



Judge Nomination Invitation

Congratulations, you are being considered for appointment as a Judge for the 2009 DMA International ECHO Awards. As a Judge, you'll meet some very impressive professionals, who, like you, meet these rigorous criteria:

- Senior level direct marketer, agency, advertiser, supplier or solution provider.
- Experience in direct and digital marketing - must have 5+ years response-based marketing among minimum of 3 different types of media.
- Experience in/strong familiarity with relevant DM channels (print, DRTV, mail, web, etc.) in one of the specific vertical business categories.
- Innate sense of fairness, impartiality and desire to make the ECHOs represent the most meaningful award in direct marketing.

To become a judge, please fill in the information below

PLEASE TELL US ABOUT YOURSELF		
Name:	Title:	
Company:	Phone:	
Address:	Fax:	
City:	State/Province:	Zip/Postal Code:
Country:	E-mail Address:	

WHAT IS YOUR DIRECT MARKETING EXPERIENCE?					
TARGET AUDIENCE					
Consumer Audience	Years:	Business-to-Business Audience	Years:	Both	Years:
BUSINESS ACTIVITIES					
Not-for-Profit	Years:	Financial Products + Services	Years:	Pharmaceutical/Healthcare	Years:
Business/Consumer Services	Years:	Publishing/Entertainment	Years:	Communications/Utilities	Years:
Automotive	Years:	Product Manufacturing + Distribution	Years:	Travel + Hospitality/Transportation	Years:
Insurance	Years:	Retail + Direct Sales	Years:	Information Technologies	Years:
ADVERTISING MEDIA					
Alternative Media	Years:	Catalog	Years:	Direct Mail	Years:
Email/Instant Messaging	Years:	Mobile Marketing	Years:	Print	Years:
Search Engine Marketing	Years:	Telemarketing	Years:	TV/Video/Radio	Years:
Web Advertising	Years:	Web Development	Years:		

WHEN WOULD YOU LIKE TO JUDGE? (PLEASE CHECK ALL THAT APPLY)										
ROUND 1 - NEW YORK, NY	<input type="checkbox"/>	Tuesday, May 19	<input type="checkbox"/>	Wednesday, May 20	<input type="checkbox"/>	Thursday, May 21				
INDIVIDUAL JUDGING/COLLABORATIVE REVIEW										
ROUND 1 - COPENHAGEN, DENMARK	<input type="checkbox"/>	Tuesday, May 12	<input type="checkbox"/>	Wednesday, May 13						
INDIVIDUAL JUDGING/COLLABORATIVE REVIEW										
ROUND 1 - MELBOURNE, AUSTRALIA	<input type="checkbox"/>	Tuesday, May 19								
INDIVIDUAL JUDGING/COLLABORATIVE REVIEW										
ROUND 2 - NEW YORK, NY	<input type="checkbox"/>	Tuesday, June 16	<input type="checkbox"/>	Wednesday, June 17	<input type="checkbox"/>	Thursday, June 18				
SEMI-FINALS										
IF SELECTED, I AM AVAILABLE TO JUDGE:	<input type="checkbox"/>	All Days Checked	<input type="checkbox"/>	3 Days	<input type="checkbox"/>	2 Days	<input type="checkbox"/>	1 Day	<input type="checkbox"/>	Both Rounds

Your first step is to complete this invitation and return it to us via e-mail (bparker@the-dma.org) or fax by April 30, 2009.

QUESTIONS? Please contact Barbara Parker at bparker@the-dma.org.

Once received, the ECHO Awards Committee will review your credentials and you will be notified if you are appointed as a Judge.

WHICH BUSINESS ACTIVITY CATEGORIES (ABOVE) WOULD YOU PREFER TO JUDGE?		
1:	2:	3:
<i>(Complete this section for self-nomination and/or if you are nominating someone as a judge and passing along this form to him or her to complete.)</i>		
Nominated By:	Title / Company:	