

# MARKETING. REDEFINED.

In a crowded media landscape, there's only one clear choice: direct response.

## Response Expo 2010 Content Educational Sessions, Panel Discussions and Case Studies

Only Response Expo 2010 attendees receive the unique opportunity to engage first-hand with world-class marketers, companies and brands at the pulse of the direct response industry. Here's a sneak-peek of our educational lineup:



### Keynote Address

Tuesday, May 12

With a history of notable speakers headlining at Response Expo, you won't believe who we have lined up as this year's keynote. **More information to come!**



### Case Studies

Thursday, May 14

Join some of the world's leading marketers and get their take on DR campaign successes and failures.

- » Learn from the best about what made their campaigns tick
- » Get inside tips on best practices
- » Maximize your reach and ROI utilizing direct response



### Panel Discussions

Wednesday, May 13

6 hard-hitting panels featuring exclusive topics such as:

- » Getting the Best Retail Space for Your DRTV Product
- » Unintended Consequences: The FTC's Endorsement Guidelines
- » Best Practices from DRMA Marketer of the Year Nominees
- » Innovative Direct Response
- » Product Placement's Direct Response Awakening
- » This Year's Model: DR Media in 2010



**Register Now** at  
[www.ResponseExpo.com](http://www.ResponseExpo.com)



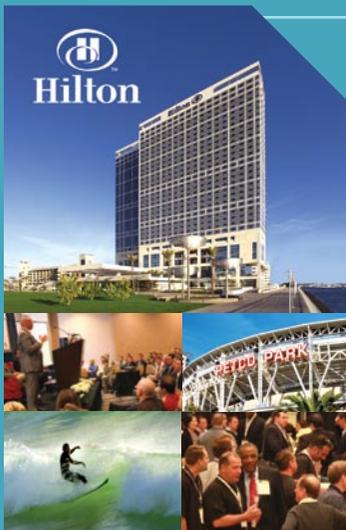
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May 11-13, 2010 | Hilton San Diego Bayfront

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## Response Expo 2010 Networking Lineup

Who says business can't be pleasure? See how Response Expo breaks the mold with our all-star lineup of unforgettable networking events open only to All-Access Badge holders. With an average of more than 450 partygoers at each event, we invite you to unwind, network and shake hands with your next client or colleague.

**Register Now** at [ResponseExpo.com](http://ResponseExpo.com)



**Tuesday, May 11, 7 a.m.-2 p.m. at the Riverwalk Golf Club**  
Don't miss the third annual Response Expo 2010 Golf Tournament, presented by Response Magazine and the DRMA. There's no better way to improve your business relationships and golf game than at this event.



**Closing Night Party**  
**Thursday, May 13, 6-9 p.m.**

Get the behind-the-scenes treatment at San Diego's most famed attraction, Sea World. Closing night attendees will once again experience a private party after hours, with even more special events planned! Get up close with Shamu and enjoy the surprise in store at this one-of-a-kind event. Transportation will be provided to and from the Hilton San Diego Bayfront.



**Bayfront Celebration**  
**Wednesday, May 12, 6-9 p.m.**

There's always a surprise in store for Bayfront partygoers. Enjoy the beautiful San Diego sunset while unwinding after a full day of closing deals.



**Opening Night Party**  
**Tuesday, May 11, 7-9 p.m.**

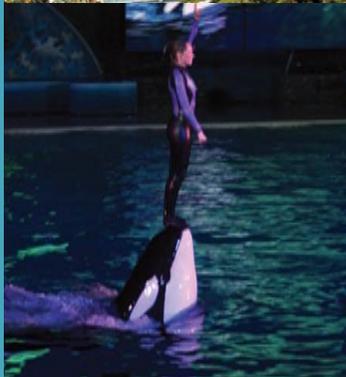
Immediately following the keynote address is the Response Expo Opening Night party at the Hilton San Diego Bayfront. This much-anticipated event is always a packed house. Come shake hands with the Response Expo crowd and enjoy drinks and hors d'oeuvres.




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## Registration is Now Open for Response Expo 2010

Year after year, Response Expo is the go-to event for direct response marketers or those looking to add DR to their campaign. The **All-Access Badge** allows entry into the keynote address, all educational sessions, the exhibit hall and all three evening networking events.

2010 All-Access Badge holders can look forward to:

- » Mingling with more than 2,500 professional marketers
- » A sold-out trade show floor
- » Brand-new educational content from the world's leading marketers, including an exclusive session with the **DRMA Marketer of the Year nominees**
- » A ground-breaking keynote address
- » Three celebrated networking parties, including the closing-night event at Sea World



You can't afford to miss Response Expo 2010 and with **All-Access Badges** priced at **\$595**, you won't have to.



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