

**Application/Contract for Exhibit Space**  
**2009 INFORMS Marketing Science Conference**  
 Hosted by the Stephen M. Ross School of Business at the  
**University of Michigan, Ann Arbor - June 4-6, 2009**

*Expected attendance – 700. Reach top marketing science researchers from leading universities and companies, whose areas of expertise include:*

- Marketing models
- Analytical techniques
- Econometrics
- Statistical issues, measurement
- Pricing, promotions, consumer behavior
- Customer relationship metrics
- Measurement
- Survey research methods
- Marketing engineering
- Competition
- Economic models
- Marketing strategy
- Marketing decision making
- Marketing & the Internet

Company \_\_\_\_\_

**Indicate address you wish to see in listings:**

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Country \_\_\_\_\_ URL \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_

**EXHIBIT FEE**

# of Tables*	Table Size	Cost/Table	Total
_____	6 or 8 feet	\$1,000	\$ _____

\*Specific space assignments will be made according to date of payment and receipt of a signed contract. Tabletop displays are preferred: we supply one table and one chair.

**EXHIBITOR LISTING**

Attach a brief description (50-word maximum) of what you will be featuring at the meeting. This information will be included in the Guide to Exhibitors.

**PAYMENT METHOD**

Check enclosed (payable to INFORMS)       AMEX       VISA       MasterCard

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature (required for credit card orders) \_\_\_\_\_

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