



Exciting Events

Here are a few new and exciting events you'll experience at this conference:

HAUNTED TOUR

Experience the *haunted* history of downtown Bethlehem. Founded by Moravians on Christmas Eve in 1741, Bethlehem is known as the Christmas City. There will be a 2 hour walking tour to give you an insight to the quaint town of Bethlehem and all it has experienced over the decades, from ghostly encounters, to historic building's used during the Revolutionary War, you'll experience a **thrilling** and **riveting** tour! Surely you will find interest in this **FREE** event provided for all conference attendees on Tuesday, October 12 from 2:00pm - 4:00pm. Pre-registration is required.



SANDS CASINO RESORT BETHLEHEM



The Sands Casino in Bethlehem consists of 3,000 slot machines and 9 restaurants. One restaurant in particular is Emeril's Chop House offering steakhouse selections as well as Emeril's **FIRST EVER** burger restaurant. Emeril is a well known and recognized chef all over the world. The casino also features weekly live entertainment and shows. A **FREE** shuttle service will be provided to the Sands Casino for all conference attendees on Tuesday (Depart: 8pm, Pickup: 10pm) and Wednesday (Depart: 9pm, Pickup: 12am). Pre-registration is required.

More attractions www.eccma.org/2010ECCMAconf/accommodation.

About ECCMA

Formed in April 1999; the Electronic Commerce Code Management Association has brought together thousands of experts from around the world and provides them a means of working together to build and maintain the global, open standard dictionaries that are used to unambiguously label information.



Why Should I Attend?

Whether you are new to data quality or a seasoned professional, this conference will provide you with a unique opportunity to discuss the latest trends and check out the latest technologies. If you have an interest in improving the accuracy of your vendor, material, service or asset masters, improving the descriptions in your ERP software, buy-side or sell-side catalogs or if you are looking for solutions to data integration challenges, the ECCMA conference is the place to be.

Innovative Solutions



11th Annual Data Quality Conference



October 12 - 14, 2010
Historic Hotel Bethlehem
Bethlehem, Pennsylvania



**BEST RATES
EXPIRE SOON**

**Register
Today!**

Exhibit - Sponsor - Workshops - Network - Interact

PROGRAM OF EVENTS

Tuesday October 12th 2010

Pre-conference ISO 8000-110:2009 Master Data Quality Certification Workshop (Separate Registration, see website for more details)

Haunted Tour of Historic Downtown Bethlehem

Trip to Sands Casino Resort Bethlehem
Welcome Reception (includes open bar and hors d' oeuvres)



Wednesday October 13th 2010

Opening Address

Overview: The critical need to maintain the quality of master data.

Panel Presentations

Fundamental updates on the progress of the practical application of the eOTD (ECCMA Open Technical Dictionary), ISO 22745 and ISO 8000 for the collection, validation, and distribution of master data in support of the procurement of goods and services as well as inventory and asset management initiatives. The panels will address the importance to using the standards to define and manage data requirements as well as the latest trends in spend analysis, cataloguing at source and data cleansing and rendering.

Exhibition

A unique opportunity to see the latest offerings from leading data service and software application providers.

Annual Awards Dinner

Celebrate and share achievements with colleagues and friends. Includes a 3 course meal, wine and entertainment.

Thursday October 14th 2010

Workshops

Workshops will cover new technology and practical examples of vendor specific data quality application software and data cleaning services.

Content subject to change. See website for up to date information.



REGISTRATION

ECCMA MEMBER	QTY.	BEFORE JULY 31	AFTER JULY 31
<input type="checkbox"/> Associate Member Registration*	_____	\$400	\$412
<input type="checkbox"/> Full Member Registration**	<u>1</u>	COMP	COMP
Additional Registrations	_____	\$350	\$385
<input type="checkbox"/> Charter Member Registration ***	<u>1</u>	COMP	COMP
Additional Registrations	_____	\$350	\$385
<input type="checkbox"/> Wednesday Award Dinner	_____	\$50	\$60
<input type="checkbox"/> Exhibit Booth****	_____	\$1,000	\$1,650
<input type="checkbox"/> Bethlehem Haunted Tour	_____	FREE	FREE
<input type="checkbox"/> Trip to Sands Casino	_____	FREE	FREE

* Price is per person and includes breakfast, breaks and lunch.
 ** Full membership includes 1 free registration. Additional attendees at rate listed above which includes 30% membership discount.
 *** Charter membership includes an exhibit booth, 1 additional complimentary registration and 2 complimentary Award Dinner tickets. Additional attendees at rate listed above which includes 30% membership discount.
 **** Exhibit booth includes 1 attendee registration, booth, 45 minute presentation on Thurs. and all hosted meals. Booth registrations will be acknowledged after receipt of registration form and will be provided with an exhibit floorplan for booth selection and further information.

NON ECCMA MEMBER	QTY.	BEFORE JULY 31	AFTER JULY 31
<input type="checkbox"/> Attendee Registration*	_____	\$500	\$650
<input type="checkbox"/> Wednesday Award Dinner	_____	\$60	\$60
<input type="checkbox"/> Exhibit Booth****	_____	\$1,650	\$2,250
<input type="checkbox"/> Bethlehem Haunted Tour	_____	FREE	FREE
<input type="checkbox"/> Trip to Sands Casino	_____	FREE	FREE

Sponsorship Opportunities

	ECCMA Member	Non ECCMA Member
Visit www.eccma.org/2010ECCMAconf/sponsor for sponsor benefits!		
<input type="checkbox"/> Welcome Reception	\$1,500	\$2,000
<input type="checkbox"/> Wednesday Breakfast	\$550	\$750
<input type="checkbox"/> Wednesday Lunch	\$750	\$950
<input type="checkbox"/> Wednesday Award Dinner	\$2,000	\$2,500
<input type="checkbox"/> Thursday Breakfast	\$550	\$750
<input type="checkbox"/> Thursday Lunch	\$750	\$950

ECCMA Annual Conference Registration Form

Name of Attendee _____

Company Name _____

Company Street Address _____

City, State, Zip/Post Code _____ Country _____

E-mail Address _____

Telephone Number _____ Fax Number _____

For Additional Attendees:

Name of Attendee _____

Email Address _____

Telephone Number _____

Name of Attendee _____

Email Address _____

Telephone Number _____



Method of Payment

Check *Make checks payable to ECCMA drawn on a U.S. bank*

Visa

MasterCard

American Express

Wire Transfer *Include \$25.00 fee in total price. Bank details will follow in email 24-48 hrs after receiving form.*

Credit Card # _____ Exp. date _____

Name on Card _____

Billing Address (if different from above) _____

Signature _____

MAIL, EMAIL OR FAX TO:

ECCMA
 Attn: Melissa Scheib
 2980 Linden Street, Suite E2
 Bethlehem, PA 18017
 Fax: +1 610-625-4657
 Email: conference@eccma.org

Subtotal: \$ _____

Wire Fee: (if applicable) \$ _____

Grand Total: \$ _____



For more information visit www.eccma.org/2010ECCMAconf/home