



PMA2010

THE ULTIMATE EVENT FOR EVERYTHING PHOTO

You can't miss this!

- Strategic **partnerships** with photo suppliers
- **Inspiration** to engage and retain customers
- Proven techniques to greater **profit** generation

Entrepreneurial retailers from around the world rely on PMA 2010 as their ultimate source for everything photo. As the industry continues to evolve and more demands are being made on retail owners and managers for maintaining – even growing – profits, it's critical that store owners and operators stay in the know.

Come discover photo product solutions, engage in professional development, and be inspired – even energized – through peer networking. Now is the time to gain a competitive advantage by equipping yourself with the knowledge you can *only* get by attending PMA 2010. Check out the conference sessions and floor map at www.pmai.org/pma2010.

CONNECT. ENERGIZE. SUCCEED.

This entitles you to a **FREE Full Trade Show Badge**, compliments of:

Holmberg / Flexbind TM

(Complete other side.)

INTERNATIONAL CONVENTION & TRADE SHOW

EXHIBITS: February 21-23 | CONFERENCES: February 19-23 | Anaheim Convention Center, Southern California, USA

www.pmai.org/pma2010

PMA 2010 International Convention and Trade Show Registration Form and Customer Appreciation Coupon

This Customer Appreciation Coupon form entitles you to a FREE Full Trade Show Only badge or \$49 off an All Conference Connection Pass. Coupons may be presented at the on-site registration desk, returned by mail, or faxed to 301-694-5124 with your completed preregistration. **Limit one (1) coupon per person; more than one (1) coupon may be used per company. May not be used with any other discount.**

To redeem your coupon, please fill in this form and return the form by fax or mail. You may also register online at www.pmai.org/pma2010 or present this form in person on-site at the Anaheim Convention Center, Southern California. If you choose to fax your registration, please also fax the original completed coupon to Experient/PMA 2010 at 301-694-5124.

Customer Appreciation Registration – Compliments of:

Reference Code:

Holmberg / FlexBind TM

Coupon Code: 3DANH

(First and last name to appear on badge)

First Name

Last Name

Company Name

Telephone

Mobile

Fax

Email

Street Address

City

State/Province ZIP/Postal Code

Country

For Online Registration:

Please enter the coupon code provided above for a FREE Full Trade Show Only badge or for a \$49 discount off an All Conference Connection Pass. **Limit one (1) Customer Appreciation Coupon discount per person; may not be used with any other discount.**

Authorization to release your name to participating exhibitors: Yes

Registration Fees (per person):

before discount

Full Trade Show Registration \$49 member/\$99 nonmember
(Valid for ALL days of Trade Show; FREE with coupon)

Please select your company's primary business category. (When selecting "Other," please provide description.)

RETAILER

- 01 Spec. Retail Photo Store
- 03 Audio/Video Retailer
- 04 Drugstore
- 05 Industrial Dealer
- 06 Mass Merchandising Store
- 07 Catalogue Store
- 08 Grocery Store
- 09 Portrait Studio
- 90 Scrapbook Retailer/Independent
- 91 Scrapbook Retailer/Mass Merchandising Store

DIGITAL IMAGERS

- 02 Retail Digital Imaging Center
- 50 Service Bureau
- 51 Small Commercial/Quick Printer
- 52 Digital Photo Studio
- 53 Multimedia Design Studio
- 54 Prepress/Printer
- 55 Screenprinter/Sign Shop
- 56 Reprographer

ECOMMERCE

- 60 Internet/Online Retailer
- 61 Online Photo Community
- 62 Online Photofinisher

PPFA – PICTURE FRAMING

- 27 Picture Frame Supplier/Manufacturer
- 28 Art Publisher
- 29 Educational Institution (Framer)
- 32 Other Retailer (Framer)
- 33 Other Supplier (Framer)
- 64 Picture Framer
- 65 Picture Framer with Art Sales
- 66 Art Gallery
- 67 Ecommerce (Framer)
- 68 Individual (Framer)
- 69 O.E.M. & Distributor (Framer)

PROFESSIONAL PHOTOGRAPHERS

- Business Focus (Check all that apply.):
- 111 Commercial/Industrial Photographer
 - 112 Editorial Photographer/Photojournalist
 - 113 Portrait Photographer
 - 114 School Photographer
 - 115 Social/Event Photographer
 - 116 Sports Photographer
 - 119 Other Photographer

(Please identify)

IMAGING SERVICES

- 11 Wholesale B/W Processor
- 12 Wholesale Color Processor
- 13 Retail Processor (1 Hour/Minilab)
- 14 Prof. Portrait/Wed. Lab
- 15 Prof. Commercial Lab
- 16 Prof. School Picture Lab/Photographer
- 17 Industrial Lab
- 18 Custom Lab
- 19 Government/Military Lab
- 20 Other Type Lab

(Please identify)

REPAIR/SERVICE FIRMS

- 30 Camera/Video Repair Facility (NAPET®)

SUPPLIER

- 21 Manufacturer
- 22 Distributor
- 23 Importer/Exporter
- 24 Prof. Photographic Sales Rep
- 25 Digital Imaging Supplier
- 94 Scrapbook Manufacturer
- 95 Scrapbook Wholesaler/Distributor
- 96 Scrapbook Manufacturer Rep

EDUCATORS

- 100 Elementary/Junior High Educator
- 101 High School Educator
- 102 Vocational School Educator
- 103 Junior/Community College Educator
- 104 College/University Educator
- 105 Workshop/Corporate Educator
- 109 Other

(Please identify)

OTHER

- 41 Ad Agency/Publications/Press
- 42 Consultant/Analyst
- 43 School Student
- 44 Service Organization (Trade Assoc., etc.)
- 46 Retired from Industry
- 47 Personal or Professor
- 98 Scrapbook Designer
- 99 Scrapbook Publication/Service Organization



Please mail or fax completed registration form to:
Experient/PMA 2010
P.O. Box 3918
Frederick, MD 21705-0590 USA

Tel: 866-229-2386 or 301-694-5243
Fax: 301-694-5124
To register online, visit www.pmai.org/pma2010