



### EVERYONE BENEFITS WHEN YOU JOIN DMAD

#### ...a message from the Board of Directors

We believe that membership can help elevate your career and can grow your business – it will also add depth to your professional contacts within the industry. Active participation can also position your company as a direct marketing leader in the community.

By completing and submitting the application, you'll soon see that it is well worth your time and effort to become a DMAD Member.

We look forward to seeing you as a regular participant at our wide variety of events.

#### MEMBERSHIP IN THE DMAD— YOU'LL ENJOY A WIDE VARIETY OF PROFESSIONAL AND PERSONAL ADVANTAGES INCLUDING:

- The impressive roster of speakers who make significant presentations at scheduled DMAD events
- Nationally recognized marketing professionals from corporations including Chrysler, Ford, General Motors, Google, Microsoft and Yahoo
- Networking opportunities at every DMAD event— continuing to move your career forward
- Professional listing in our Membership Directory



### DIRECT MARKETING ASSOCIATION OF DETROIT

32621 Grand River Ave.  
Farmington, MI 48336  
(248) 478-4888  
www.dmad.org



**JOIN NOW --  
Individual membership  
is only \$90.00 / year!**



### DIRECT MARKETING ASSOCIATION OF DETROIT

#### THE CORPORATE ADVANTAGE

If your company is a user of direct marketing disciplines, and you have five or more employees involved, you can increase your participation in the DMAD at special savings with a "Corporate Partnership" program.

A corporate membership enables your company to gain heightened visibility, and save more money on memberships, luncheons and events.

**Ask any Board Member for more information or call the DMAD office at (248) 478-4888**



For more information visit our website at [www.dmad.org](http://www.dmad.org)



# MOVE BEYOND YOUR COMPETITION



The Direct Marketing Association of Detroit is your path to increased capabilities and versatility leading to personal and business growth. With your membership, the many benefits derived from belonging to the DMAD can be priceless.



## ATTENDING ONE OF DMAD'S ACCLAIMED LUNCHEONS IS A PERFECT START

In the short time span of a DMAD luncheon, you will:

- Assimilate valuable data and techniques from speakers who are experts in their fields
- Discover what other successful companies are doing
- Interact through Q&A sessions
- Gain exposure and generate new business leads through lucrative networking

## SAVE ON ALL DMAD EVENTS – AND MORE:

- **25% off each luncheon**
- **Exclusive “Members Only” rates:**
  - Save \$70.00 on the Automotive Interactive Marketing Symposium (AIMS)
  - Save \$50.00 on each Target Awards entry
  - Save \$45.00 on our Target Awards Evening
- **Discounts at local ad clubs such as Adcraft, Digital 313 and Detroit AMA**
- **Discounts of up to 50% on DMA membership, events and products**

**YOUR MEMBERSHIP  
PAYS FOR ITSELF!**

## AIMS – MICHIGAN'S MOST IMPORTANT AUTOMOTIVE MARKETING EVENT

The “can’t-miss” event of the year, this valuable day-long symposium boasts one of the highest attendances of any marketing event in all of Michigan.

- Excellent opportunity to grow your integrated marketing expertise
- Outstanding speakers, panelists, seminars, and networking
- Key automotive influentials are a part of this event
- Everyone remotely connected to the industry benefits from attending AIMS



## DMAD KEEPS YOU IN TOUCH – KEEPS YOU ON TOP

You will be continually connected with:

- Educational programs and seminars
- E-mail notices and direct mail announcements
- RESPONSE, the DMAD newsletter
- Podcasts on our new website



## TARGET AWARDS – AN ANNUAL EVENT THAT RECOGNIZES YOU AND YOUR EXPERTISE

Target Awards in many respects mirrors the Oscars with fashion, fine food and a wide array of talent being recognized and rewarded. Target Awards are presented for each winning entry that:

- Exhibits in-depth knowledge and talent
- Is innovative in design and concept
- Produces an exceptional measured response
- Meets the high standards of the judging committee

## MICHIGAN'S PREMIER RESOURCE FOR MARKETING DATA AND CAPABILITIES

You will have Members-Only access to DMAD's database of our membership roster offering a myriad of resources including:

- Technical, IT and database companies
- Printing and fulfillment companies
- Individual talents; free-lance designers and writers
- All easily contacted through our cross-referenced database

## PLAY A KEY ROLE

As a member, you or your company may also sponsor a DMAD luncheon and:

- Display your capabilities, products and services
- Reach a very qualified and captive audience

## COMPLETE THIS APPLICATION

RETURN TO ONE OF THE DMAD BOARD MEMBERS, OR MAIL TO:

DMAD • 32621 Grand River, Ave.  
Farmington, MI 48336  
Or join by visiting [www.dmad.org](http://www.dmad.org)

FIRST NAME INITIAL LAST NAME

PERSONAL STREET ADDRESS

PERSONAL CITY ADDRESS STATE ZIP

JOB TITLE

COMPANY NAME

COMPANY STREET ADDRESS

COMPANY CITY ADDRESS STATE ZIP

COMPANY PHONE YOUR CELL PHONE

E-MAIL

### PAYMENT METHOD:

- CHECK  CASH  BILL ME  
 MASTERCARD  VISA  DISCOVER

CARD NUMBER EXP. DATE

SECURITY CODE (as listed on back of card)

Please accept my application for individual membership in the Direct Marketing Association of Detroit.

I understand that membership for one year is \$90.00. Please process the payment method I have selected above.

SIGNATURE

MAKE YOUR MOVE NOW – FILL OUT YOUR DMAD APPLICATION TODAY ...