

MEMO# 8735

March 17, 1997

NEXT COMMITTEE MEETINGS TO BE HELD JUNE 9-12, 1997, IN WASHINGTON, DC

March 17, 1997 TO: DIRECT MARKETING COMMITTEE No. 6-97 INDUSTRY STATISTICS COMMITTEE No. 3-97 MARKETING POLICY COMMITTEE No. 9-97 PUBLIC INFORMATION COMMITTEE No. 10-97 RESEARCH COMMITTEE No. 4-97 SALES FORCE MARKETING COMMITTEE No. 7-97 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 4-97 RE: Next Committee Meetings to be Held June 9-12, 1997, in Washington, DC

Mark your calendar for the next meetings of the Institutes marketing, communications, and research committees. The meetings will be held June 9-12 at the Renaissance Hotel in Washington, DC (except the Sales Force Marketing Committee meeting, which will be held at the Institutes offices). Attached is a preliminary schedule for the meetings. Meeting Format Based on member suggestions following the January committee meetings, the schedule will include a combination of joint sessions, committee-specific sessions, and breakfast discussion groups, as well as opportunities to meet with industry peers on an informal basis. With the exception of the Marketing Policy Committee meeting, Research Planning Subcommittee meeting and dinner, and Research Committee breakfast, attendance at the committee meetings will be open to all member attendees. As has been the case in the past, committee members and substitutes for committee members will be seated at the meeting table; additional seating will be provided for visitors. Registration Information To attend the Joint Committee Meetings, please register with the Institute by completing and returning the attached registration form. There is a registration fee of \$150 for employees of Institute member firms (\$40 for a members spouse or guest) to help defray the cost of dinners, lunches, and breakfast discussion groups. Please attach a check to the registration form, and send both to the Institute. Hotel Information The Institute has arranged a special room rate of \$150 single/\$175 double (Club Tower \$170 single/\$195 double) at the Renaissance Washington, DC Hotel for members who make their hotel reservations by May 9, 1997. Please make your room reservation directly with the hotel by calling 202/898-9000. The Renaissance Washington, DC Hotel is located at 999 Ninth Street, NW in Washington, DC. Parking is available at the hotel for \$15 per day. Business attire is appropriate for all events. More Information More detailed program information and committee meeting agendas will be sent to you in April. Lawrence Maffia Senior Vice President - Management Attachments