

THE POWER OF eMARKETING Baltimore 2010 Overview

General Information

This conference will be held on Octobers 20st and 21nd at the Radisson Lord Baltimore Hotel, 20 West Baltimore St., Baltimore, MD 21201 – Phone 410 539 -8400.

The Power of eMarketing Conference and Expo provides the perfect forum for actionable and relevant best practices, processes and case studies that will transform and improve your marketing programs. Sessions contain material that will get you started on improved performance as soon as you get back to your office.

**35+ Speakers – 4 Dynamic Modules - 12 Breakout Roundtables
15 Presentations – 2 Keynote Sessions - 4 Panel Sessions and one Great Networking Party!**

- 1. Social Marketing**
- 2. Search Marketing**
- 3. eMail Marketing**
- 4. Emerging Marketing Technology (video, mobile and synergistic integration)**

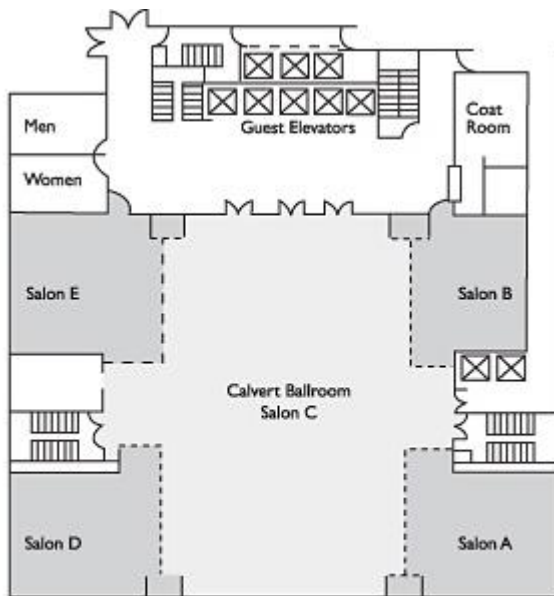
Keynotes – Held in Main Ballroom all attendees are welcome

Presentations – topic specific presentations with relevant and actionable content.

Panel Discussions – Highly interactive sessions with 8 – 10 top leaders in the marketing arena.

Breakout Roundtables – Small group sessions moderated by a thought leader, highly interactive discussions, fantastic networking opportunity.

Meet and network with the top leaders in the eMarketing Arena, enjoy our Power Network Party, and make significant new contributions to your marketing efforts. This is one conference you will not want to miss.



General Sessions held in the Calvert Ballroom breakout sessions held in Salons A-B-D

Tabletop Exhibits and refreshments will be in Salon E

General Information /Terms and Conditions

The eMarketing Association (eMA) reserves the right to make changes to the events agenda. Unforeseen circumstances may result in the substitution of a presentation, venue, topic or speaker. The eMA reserves the right to reject or rescind any registration and return registration fees accordingly. Registrant, speaker, sponsor or other attendee or agent assumes all risks incidental to participation in all event activities, including loss or damage to property. eMA's total liability shall be limited to the amount of fees received, if any, from a particular registrant. The eMA takes photos and videotapes of this event, by attending you give permission to use images taken at the conference, as well as any written comments on our evaluation forms in advertising and promotion for the eMA.

Cancellations received up to 30 days before the Conference are refundable, minus a 20% service charge. After that, cancellations and/or no-shows are subject to the entire registration fee, which you may apply towards a future eMA event. Substitutions are always acceptable.

QUESTIONS?

Please email: reed@emarketingassociation.com if you have any questions. When you register, you will receive conference bulletins via email prior to the event with any additional information.