effort in bringing you this high-quality educational content.

**Angel Alvarez-Mapp**, communications production manager, Masons of California • **Jeff Bebee**, marketing director, magazines, American Institute of Physics • **Brace Boone III**, president, The Boone Group • **Kim Kett**, Director, business development, Texterity, Inc. • **Alessia Kirkland**, creative director, Optical Society of America • **Michael Krieger**, editor, International Foundation of Employee Benefit Plans • **Tori Miller**, director of marketing and communications, Global Cold Chain Alliance • **Brian O'Leary**, principal, Magellan Media Consulting Partners • **Erin Pressley**, vice president, editorial, NACS • **Joe Rominiacki**, managing editor, newsletters, ASAE & The Center for Association Leadership • **DeShuna Spencer**, director of communications, National School Supply & Equipment Association • **Cindy Stevens**, senior director, publications, Consumer Electronics Association • **Joe Vallina**, assistant director, Periodicals American Nurses Association • **Samantha Whitehorn**, managing editor, ASAE & The Center for Association Leadership

#### Co-Chairs:

**Christopher Durso**, executive editor, *Convene*, Professional Convention Management Association • **Donn Greenberg**, publisher, *Project Management Journal*, and manager, publications *PM Network* magazine, Project Management Institute

**A Special Note To The Disabled:** Association Media & Publishing wishes to ensure that no individual with a disability is excluded, denied services, segregated, or otherwise treated differently from other individuals because of the absence of an auxiliary aid or service. If any auxiliary aid or service identified with the Americans with Disabilities Act is required, please contact Association Media & Publishing at 703.506.3285.

**Questions?** Contact Association Media & Publishing at 703.506.3285 or [info@associationmediaandpublishing.org](mailto:info@associationmediaandpublishing.org).

Throughout the Annual Meeting, connect with Association Media & Publishing attendees and members through LinkedIn, Facebook, Twitter, Flickr and YouTube.

## BONUS Webinar for Early-Bird Registrants

### Mobile Magazing: Rethinking Association Publications for the iPhone Era

Thursday, May 20, 2010, 2:00p.m. – 3:30p.m. ET

The future of associating is mobile, and so is the future of "magazing" for association publishers. The rapid growth of the worldwide mobile platform, driven by the explosive adoption of the iPhone and other smartphones, is creating the only almost-always-on, almost-always-accessible channel for delivering rich, compelling and meaningful content to current and potential followers in a variety of forms. This session will challenge association publishers to rethink the magazine as a verb, and imagine a fresh, social and mobile experience for a new generation of stakeholders.

**CONTENT LEADER:** Jeff De Cagna, chief strategist and founder, Principled Innovation LLC

## Registration Information

**Handouts:** The Association Media & Publishing Annual Meeting is a paperless (not paper-free) event. Association Media & Publishing will not provide printed session handouts for Annual Meeting attendees. Electronic access to session handouts and conference materials will be available at [www.associationmediaandpublishing.org](http://www.associationmediaandpublishing.org).

**Refund Policy:** Full registration, minus a \$25 processing fee, will be refunded if cancellation is received in writing no later than May 5, 2010. Cancellations will be accepted after that date; however, no refunds will be given, and full registration fees apply.

**Conference Attire:** Casual business attire is suggested for the conference sessions and reception. It's best to wear layered clothing, as meeting rooms tend to fluctuate in temperature.

**EXCEL Gala Attire:** Cocktail attire is recommended for the 30th Annual EXCEL Awards Gala.

### Hotel Rooms and Reservations

Book your room by May 24, 2010.  
Capital Hilton Hotel  
1001 16th Street, NW (16th & K Streets, NW)  
Washington, DC 20036  
Tel: 202.393.1000

Association Media & Publishing has a block of rooms reserved at the Capital Hilton Hotel. Rooms are available for \$289. To make your reservation, please contact Hilton Reservations at 800-HILTON and ask for the "SNAP – 2010 Association Media & Publishing Conference Rate". After May 24, reservations are only accepted based on space and rate availability. Be sure to mention that you are with Association Media & Publishing/SNAP to receive the discounted rate. Rooms are sold on a first-come, first-served basis, so don't delay. To book your room online, visit [www.hilton.com/en/hi/groups/personalized/DCASHHH-SNP-20100613/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/DCASHHH-SNP-20100613/index.jhtml?WT.mc_id=POG).

### Getting to the Event:

Washington, DC, is serviced by three major airports: Reagan National Airport (DCA), Dulles International Airport (IAD), and Baltimore Washington International (BWI). Reagan National is the closest in proximity to the Capital Hilton.

**Metro:** The Capital Hilton is conveniently located only a few blocks from three different Metro stations: Farragut North Metro Station (Red Line), Farragut West Metro Station (Blue and Orange Lines), and McPherson Square Metro Station (Blue and Orange Lines). For more information, visit [www.wmata.com](http://www.wmata.com).

### Payment Instructions:

**By credit card, check or purchase order, please remit payment to:**

Association Media & Publishing  
1760 Old Meadow Road, Suite 500  
McLean, VA 22102

**Telephone:** 703.506.3285

**Fax:** 703.506.3266

**E-mail:** [info@associationmediaandpublishing.org](mailto:info@associationmediaandpublishing.org)

## SHARE THE WEALTH:

All Annual Meeting attendees are encouraged to bring copies of their publications (magazines, newsletters, scholarly journals, etc.) and other materials for display and distribution. Don't want to carry them? You can mail your publications ahead of time to Association Media & Publishing, Publications Display, 1760 Old Meadow Road, Suite 500, McLean, VA 22102.

Stay connected with Twitter. Get up-to-the-minute information and share your ideas and experiences by following the Association Media & Publishing feed at <http://twitter.com/assnmediapub> and the hashtag #assnmediapub.

# REGISTRATION FORM

**Internal Use:**  
Member ID #: \_\_\_\_\_

## Association Media & Publishing 2010 Annual Meeting June 14-16, 2010

Use a separate form for each registrant. Duplicate form as needed. Please type or print clearly.

Name \_\_\_\_\_ Nickname for Badge \_\_\_\_\_  
 Title \_\_\_\_\_ Publication \_\_\_\_\_  
 Association/Company \_\_\_\_\_  
 Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
 Twitter \_\_\_\_\_ Website \_\_\_\_\_

**Please check if you are:**

First-Time Attendee?  Association Media & Publishing Member?  YES  NO

Not a member of Association Media & Publishing? Join online today at [www.associationmediaandpublishing.org](http://www.associationmediaandpublishing.org). If no, take advantage of the opportunity to become a member of Association Media & Publishing now and qualify for discounted registration fees.

### Registration Fees and Deadlines

**Save \$135 on the Pre-Conference Workshop Registration Fee when attending both the Pre-Conference Workshop and the Annual Meeting.**

**Payment:** Payment must accompany this registration form. Payment for all registrants from one organization may be covered with one check or credit card, but separate registration forms must be included for each registrant (please copy this form).

**Pre-Conference Workshop: Perk Up Your Magazine:**

**How to Brew a Better Book**

½ Day Pre-Conference Workshop

Monday, June 14, 2010, 1:00 p.m. – 5:00 p.m.

**Member Fee**

Pre-Conference Workshop (when attending Annual Meeting) \$165

Pre-Conference Workshop Only \$300

**Non-Member Fee**

Pre-Conference Workshop (when attending Annual Meeting) \$335

Pre-Conference Workshop Only \$495

**EXCEL Awards Gala**

Monday, June 14, 2010, 6:30 p.m.

Ticket fee (Separate) \$135

**Association Media & Publishing Annual Meeting**

Tuesday, June 15, 2010 8:00 a.m. – 6:15 p.m.

Wednesday, June 16, 2010 7:45 a.m. – 4:00 p.m.

	Early Bird Discount Postmarked by May 5	Postmarked after May 5
<b>Member Fee:</b>		
First Registrant	\$475 <input type="checkbox"/>	\$525 <input type="checkbox"/>
Additional Registrants (same organization)	\$445 <input type="checkbox"/>	\$475 <input type="checkbox"/>
Bonus Webinar	\$0 <input type="checkbox"/>	
<b>Non-Member Fee:</b>		
First Registrant	\$675 <input type="checkbox"/>	\$715 <input type="checkbox"/>
Additional Registrants (same organization)	\$625 <input type="checkbox"/>	\$675 <input type="checkbox"/>
Bonus Webinar	\$0 <input type="checkbox"/>	

**Special Meal Request:** Please indicate if you have a special meal request (ex. Vegetarian/Vegan, Gluten-Free, Kosher Meal, etc.)  
 \_\_\_\_\_

**Please note: The EXCEL Awards Gala is not included in the Annual Meeting registration fee. Tickets must be purchased separately.**

Check  VISA  MasterCard  American Express

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

**If paying by check or credit card, please remit to: Association Media & Publishing, 1760 Old Meadow Road, Suite 500 McLean, VA 22102.**

**TOTAL:**  
 Pre-Conference Workshop Fee (41015): \_\_\_\_\_  
 Association Media & Publishing Annual Meeting (41010): \_\_\_\_\_  
 EXCEL Awards Gala (47120)  
 Number of tickets: \_\_\_\_\_  
 EXCEL Awards Gala Fee: \_\_\_\_\_  
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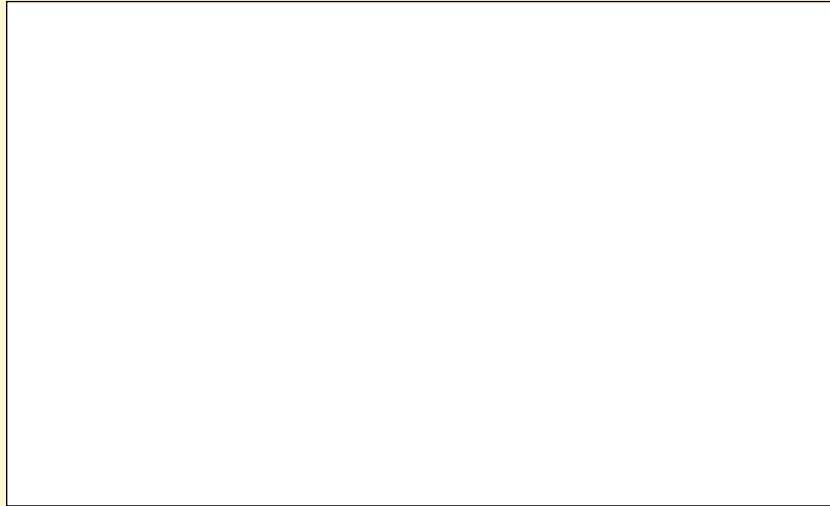


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Each year I look forward to attending the Association Media & Publishing conference. Not only is there a high level of educational sessions that fit into my professional development but also a great selection of exhibitors. I actually met our new publication printer while visiting the exhibit hall.

Donn Greenberg, publisher, *Project Management Journal*, and manager, publications *PM Network* magazine, Project Management Institute

What makes the conference so special is the people who attend. As much as I look forward to attending the sessions, and can never attend all the ones I'd like to hear, the top attraction for me is talking to attendees, exhibitors, and staff. The connections I make at the conference are a resource that I can access all year long.

Brent Jacocks, director, publishing services, American Speech-Language-Hearing Association

I had enough useful information and tips within the first hour of the conference to more than pay for the conference. What a great experience!

Lisa Junker, CAE, IOM, editor-in-chief, *Associations Now*, ASAE & The Center for Association Leadership