



# NATIONAL ARTS MARKETING PROJECT CONFERENCE

Memphis, TN November 11–13

registration instructions

## conference

### SATURDAY

NOVEMBER 11, 2017 8:00 A.M.

### THROUGH

### MONDAY

NOVEMBER 13, 2017 12:00 P.M.

## preconference

### FRIDAY

NOVEMBER 10, 2017 1:00 P.M.–6:00 P.M.

**DESIGN THINKING BOOT CAMP: DRIVING TO ACTION THROUGH EMPATHY**

## headquarters

### THE PEABODY MEMPHIS

149 Union Avenue  
Memphis, TN 38103  
901.529.4000

## how to register

1. Online at <http://namp.americansforthearts.org/register>
2. Fax this completed form to 202.371.0424
3. Mail this completed form to **National Arts Marketing Project Conference c/o Americans for the Arts**, P.O. Box 91261, Washington, DC 20090-1261.

Registrations submitted without payment will not be processed.

## MEMBER RATES FOR MAIN CONFERENCE

	POSTMARKED BY	RATE
Early-Bird	August 25, 2017	\$475
Advanced	After August 25, 2017	\$575
Onsite	After October 27, 2017	\$650

## REGISTRATION INSTRUCTIONS

Please see page 3 to fill out your registration form.

- Early-Bird registration rates will increase to the Advanced rates at 11:59 P.M. (ET) on August 25, 2017. All registrations and payments postmarked after August 25 will be processed at the Advanced registration rates. Advanced registration will close on October 27, 2017, and all registrations and payments postmarked after October 27 will be processed at the Onsite rate. Name badges and payments will not be processed for registrations received within two weeks prior to the start of the Conference. They will be processed onsite.

- A complete list of registration rates and categories are listed on the registration form. If you are in one of the categories listed below, you **cannot** register online. Please return this completed form to Americans for the Arts either by mail or fax.

- Paying with Purchase Order or Check
- Scholarship Recipients
- Students

Registrations are NOT considered complete without full payment or a government Purchase Order. If payment is not received prior to the Conference, you will be asked to register onsite and pay the full Conference registration rate.

## SPECIAL DISCOUNTS AND PROMOTIONS

Discounted fees are listed on the registration form. Discounts cannot be combined in any way.

### MAIN CONFERENCE

- **Professional Membership:** Sign up to become a professional member on the Conference registration form and save \$100 on your registration.

### PRECONFERENCE

- Purchase a full Conference registration and save \$75 on your Preconference registration.

- Professional members save an additional \$50 on Preconference registration.

## CANCELLATION AND REFUND POLICY

All requests for refunds must be made in writing to Americans for the Arts, c/o Meetings and Events. Full refunds, minus a \$50 administrative fee, will be issued to all valid requests received by October 27, 2017. Refund requests submitted after this deadline will not be considered. However, substitutions may be considered and should also be made in writing to Meetings and Events at [events@artsusa.org](mailto:events@artsusa.org).

## COMMITMENT TO EQUITY, INCLUSION, AND ACCESSIBILITY

To support a full creative life for all, we at Americans for the Arts commit to championing policies and practices of cultural equity that empower a just, inclusive, and equitable nation. In that spirit, we are committed to making the NAMP Conference as equitable and inclusive an event as possible.

Attendees needing accommodations, including wheelchair access, hearing and visual aids, dietary needs, etc., should indicate those needs on the registration form or may contact us at [events@artsusa.org](mailto:events@artsusa.org).

We ask that you make us aware of your needs as early as possible.

**In addition, we have improved opportunities for all to fully participate.**

- To provide access and assistance for participant costs, we offer a variety of scholarship opportunities.
- We also live webcast and archive our keynote presentations for free on our YouTube channel for those unable to attend.
- New this year, Americans for the Arts will live caption all our keynote presentations and provide transcripts (when able) of the keynotes after the event.
- Our Conference hotel is ADA-accessible, as is the off-site opening reception.



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- We also require all panelists and audience participants to use microphones during sessions for ease of hearing.
- Americans for the Arts works to ensure that requests for accommodation are met to provide an accessible Conference for all.

## CONFIRMATION

Please review confirmation notices carefully. If you have not received a confirmation notice within three weeks of submitting your registration, or if you wish to change your registration information, please contact us at [events@artsusa.org](mailto:events@artsusa.org).

## EXHIBITOR REGISTRATION

Registration for exhibitors at the Conference may be completed online only after an organization has submitted its exhibitor contract. If you are interested in exhibiting, please contact us at [exhibits@artsusa.org](mailto:exhibits@artsusa.org).

## GUEST TICKETS

Conference attendees are invited to purchase a ticket for one guest to attend Conference-related special events (e.g., Opening Reception, keynote presentations).

Guests may attend multiple special events, not including Conference educational sessions. One guest per registrant only. See page 4 for pricing.

## ONE-DAY RATES

If you can't attend the full Conference, pick Saturday or Sunday and attend for only \$275, if purchased before August 25, 2017. You must specify which day you will attend on the registration form. One-Day registrations are permitted for a single day's attendance **and cannot be combined into a two-day registration**. No other discounts or promotions apply to, or can be combined with, One-Day registrations.

## PRECONFERENCE

Our Preconference takes place from 1:00 P.M.-6:00 P.M. on November 10, 2017. The Preconference is considered a separate program from the main Conference and requires a separate registration fee. Conference attendees who wish to participate in the Preconference can do so at a discount—see the registration form for pricing details.

## PRECON PLUS

If you would like an expanded Preconference experience, the Precon Plus option allows you to attend the Preconference *plus* all of Saturday's main Conference programming for one flat rate! In addition to the standard Preconference programming, Precon Plus includes the Conference Opening Keynote & Luncheon, Saturday concurrent sessions, and the Saturday evening Opening Reception.

## PRIVACY POLICY

Registrant contact information, including e-mail addresses, will be shared with other Conference registrants through the Participants List. Please see the Americans for the Arts Privacy Statement on our website for more information: [www.AmericansForTheArts.org/privacy](http://www.AmericansForTheArts.org/privacy).

## PROFESSIONAL MEMBERSHIP

Americans for the Arts professional members receive many valuable benefits throughout the year, including discounted NAMP Conference registration rates. If you are not already a member and would like to receive the discount to this event, you may join using this form. If you have questions about membership with Americans for the Arts, please contact us at [membership@artsusa.org](mailto:membership@artsusa.org).

## PURCHASE ORDER POLICY

If you are using a government-issued purchase order to pay your registration fee, and that purchase order has not been paid at the time of arrival onsite, you will need to secure the registration with a credit card before your registration materials will be released to you. We will place a hold on that credit card for the fee until the purchase order has been paid. If the purchase order is not paid within 30 days of the Conference, we will charge the credit card on file.

## SPEAKERS

Registration for speakers is required and must be completed online. A staff member with Americans for the Arts will reach out to speakers to ensure contracts and registration are complete. Please contact us at [speakers@artsusa.org](mailto:speakers@artsusa.org) if you have any questions.

## STUDENT REGISTRATION

Part-time and full-time students are eligible to attend the Conference at a special student rate of \$250. Students must use the paper form to register and must also submit a photocopy of a valid student ID from an accredited, degree-granting college or university to be eligible. No other discounts or promotions apply to, or can be combined with, student rate registrations.

## how to register

**1** **ONLINE**  
at <http://namp.americansforthearts.org/register>

**2** **FAX**  
this completed form to 202.371.0424

**3** **MAIL**  
this completed form to the National Arts Marketing Project Conference  
c/o Americans for the Arts  
P.O. Box 91261  
Washington, DC 20090-1261

**?** **QUESTIONS**  
For more information about this program, please call the Americans for the Arts Meetings and Events Team at 202.371.2830 or e-mail [events@artsusa.org](mailto:events@artsusa.org)



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registration form

**Americans for the Arts ID**

# \_\_\_\_\_

To find your ID number, visit [AmericansForTheArts.org](http://AmericansForTheArts.org) and click 'log-in' at the top of the right sidebar. Follow the prompts to either create an account or reset your password if you don't have your login credentials. Once logged in, click 'My Account' in the upper right hand corner and you will find your ID number under 'Individual Information.'

Please complete all of the contact information below. Fields in **bold** will be shared with other attendees and appear on your name badge.

NEW CONTACT INFORMATION     PLEASE DO NOT INCLUDE MY CONTACT INFORMATION IN THE PARTICIPANTS LIST.

LAST NAME	FIRST NAME	MIDDLE INITIAL
BADGE NAME (if different)	TITLE	
ORGANIZATION		
MAILING ADDRESS		
CITY/STATE	ZIP	
E-MAIL ADDRESS (Must provide for confirmation communication)		WEBSITE
TWITTER HANDLE	PHONE	FAX

**PROFESSIONAL MEMBERSHIP**

**Please indicate your membership status.**

I am an Individual Member of Americans for the Arts, or I am a member beneficiary under my organization's membership.  
 I would like to join Americans for the Arts and receive the member rate for this event (a savings of \$100) as well as other benefits throughout the year.

**Select membership type and level:**

Individual Membership:  \$75 Colleague     \$150 Innovator     \$250 Entrepreneur  
 Organizational Membership (suggested levels of no. of paid staff):  0-1 (\$75)     2-5 (\$200)     6-10 (\$300)     11-15 (\$750)     16-30 (\$1,250)  
 I do not wish to add membership at this time.

For additional membership information, please visit [www.AmericansfortheArts.org/Membership](http://www.AmericansfortheArts.org/Membership) or call us at 202.371.2830.    **SUBTOTAL \$** \_\_\_\_\_

**ARTS ACTION FUND MEMBERSHIP**

**YES, I want to be a FREE advocate member of the Arts Action Fund.**  
*The Americans for the Arts Action Fund is a 501(c)(4) political advocacy organization ensuring the arts and arts education are nurtured and funded in America. Please visit [www.ArtsActionFund.org](http://www.ArtsActionFund.org) for more information.*

**DEMOGRAPHICS**  
 Many of our corporate and foundation underwriters require us to report on aggregate demographics for our events. Please provide the following optional information.

**This is my first National Arts Marketing Project Conference**     Yes     No

**Gender:**     Male     Female     I prefer to self-identify: \_\_\_\_\_

**Career Level:**     Emerging Leader     Mid-Career Leader     Executive Leader     Other \_\_\_\_\_

**How did you hear about the National Arts Marketing Project Conference?**  
 Previous attendee     Colleague     E-mail     Brochure     NAMP Website     Social Media     Other: \_\_\_\_\_

**Job Function:**     Marketing     CEO/Director     Development     Membership     Audience Engagement     Other: \_\_\_\_\_

What year did you enter the arts field? \_\_\_\_\_

**Do you consider yourself a member of the disability community?**     Yes     No

**Race/Ethnicity:**     American Indian/Alaska Native     Asian     Black/African American     Hispanic/Latino     White/Non-Hispanic  
 Native Hawaiian/Pacific Islander     Multi-Racial/Multi-Ethnic/No Single Category

**Age Range:**     Younger than 18     18-24     25-44     45-64     65+

**DIETARY/ ACCESSIBILITY REQUIREMENTS**

I am a vegetarian     I have dietary requests (Please explain) \_\_\_\_\_  
 I require accommodations due to a disability\* (Please give details on any needed accommodations) \_\_\_\_\_

\*a staff member will contact you before the Conference to discuss arrangements.

**CONFERENCE REGISTRATION**  
Please Select Your Choice

NOVEMBER 11-13

	PROFESSIONAL MEMBER	NONMEMBER	STUDENT **	ONE-DAY ***
<b>EARLY-BIRD</b> Postmarked by: 8/25	<input type="checkbox"/> \$475	<input type="checkbox"/> \$575	<input type="checkbox"/> \$250	<input type="checkbox"/> \$275
<b>ADVANCED</b> Postmarked by: 10/27	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675	<input type="checkbox"/> \$250	<input type="checkbox"/> \$325
<b>ONSITE</b>	<input type="checkbox"/> \$650	<input type="checkbox"/> \$750	<input type="checkbox"/> \$275	<input type="checkbox"/> \$375

\*\* Student rate is available for full- or part-time students at an accredited academic institution. Please provide proof of enrollment at time of registration.  
 \*\*\* One-Day registration is available for a single day's attendance at the Conference (Saturday or Sunday) only, and cannot be combined into a two-day registration.

**FOR ONE-DAY RATES:** Please select  Saturday 11/11  Sunday 11/12 **SUBTOTAL \$** \_\_\_\_\_

**PRECONFERENCE REGISTRATION**

FRIDAY, NOVEMBER 10, 1:00 PM – 6:00 PM

**PRECONFERENCES:** (Please select one)

Design Thinking Boot Camp: Driving Action Through Empathy  
 Empowering Your Marketing Through Storytelling

	WITH CONFERENCE		PRECON PLUS *		PRECON ONLY	
	MEMBER	NONMEMBER	MEMBER	NONMEMBER	MEMBER	NONMEMBER
<b>EARLY-BIRD</b> Postmarked by: 8/25	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250	<input type="checkbox"/> \$550	<input type="checkbox"/> \$600	<input type="checkbox"/> \$275	<input type="checkbox"/> \$325
<b>ADVANCED</b> Postmarked by: 10/27	<input type="checkbox"/> \$250	<input type="checkbox"/> \$300	<input type="checkbox"/> \$650	<input type="checkbox"/> \$700	<input type="checkbox"/> \$325	<input type="checkbox"/> \$375
<b>ONSITE</b>	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750	<input type="checkbox"/> \$375	<input type="checkbox"/> \$425

\*For more information about Precon Plus, please refer to page 2. **SUBTOTAL \$** \_\_\_\_\_

**GUESTS**  
Individual tickets are available for guests. One guest per registrant only please.

**SATURDAY, NOVEMBER 11, 2017:**  Opening Keynote & Luncheon: \$75  Opening Reception: \$75  
**SUNDAY, NOVEMBER 12, 2017:**  Keynote Lunch: \$75  
**MONDAY, NOVEMBER 13, 2017:**  Closing Keynote: \$50

Guest Name \_\_\_\_\_  
 (only one guest per attendee)

**SUBTOTAL \$** \_\_\_\_\_

**GRAND TOTAL**

**PLEASE INSERT SUBTOTALS HERE:**

Professional Membership \$ \_\_\_\_\_  
 Main Conference \$ \_\_\_\_\_  
 Preconference \$ \_\_\_\_\_  
 Precon Plus \$ \_\_\_\_\_  
 Guest Tickets \$ \_\_\_\_\_  
**TOTAL PAYMENT DUE \$ \_\_\_\_\_**

**FOR STUDENTS:**  Did you include a photocopy of a valid student ID?

**PAYMENT**  
Registration is not complete until payment is processed. Please see purchase order policy on page 2.

Credit Card (please select one of the following)  American Express  Discover  Visa  MasterCard

\_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_

CARDHOLDER NAME (Please print) \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Personal Check (made payable to Americans for the Arts)  
 Government Purchase Order Number \_\_\_\_\_  
 Please attach copy of the PO to this form

**GRAND TOTAL \$** \_\_\_\_\_

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