

NOT INCLUDED IN VALUE PACKAGES

## SINGLE PURCHASE ITEMS

### EDUCATION

- **Exposition Registration Fee**  
Includes admittance to trade show floor, both keynote addresses and Design of the Times Gallery (Brands & Retailers - no charge)
- **Individual Seminar Ticket\***
- **E-Commerce Symposium\*** (Tuesday - full day)
- **Symposiums\*** (Tuesday - half day)
- **Who's Who Breakfast Presentation\*** (Wednesday)
- **Docent Led Tours\*** (Wednesday & Thursday)

*\*Requires payment of Exposition Registration Fee either as a Single Purchase Item or as part of an Expo Value Package.*

### NETWORKING

- **Design of the Times Awards Reception & Ceremony** (Wednesday)
- **P2PI's Women of Excellence Reception** (Wednesday)

## EXPO VALUE PACKAGES

### One-Day Expo Package (Wednesday OR Thursday)

- Choice of four seminars offered on Wednesday **OR** Thursday
- Exposition registration fee includes admittance to trade show floor, both keynote addresses and Design of the Times Gallery

### Two-Day Expo Package (Wednesday AND Thursday)

- Choice of eight seminars offered on Wednesday **AND** Thursday
- Exposition registration fee includes admittance to trade show floor, both keynote addresses and Design of the Times Gallery

P2PI MEMBER RATES		NON-MEMBER RATES	
Advanced June - Sept. 9	On-Site	Advanced June - Sept. 9	On-Site
NO CHARGE	\$25	\$100	\$115
\$170	\$180	\$195	\$210
\$749	\$779	\$949	\$989
\$395	\$425	\$450	\$485
\$190	\$200	\$205	\$215
\$25	\$25	\$25	\$25
\$140	\$150	\$155	\$165
\$50	\$50	\$50	\$50
\$545 <i>Save 20%</i>	\$600	\$720 <i>Save 20%</i>	\$770
\$950 <i>Save 30%</i>	\$1,020	\$1,180 <i>Save 30%</i>	\$1,255

### MEMBER DISCOUNTED RATES

All current Path to Purchase Institute members pay less to attend Expo. If your company is not a member, consider becoming one before you register. It could save you a bundle! For more information about costs and benefits of Institute membership, please call Quan at (773) 992-4464.

### PAYMENT

Payment may be made by Visa, MasterCard, Discover or American Express when registering online at [www.Path2PurchaseExpo.com](http://www.Path2PurchaseExpo.com) or by calling customer service at (985) 801-0678. Checks made payable to Path to Purchase Expo may be mailed with a completed registration form to Path to Purchase Expo, c/o ATS, 217 General Patton Avenue, Mandeville, LA 70471

### YOUR RECEIPT

A confirmation receipt will be emailed to the address provided, upon completion and payment of your registration.

### BOOK YOUR HOTEL

Visit [www.Path2PurchaseExpo.com/expo-hotels](http://www.Path2PurchaseExpo.com/expo-hotels)

### CANCELLATION POLICY

All registration fees for the Path to Purchase Expo are non-refundable and non-transferable after Sept. 9, 2016. If you wish to cancel, you must send your request in writing to [peggy@p2pi.org](mailto:peggy@p2pi.org) before Sept. 9, 2016. There is a \$50 processing fee for canceled seminars and networking events.

### EMAIL

By providing us with your email address, you may occasionally receive exclusive updates regarding the latest news from your friends at the Path to Purchase Institute. Rest assured, your email address will not be sold or shared and you'll have the ability to manage your preferences or opt-out from these messages at any time.

### PHOTOS & VIDEO

By registering and attending the Path to Purchase Expo, you are acknowledging your understanding and acceptance that you may be included in photographs or video taken during the event and that these photographs or video footage may be used by the Path to Purchase Institute in future promotional materials.



### REGISTER ONLINE:

[www.Path2PurchaseExpo.com](http://www.Path2PurchaseExpo.com) before Sept. 9  
(pay by credit card)



### CONTACT CUSTOMER SERVICE: (pay by credit card)

Call (985) 801-0678 or email [p2pexpo@american-tradeshow.com](mailto:p2pexpo@american-tradeshow.com)



### DOWNLOAD A REGISTRATION FORM AT:

[www.Path2PurchaseExpo.com/register-now](http://www.Path2PurchaseExpo.com/register-now)

Return it with payment before Sept. 9  
(pay by credit card or check)



### FAX COMPLETED FORM TO:

(985) 809-0700



### MAIL COMPLETED FORM TO:

Path to Purchase Expo  
c/o ATS  
217 General Patton Avenue  
Mandeville, LA 70471



### QUESTIONS?

Call (985) 801-0678

# REGISTRATION FORM



Sept. 20-22, 2016  
(Exposition: Sept. 21-22)  
Rosemont (Chicago), IL

## Tell Us About You (all fields required)

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL\*\* \_\_\_\_\_

## CHOOSE YOUR ITEMS Please check the appropriate boxes.

### SYMPOSIUMS - PLEASE SELECT ONLY ONE

#### Tuesday, Sept. 20

- 8:00 am - 4:30 pm  **S1** E-Commerce: Strategies for Fast Moving Consumer Goods
- 1:00 - 4:30 pm  **S2** The Shopper Solution: Driving Growth Through Stronger Insights Identification and Activation
- 1:00 - 4:30 pm  **S3** Transform Your Approach to Product Line Reviews – From Adversaries to Win-Win-Win Partnerships
- 1:00 - 4:30 pm  **S4** Courting Today's Health-Oriented Shopper

### KEYNOTE ADDRESSES (Included with all registrations.)

#### Wednesday, Sept. 21

- 9:00 - 10:00 am  **K1** Designing the Customer Experience of the Future

#### Thursday, Sept. 22

- 9:00 - 10:00 am  **K2** How a Compelling Integrated Marketing Campaign Can Capture the Hearts and Minds of Your Shoppers and Consumers

### EXPO SEMINARS

#### Wednesday, Sept. 21

	8:00 - 8:45 am	1:00 - 1:45 pm	2:00 - 2:45 pm	3:00 - 3:45 pm
Insights Into Activation	<input type="checkbox"/> A1	<input type="checkbox"/> A2	<input type="checkbox"/> A3	<input type="checkbox"/> A4
Shopper Marketing Best Practices	<input type="checkbox"/> B1	<input type="checkbox"/> B2	<input type="checkbox"/> B3	<input type="checkbox"/> B4
Collaboration	<input type="checkbox"/> C1	<input type="checkbox"/> C2	<input type="checkbox"/> C3	<input type="checkbox"/> C4
Digitally Integrated Solutions	<input type="checkbox"/> D1	<input type="checkbox"/> D2	<input type="checkbox"/> D3	<input type="checkbox"/> D4
Home Improvement Channel Strategies	<input type="checkbox"/> E1	<input type="checkbox"/> E2	<input type="checkbox"/> E3	<input type="checkbox"/> E4
Leveraging Mobile	<input type="checkbox"/> F1	<input type="checkbox"/> F2	<input type="checkbox"/> F3	<input type="checkbox"/> F4

#### Thursday, Sept. 22

	8:00 - 8:45 am	1:00 - 1:45 pm	2:00 - 2:45 pm	3:00 - 3:45 pm
Measurement & ROI	<input type="checkbox"/> G1	<input type="checkbox"/> G2	<input type="checkbox"/> G3	<input type="checkbox"/> G4
P-O-P & In-store Activation	<input type="checkbox"/> H1	<input type="checkbox"/> H2	<input type="checkbox"/> H3	<input type="checkbox"/> H4
Personalization & Integration	<input type="checkbox"/> J1	<input type="checkbox"/> J2	<input type="checkbox"/> J3	<input type="checkbox"/> J4
Trends & Technology	<input type="checkbox"/> L1	<input type="checkbox"/> L2	<input type="checkbox"/> L3	<input type="checkbox"/> L4
Solutions for Retailers	<input type="checkbox"/> M1	<input type="checkbox"/> M2	<input type="checkbox"/> M3	<input type="checkbox"/> M4
Power of Social	<input type="checkbox"/> N1	<input type="checkbox"/> N2	<input type="checkbox"/> N3	<input type="checkbox"/> N4

### WHO'S WHO BREAKFAST PRESENTATION

- Wednesday, Sept. 21  **W1** Changing the Menu: Marketing to the Natural and Organic Food Shopper *(Limited paid tickets available.)*

### DOCENT TOURS (Choose one)

- Wednesday, Sept. 21  10:15 - 11:00 am  11:15 am - 12:00 pm
- Thursday, Sept. 22  10:15 - 11:00 am  11:15 am - 12:00 pm

### DESIGN OF THE TIMES/NETWORKING EVENT

#### Wednesday, Sept. 21

- 4:30 - 6:00 pm  Design of the Times Awards Reception & Ceremony

### P2PI'S WOMEN OF EXCELLENCE/NETWORKING EVENT

#### Wednesday, Sept. 21

- 5:30 - 7:30 pm  P2PI's Women of Excellence Reception



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c/o ATS, 217 General Patton Avenue, Mandeville, LA 70471

## CALCULATING YOUR PAYMENT

EXPO VALUE PACKAGES	ADVANCED RATE	TOTAL
	Member/Non-Member	
<input type="checkbox"/> Two-Day Expo Package <i>(Includes registration fee + 8 seminar tickets)</i>	\$950/\$1,180	= \$ _____
<input type="checkbox"/> One-Day Expo Package <i>(Includes registration fee + 4 seminar tickets)</i>	\$545/\$720	= \$ _____

### SINGLE PURCHASE ITEMS

EDUCATION		
<input type="checkbox"/> Individual Seminar Ticket*	\$170/\$195	= \$ _____
<input type="checkbox"/> E-Commerce Symposium*	\$749/\$949	= \$ _____
<input type="checkbox"/> Symposium*	\$395/\$450	= \$ _____
<input type="checkbox"/> Who's Who Breakfast Presentation*	\$190/\$205	= \$ _____
<input type="checkbox"/> Docent-led Tours*	\$25/\$25	= \$ _____
<input type="checkbox"/> Exposition Registration Fee <i>(Brands &amp; Retailers - no charge)</i>	N/A/\$100	= \$ _____

\*Requires payment of Exposition Registration Fee either as a Single Purchase Item or as part of an Expo Value Package.

### NETWORKING

<input type="checkbox"/> Design of the Times Awards Reception & Ceremony	\$140/\$155	= \$ _____
<input type="checkbox"/> P2PI's Women of Excellence Reception	\$50/\$50	= \$ _____

*If amount is due, please indicate payment method below.*

**TOTAL DUE:**

CHECK  MC  VISA  AMEX  DISCOVER

CREDIT CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ CVV CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

PROMO CODE \_\_\_\_\_

\*\*By providing us with your email address, you may occasionally receive exclusive updates regarding the latest news from your friends at the Path to Purchase Institute. Rest assured, your email address will not be sold or shared and you'll have the ability to manage your preferences or opt-out from these messages at any time.

**QUESTIONS?**  
**(985) 801-0678**