

# REGISTRATION



Sept. 26-28, 2017  
(Exposition: Sept. 27-28)  
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 EXPERIENCE

#### P2PX VALUE PACKAGES

- |   | ADVANCED RATE              | TOTAL |
|---|----------------------------|-------|
|   | Member/Non-Member          |       |
| <input type="checkbox"/> Premium Experience Package<br><small>(Includes registration fee and your choice of eight seminars offered on Wednesday AND Thursday)</small> | \$1,050/\$1,375 = \$ _____ |       |
| <input type="checkbox"/> Deluxe Experience Package<br><small>(Includes registration fee and four seminar tickets on Wednesday OR Thursday)</small>                    | \$550/\$765 = \$ _____     |       |

#### A-LA-CARTE

##### EDUCATION

- |  |                        |  |
|--|------------------------|--|
| <input type="checkbox"/> Exposition Registration Fee<br><small>(Brands &amp; Retailers - no charge)</small>    | N/A/\$115 = \$ _____   |  |
| <input type="checkbox"/> Individual Seminar Ticket*  | \$175/\$215 = \$ _____ |  |
| <input type="checkbox"/> S1: E-Commerce Symposium:<br>Transforming the Shopper Journey                         | \$775/\$950 = \$ _____ |  |
| <input type="checkbox"/> S2: Multicultural Retail 360: Remaining<br>Relevant to the New Mainstream<br>Consumer | \$599/\$599 = \$ _____ |  |
| <input type="checkbox"/> S3: Shopper Marketing Next:<br>Core Enablers to Play Offense                          | \$395/\$450 = \$ _____ |  |

##### NETWORKING FUNCTIONS

- |   |                        |  |
|---|------------------------|--|
| <input type="checkbox"/> Women of Excellence Awards & Reception<br><small>Tuesday, September 26, 5:00-7:00 pm</small>               | \$50/\$50 = \$ _____   |  |
| <input type="checkbox"/> Design of the Times Awards Reception &<br>Ceremony<br><small>Wednesday, September 27, 5:00-7:00 pm</small> | \$140/\$155 = \$ _____ |  |

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 \_\_\_\_\_

### PLEASE CHECK BELOW

#### 1. What BEST describes your job function?

- Brand/Product Management
- C-Level/Executive Management
- Creative/Design
- Digital/Ecommerce/Mobile
- Marketing/Advertising Promotion
- Merchandising/Packaging/POP
- Production/Manufacturing/Engineering
- Purchasing/Estimating/Procurement/Logistics
- Research/Analytics/Insights
- Sales Ops/Category Mgmt/Trade Marketing
- Sales/Business Development/Customer Team
- Shopper Marketing

#### 2. What BEST describes your company's primary business?

- Agency
- Consultant
- Consumer Product Manufacturers
- Digital/Media
- Education/Trade Association
- Field Merchandising
- Packaging
- Path-to-Purchase
- P-O-P Producers
- Research/Analytics/Insight
- Retailer
- Vendor to the P-O-P Trade
- Other

#### MEMBER DISCOUNTED RATES

All current Path to Purchase Institute members pay less to attend P2PX. 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 (773) 992-4450.

#### PAYMENT

Payment may be made by Visa, MasterCard, Discover or American Express when registering online at Path2PurchaseExpo.com or by calling customer service at (985) 801-0678. Checks made payable to Path to Purchase Expo may be mailed with a printed 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 Path2PurchaseExpo.com/expo-hotels for deadlines and discounted rates.

#### CANCELLATION POLICY

All registration fees for the Path to Purchase Expo are non-refundable and non-transferable after Sept. 15, 2017. If you wish to cancel, you must send your request in writing to peggy@p2pi.org before Sept. 15, 2017. There is a \$50 processing fee for canceled seminars and networking events.

#### EMAIL

By providing us with your e-mail address, you may occasionally receive exclusive updates regarding the latest news from your friends at the Path to Purchase Institute or EnsembleQ. Should the content interest you, great! If not, you'll have the ability to manage your preferences or opt-out from these messages at any time.

#### PHOTOS & VIDEO

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



#### QUESTIONS?

Call (985) 801-0678 or email [p2px@american-tradeshow.com](mailto:p2px@american-tradeshow.com)



**FAX COMPLETED FORM TO:** (985) 809-0300



#### MAIL COMPLETED FORM TO:

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