

# MRA JOINT CHAPTER CONFERENCE APRIL 19 & 20, 2012

Join MRA members and industry leaders for informative educational events and networking opportunities!

This conference will provide insights into new technologies, tools to increase your leadership skills, case studies on data utilization as well as opportunities to network with your peers.

## Speakers include:

### DALE CARNEGIE

Mark Iorio

### LEFLEIN ASSOCIATES

Bobbie Leflein

### ABC TELEVISION

Justin Fromm

### IMPACT RX (FORMERLY TARGET RX)

Ewa Kleczyk & Joe Ford

### TIME WARNER CABLE

Joseph Arsenault

### ING DIRECT

Melissa Elliott

### THE MELIOR GROUP

Linda McAteer

The Water Club  
Borgata Hotel, Casino & Spa  
Atlantic City, New Jersey

Register Today!

# Listen Learn Lead

	Cut Off Date	Member Cost	Non-Member Cost
Early Registration	March 2, 2012	\$350	\$375
Standard Registration	April 9, 2012	\$375	\$400
On-Site Registration	Day of Event	\$425	\$450

## Conference Registration:

[www.easternresearchsurveys.com/mra](http://www.easternresearchsurveys.com/mra)

A hotel rate of \$129 per night (Single Occupancy) and is available for April 18 & 19, 2012.

To book a room, contact the Borgata Hotel Casino & Spa at: [www.theborgata.com](http://www.theborgata.com) or 1-866-692-6742.

When booking, please reference Group Code: **GBMRD12** to obtain our special conference rate.

*A special rate of \$219 for Friday, April 20th, 2012 will be extended to any registered conference attendee who is staying at the Borgata on April 19th, 2012.*

*Rates are available on a first come basis.  
The hotel cut off for these special rates is March 26, 2012.*



PHILADELPHIA CHAPTER  
Marketing Research Association

