

PR AGENCY MANAGEMENT

OCTOBER 2 AND 3
PRINCETON CLUB, NEW YORK CITY

'08 SUMMIT

INCREASING GROWTH & PROFIT: MODELS FOR SUCCESS

When is it?

PR Agency Management '08 Summit will take place on Thursday, October 2, and Friday, October 3.

Where is it?

The Princeton Club of New York.
15 West 43rd Street (between Fifth and Sixth Avenues)
New York, NY 10036
(212) 596-1200

Where can I stay?

We have made special arrangements for a small block of rooms at the Princeton Club. Superior rooms are \$360, and deluxe rooms are \$285. To make a reservation, call the Reservations Desk at (212) 596-1200 and request the "Bulldog Reporter" rate. Please book early, since October is a busy time in New York City and our rooms at this rate are very limited.

How much does it cost?

PR Agency Management '08 Summit costs \$1,395 per participant. How can I save money on registration? There are TWO ways to save money on registration fees. If you register by Friday, September 5, we'll take \$100 off the regular cost. We want your fellow agency executives also to have the opportunity to share the techniques and new information you'll gain here, so if you bring one or more colleagues from your organization, with you, you'll save \$100 on each registration. Both offers can be combined, so multiple registrations before Friday, September 5, can save \$200 each.

What happens if I need to cancel?

Cancellations by Friday, September 12, will receive a full refund. Cancellations after 5 PM (PDT) on September 12 will receive a credit toward Bulldog Reporter's products and services, less a \$50 processing fee.

Can I guarantee my investment?

If you aren't completely satisfied with the scope and content of PR Agency Management '08 Summit—if you don't leave with dozens of new strategies and techniques to improve the way you do business—we'll refund your entire registration fee. We're confident you'll find that at PR Agency Management '08 Summit, your time and money will be very well spent.

Where can I find the schedule for this event?

Please refer to the 8-page brochure for a complete schedule of events.
(<http://www.infocomgroup.net/pdf/prams08.pdf>)

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Can I order the conference handbook and audiotapes?

This event will be taped, so if you cannot attend or if you want to share the conference with colleagues, you can purchase either the conference handbook and audiotapes (\$395) or the audiotapes alone (\$295). Use the registration form below to order.

How do I register?

There are four ways to register:

1. Call 1-800-959-1059. Our friendly Client Satisfaction Department can personally register you quickly and easily, as well as answer any questions you may have.
2. Register online: Go to <http://www.bulldogreporter.com/>
3. Print out the 8-page brochure (<http://www.infocomgroup.net/pdf/prams08.pdf>) and mail the form with payment to:
Infocom Group/Bulldog Reporter
124 Linden Street Oakland, CA 94607
4. Fax the registration form from the 8-page brochure (<http://www.infocomgroup.net/pdf/prams08.pdf>) to (510) 596-9331.

Can I sponsor this event?

A limited number of exhibition, sponsorship and advertising opportunities remain for this event. Please call Fay Shapiro at (212) 889-2320 or email fshapiro@bulldogreporter.com.

Can I get an additional discount if I am employed at one of the firms that are presenting at this conference?

Yes! Please contact Lailoni Duarte at lduarte@bulldogreporter.com or call 510-596-9316 and she will assist you and any other people from your firm on registration at a discounted rate.

Will there be Internet access available at the conference?

Yes! We know that you are a busy person and sometimes it is difficult to disconnect from your office completely. We will have WiFi Internet for your use during the entire conference.

What should I bring with me to the event?

We are providing WiFi access for attendees, so a laptop would be recommended. Otherwise, just bring yourself and be prepared to learn from the best in the industry and we'll take care of the rest.