

*A Productive Day of Education and Networking: Research, Insights, Strategies and Case Studies*

# GAY & LESBIAN MARKETING SYMPOSIUM

## Dallas • Monday, March 12, 2012

9:00AM-3:00PM INCLUDES LUNCH • HOTEL PALOMAR

**Community Partners**



**Media Partners**



*Don't miss this comprehensive research, advertising, marketing, and communications forum, helping you better understand and serve gay and lesbian consumers.*

**Audience:** Perfect for marketing, advertising and PR executives of all industries who want to successfully reach gay and lesbian communities, and initiate or update effective strategies.

**Dedicated:** Conference attendance is limited, in order to facilitate the best learning and networking environment.

*Community Marketing, Inc. has been successfully connecting our clients with diverse gay and lesbian communities worldwide since 1992 through consumer market intelligence and strategic planning.*

*Pink Banana Media specializes in unique aspects of LGBT online marketing, matching a product or service to targeted online communities through geographic and demographic targeting.*



**Learn, review, update and strategize!**

- Review of Community Marketing's research on over 45,000 out consumers
- Internet and email marketing, social networking, and other emerging communications technologies
- Exploring diversity markets within "LGBT" and how to reach them
- Focus group insights and trends
- Maximizing print and PR results
- Direct response marketing outreach
- Proven techniques for measuring, monitoring and maximizing ROI
- Sponsorship marketing and events, and more.

**Conference is 9:00am to 3:00pm, including lunch and coffee breaks**

**Registration options:**

- \_\_\_ Pre-registration by Feb. 29: \$95
- \_\_\_ 2+ from the same company: \$75 each; 5+ from the same company \$55 each.
- \_\_\_ On-Site registration: \$125 per person

**Please register today! Send this form, or register online: [www.LGBTMarketingConference.com](http://www.LGBTMarketingConference.com)**

Company/Organization \_\_\_\_\_

Attendee #1 \_\_\_\_\_ #2 \_\_\_\_\_

Title #1 \_\_\_\_\_ #2 \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Please indicate selection above. Total from above US\$ \_\_\_\_\_

Check (or) Visa/MasterCard/Amex # \_\_\_\_\_ exp \_\_\_\_\_

Full payment required. Cancellation policy for Symposium: Refund less \$30 fee on cancellations received by 3/02/12. No refund for later cancellations or no-shows.

Signature \_\_\_\_\_ Date \_\_\_\_\_