

**2009 Cornell Strategic Marketing Conference
November 2-3, 2009**

Henry A. Wallace Visitor & Education Center at the FDR Presidential Library and Home
4079 Albany Post Road, Hyde Park, NY

SPEAKER REGISTRATION FORM

Please use one registration form per person.

Name:	
Title:	
Organization:	
Address:	
Phone:	
FAX:	
Email:	

REGISTRATION: Conference registration & dinner fee are waived for invited speakers. Hotel and travel charges will be reimbursed (please submit receipts and invoice). Please make your own hotel and travel arrangements (information available at <http://marketingpwt.aem.cornell.edu>).

REGISTRATION	You	Guest (charges may apply)
I will attend the Strategic Marketing Conference on the following day(s)	<input type="checkbox"/> Monday, 11/2 <input type="checkbox"/> Tuesday, 11/3 No Charge	<input type="checkbox"/> Monday, 11/2 <input type="checkbox"/> Tuesday, 11/3 No Charge
I will attend the Monday evening dinner event at the Culinary Institute:	<input type="checkbox"/> Yes <input type="checkbox"/> No No Charge	<input type="checkbox"/> Yes <input type="checkbox"/> No \$40 per guest

Evening Dinner, Culinary Institute of America, 1946 Campus Drive, Hyde Park, NY. Dinner menu will be:

First Course: Insalatina Invernale di Finocchi, Barbabletole e Arance
(Romaine tossed with Fennel, Beets and Orange)

Second Course: Garganelli with Radicchio, Parmigiano Reggiano e Balsamico
(Garganelli Pasta tossed with Radicchio, Parmigiano Reggiano and Aged Balsamic Vinegar)

Third Course : Polletto Arrosto con Pomodoro, Olive e Scarole Brasate
(Roasted Chicken with Tomato, Green Olives and Braised Escarole)

Fourth Course: Torta di Pere con Gelato alla Creama
(Pear Cake with Vanilla Ice Cream)

If you have any vegetarian or dietary restrictions or allergies, substitutes can be made. Please list below:

Handouts (plan on 75 copies) (check one):

I will provide my material BY _____ for printing by Cornell. Send materials to Todd Schmit at: tms1@cornell.edu (This material will be included in the conference packet)

I will bring my own copies (Provide a receipt for cost reimbursement.)

I will need the following A/V equipment for my presentation (check all that apply):

Computer projector Overhead projector Slide projector
 TV/VCR unit Other (please specify): _____

Limited exhibit space is available. Let us know if you would like to bring materials.

I will bring exhibit material. Please reserve a 3 x _____ ft. area of table space for my material.

Please also send a brief biographical sketch for conference introductions and materials.

Mail or FAX the completed registration form, along with payment (if needed), to: Carol Thomson, Dept. of Applied Economics and Management, 106 Warren Hall, Cornell Univ., Ithaca, NY 14853-7801, Phone: 607-255-5464, FAX: 607-255-9984, CMT8@CORNELL.EDU

ONLINE REGISTRATION (for credit or debit card purchases) IS ALSO AVAILABLE AT:

<http://www.acteva.com/go/cornell-pwt>