

TELL US ABOUT YOU (all fields required)

NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____ COUNTRY _____
 PHONE _____
 CO. WEBSITE _____
 EMAIL* _____

REGISTER ONLINE:
ShopperSummit.com (pay by credit card)

DOWNLOAD A REGISTRATION FORM AT:
ShopperSummit.com/pricing
Return it with payment before Mar. 17
(pay by credit card or check)

FAX COMPLETED FORM TO:
(985) 809-0300

MAIL COMPLETED FORM TO:
Path to Purchase Institute
8550 W. Bryn Mawr Ave., Ste. 200
Chicago, IL 60631

TOTAL EXPERIENCE (March 27-29) *Best Value!*

- One Symposium
 - General Sessions/Keynotes
 - Your choice of seven Breakout Sessions/Seminars
 - Continental breakfast on Tuesday & Wednesday; lunch on Tuesday
 - One ticket to the Shopper Marketing Celebration awards reception and dinner (March 28) which includes the 2017 Shopper Marketing Effie Awards and the 2017 Shopper Marketing Hall of Fame induction ceremony (RSVP below)
- YES, I will attend the Shopper Marketing Celebration
 No, I will not be attending the Shopper Marketing Celebration

SUMMIT ONLY (March 28-29)

- General Sessions/Keynotes
 - Your choice of seven Breakout Sessions/Seminars
 - Continental breakfast on Tuesday & Wednesday; lunch on Tuesday
 - One ticket to the Shopper Marketing Celebration awards reception and dinner (March 28) which includes the 2017 Shopper Marketing Effie Awards and the 2017 Shopper Marketing Hall of Fame induction ceremony
- YES, I will attend the Shopper Marketing Celebration
 No, I will not be attending the Shopper Marketing Celebration

SYMPOSIUM ONLY (March 27)

- One Symposium

SHOPPER MARKETING CELEBRATION AWARDS RECEPTION & DINNER ONLY (March 28)

- Individual ticket - \$310 Qty: _____ Table of 10 - \$3,100 Qty: _____

**P2PI MEMBER RATES
PER PERSON**

**NON-MEMBER RATES
PER PERSON**

EARLY BIRD Through Jan. 31	STANDARD	EARLY BIRD Through Jan. 31	STANDARD	TOTAL
\$2,855 <i>Save 10%</i>	\$3,140	\$3,425 <i>Save 10%</i>	\$3,770	\$ _____
\$2,510 <i>Save 10%</i>	\$2,765	\$3,010 <i>Save 10%</i>	\$3,320	\$ _____
\$410 <i>Save 10%</i>	\$455	\$490 <i>Save 10%</i>	\$545	\$ _____
				\$ _____

GROUP REGISTRATION RATES

Discounted rates are available for groups of three or more people from the same company. Learn more at ShopperSummit.com/pricing.

MEMBER DISCOUNTED RATES

All current Path to Purchase Institute members pay less to attend Summit. If your company is not a member, consider becoming one before you register. It could save you a bundle! For more information about costs and benefits of Institute membership, please call (773) 992-4464.

PAYMENT

Payment must be made by Visa, MasterCard, Discover or American Express when registering online. Checks made payable to Shopper Marketing Summit may be mailed with a printed registration form to Path to Purchase Institute, 8550 W. Bryn Mawr Ave., Suite 200, Chicago, IL 60631.

YOUR RECEIPT

A confirmation receipt will be emailed upon completion and payment to the email address provided during the registration process. Please allow time for mailed registrations to be processed.

CANCELLATIONS AND REFUNDS

All registration fees for the Summit are non-refundable and non-transferable after March 17, 2017. If you wish to cancel your registration before March 17, please put your request in writing and email to peggy@p2pi.org. A \$50 processing fee will be applied to all cancellations.

***EMAIL**

By providing us with your email address, you may occasionally receive exclusive updates regarding the latest news from your friends at the Path to Purchase Institute. Rest assured, your email address will not be sold or shared and you'll have the ability to manage your preferences or opt-out from these messages at any time.

PHOTOS AND VIDEO

By registering to attend the Shopper Marketing Summit you are acknowledging your understanding and acceptance that you may be included in photographs or video taken during the event and that these photographs or video footage may be used by the Path to Purchase Institute in future promotional materials.

TOTAL DUE \$ _____

If amount is due, please indicate payment method below.

CHECK MC VISA AMEX DISCOVER

CREDIT CARD # _____ CVV _____ EXP. DATE _____

SIGNATURE _____



QUESTIONS?

Please call customer service
at (985) 801-0678