

MEMO# 8914

May 21, 1997

IMPORTANT NOTE ON REGISTRATION FOR JUNE 9-12, 1997, JOINT COMMITTEE MEETINGS

May 21, 1997 TO: DIRECT MARKETING COMMITTEE No. 12-97 INDUSTRY STATISTICS
COMMITTEE No. 8-97 MARKETING POLICY COMMITTEE No. 16-97 PUBLIC INFORMATION
COMMITTEE No. 15-97 RESEARCH COMMITTEE No. 9-97 SALES FORCE MARKETING
COMMITTEE No. 13-97 SHAREHOLDER COMMUNICATIONS COMMITTEE No. 8-97 RE:
IMPORTANT NOTE ON REGISTRATION FOR JUNE 9-12, 1997, JOINT COMMITTEE MEETINGS
_____ VIA FAX As

we previously informed you, the next meetings of the Institutes marketing, communications, and research committees will be held June 9-12, 1997, at the Renaissance Hotel in Washington, DC. You already should have received detailed information on the program for these meetings. The block of hotel rooms reserved by the Institute for members attending these meetings will be released by the Renaissance Hotel after Friday, May 23, 1997. If you are planning to attend the meetings, and have not already done so, please make your hotel reservations immediately. You may do so by calling the Renaissance Hotel at 202/898-9000. Because June is an extremely busy month for Washington hotels, after that date that it may be difficult for you to find accommodations elsewhere. In addition to making your hotel reservations, please register with the Institute by completing the attached registration form and returning it, along with a check for the registration fee of \$150. For your convenience, you may fax your registration form and credit card information (we accept Visa and Mastercard) to 202/326-5986. We look forward to seeing you next month in Washington. Lawrence Maffia Senior Vice President, Management Attachment