Cutting-Edge Solutions for Your Challenges

June 26 – 29, 2016
Boston, MA

NEW AND NOTABLE FOR 2016:

- Advanced Topics in Discrete Choice
- Advanced R Programming
- Leveraging Online Search Trends
- Chance Driven Learning Machine on Marketing Datasets

Register by May 26 and save!
AMA.org/artforum
JOIN US IN BOSTON!

This is the 27th year of the AMA’s Advanced Research Techniques (ART) Forum, where academics and practitioners discuss the latest developments in marketing research and analytics.

The ART Forum is the place where practitioners learn about cutting-edge tools and academics learn about new problems. Attendees form a network of colleagues who are serious about developing tools that can solve the next generation of problems in the field of marketing.

ART Forum also offers a range of preconference tutorials, providing an introduction to areas that might be unfamiliar to some attendees. Please check them out on the next page.

This year’s program covers a wide variety of topics: social network analysis and targeting, modeling customer and market dynamics, market structure and visualization, market segmentation, conjoint and choice modeling, marketing metrics, new advances in correcting for noise and biases in survey research, and leveraging large and unstructured data for actionable insights. And the Paul E. Green Award will be presented for the 2015 Journal of Marketing Research article that best exemplifies high-quality practical research.

There’s something for everyone at the ART Forum! We invite you to try it out if you’ve never attended before—and come back if you’re a regular. We look forward to seeing old friends, making new friends and being part of advancing the field of marketing.

Rex Du and Melinda Thielbar, Chairs

NEW AND NOTABLE FOR 2016:

- Advanced Topics in Discrete Choice: 12 Practical & Clever Solutions
- Leveraging Online Search Trends in Marketing Research
- Advanced R Programming

REGISTER BY MAY 26 AND SAVE
### Optional Pre-Conference Tutorials

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<tr>
<td>8:15 am–12:00 pm</td>
<td>A: Introduction to Discrete Choice Experiments</td>
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<td>1:00–5:00 pm</td>
<td>B: An Introduction to Probability Models for Marketing Research</td>
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<tr>
<td>1:00–2:55 pm</td>
<td>C: Marketing Mix Modeling</td>
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<tr>
<td>3:05–5:00 pm</td>
<td>D: Advanced R Programming in Marketing</td>
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<td>1:00–5:00 pm</td>
<td>E: Hierarchical Bayes Methods in Marketing</td>
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<td>F: Advanced Topics in Discrete Choice: 12 Practical &amp; Clever Solutions</td>
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<td>G: Probability Models for Customer-Base Analysis</td>
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<tr>
<td>3:05–5:00 pm</td>
<td>H: How to Use Latent Class Models to Obtain Meaningful Segments: Finding GOLD in Your Data</td>
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<tr>
<td>5:30–6:00 pm</td>
<td>New Attendee Orientation</td>
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<td>6:00–7:30 pm</td>
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### Monday Morning Sessions

**SOCIAL NETWORK AND TARGETING**
- **8:40–9:10 am**: Enhancing Product Adopter Using Professional Network: An Application Using Very Large Unstructured Data
- **9:10–9:40 am**: Beyond the Target Customer: Social Effects of CRM Campaigns

**MODELING CUSTOMER BEHAVIOR**
- **10:40–11:10 am**: A Bayesian Semiparametric Framework for Understanding and Predicting Customer Base Dynamics
- **11:10–11:40 am**: Can Everything Drive Everything? Challenges with Highly Parameterized VARs
- **12:00–1:40 pm**: Lunch and Parlin Award Presentation

### Monday Afternoon Sessions

**MARKET STRUCTURE AND VISUALIZATION**
- **1:40–2:10 pm**: How to Speak Winese: Translating Produce Reviews into Brand-Positioning Maps
- **2:10–2:40 pm**: Visualizing Asymmetric Competition Among More Than 1,000 Products Using Big Search Data
- **3:30–4:00 pm**: How to Develop a MaxDiff Typing Tool to Assign New Cases into Meaningful Segments
- **4:00–4:30 pm**: Unraveling Path to Purchase: Untangling the Consumer Journey and Piecing It Back Together
- **5:00–6:00 pm**: Networking Reception

### Tuesday Morning Sessions

**CONJOINT AND CHOICE MODELING**
- **8:30 am**: Day 2 Opener
- **8:40–9:10 am**: Two New Features in Discrete Choice Experiments to Improve Willingness to Pay Estimation that Result in SDR and SADR: Separated (Adaptive) Dual Response
- **9:10–9:40 am**: Gremlins in the Data: Identifying the Information Content of Research Subjects

**CONJOINT AND CHOICE MODELING**
- **10:30–11:00 am**: Tipping the Scale: The Role of Discriminability in Conjoint Analysis
- **11:00–11:30 am**: Conjoint Upper-Level HB Models – Benefits and Practical Tips
- **12:00–1:00 pm**: Lunch

### Tuesday Afternoon Sessions

**MARKETING METRICS**
- **1:00–1:30 pm**: The Right Metric for the Right Decision, Manager, Firm and Industry: Correcting for Endogenous Selection Effects
- **1:30–2:00 pm**: Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data

**CORRECTING FOR NOISE AND BIASES IN SURVEY**
- **3:00–3:30 pm**: Fly Me to the Moon: The Application of Kalman Filters to Tracking Data
- **3:30–4:00 pm**: The Sampling Supercharger: Using Agents to Improve Survey Samples
- **4:30–5:15 pm**: Roundtable Discussions

### Wednesday Morning Sessions

**LARGE AND UNSTRUCTURED DATA**
- **8:30–9:00 am**: Optimal Large-Scale Internet Media Selection
- **9:00–9:30 am**: Exploiting Data Blending to Create More Powerful Linkages
- **9:30–10:00 am**: Aligning Big Data Demographics with Survey Attitudes Using Expectation-Maximization and Nested Logit Classifier Ensembles
- **10:45–11:30 am**: Presentation of Paul E. Green Award and Best Conference Paper Award
CONFERENCE PROGRAM

Sunday, June 26

8:15 am–12:00 pm
Optional Preconference Tutorials (see website for descriptions)

A. Introduction to Discrete Choice Experiments
  Bryan Orme, President, Sawtooth Software
  Keith Chrzan, SVP Analytics, Sawtooth Software

B. An Introduction to Probability Models for Marketing Research
  Peter S. Fader, Professor of Marketing, The Wharton School of the University of Pennsylvania
  Bruce G.S. Hardie, Professor of Marketing, London Business School

C. Marketing Mix Modeling
  Mark Garratt, Co-Founder, in4mation insights
  Sanjib Mohanty, Managing Director, in4mation insights

D. Advanced R Programming
  Jack Horne, VP Marketing & Data Sciences, Market Strategies International

E. Hierarchical Bayes Methods in Marketing
  Jeff Dotson, Assistant Professor of Marketing, Vanderbilt University
  Elea Feit, Assistant Professor of Marketing, Drexel University

1:00–5:00 pm
Optional Preconference Tutorials (see website for descriptions)

F. Advanced Topics in Discrete Choice: 12 Practical & Clever Solutions
  Bryan Orme, President, Sawtooth Software
  Keith Chrzan, SVP Analytics, Sawtooth Software

G. Probability Models for Customer-Base Analysis
  Peter S. Fader, Professor of Marketing, The Wharton School of the University of Pennsylvania
  Bruce G.S. Hardie, Professor of Marketing, London Business School

H. How to Use Latent Class Models to Obtain Meaningful Segments: Finding GOLD in Your Data
  Jay Magidson, President, Statistical Innovations
  Anthony Babinec, President, AB Analytics

1:00–2:55 pm
Optional Preconference Tutorials (see website for descriptions)

I. Leveraging Online Search Trends in Marketing Research
  Rex Du, Associate Professor of Marketing, University of Houston

3:05–5:00 pm
Optional Preconference Tutorials (see website for descriptions)

  Dan Steinberg, Salford Systems

5:30–6:00 pm
New Attendee Orientation

6:00–7:30 pm
Welcome Reception with Poster Sessions and Exhibits
(see page 10 for list of sessions)

*All tutorials are optional and require an additional fee. See page 11 for details.
Monday, June 27

8:40–10:00 am  Monday Morning Sessions I

**SOCIAL NETWORK AND TARGETING** (Simon Blanchard, Session Leader)

**8:40–9:10 am**

**Enhancing Product Adopter Using Professional Network: An Application Using Very Large Unstructured Data**

*Arun Bhattacharyya, Pfizer Inc.*

Measuring the role of contagion on adoption of a new product is fairly new to the marketing literature. This session proposes and empirically demonstrates that by targeting the right adopters and their network members in right time sequence marketing can enhance the speed and spread of diffusion at reduced marketing cost. This is done in the context of launch of a new pharmaceutical brand. A very large longitudinal unstructured data (58M records) is used to derive networks among subjects. Machine Learning techniques and statistical Social Networks Analysis (SNA) approaches are used. From these points, this session enhances existing adoption/diffusion literature and helps marketing to make a launch process more surgical and efficient.

**9:10–9:40 am**

**Beyond the Target Customer: Social Effects of CRM Campaigns**

*Peter Ebbes, HEC Paris*
*Eva Ascarza, Columbia University*
*Oded Netzer, Columbia University*
*Matt Danielson, Globys*

Customer Relationship Management (CRM) campaigns have traditionally focused on maximizing the profitability of the targeted customers. In this session, we investigate the social effects of CRM campaigns. We demonstrate that in business settings that are characterized by network externalities, a CRM campaign that is aimed at changing the behavior of specific customers propagates through the social network, thereby also affecting the behavior of non-targeted customers.

**Discussion**

10:40 am–12:00 pm  Monday Morning Sessions II

**MODELING CUSTOMER BEHAVIOR** (P.K. Kannan, Session Leader)

**10:40–11:10 am**

**A Bayesian Semiparametric Framework for Understanding and Predicting Customer Base Dynamics**

*Ryan Dew, Columbia Business School*
*Asim Ansari, Columbia Business School*

Automating the customer analytics process is crucial for companies that manage distinct customer bases. In such data-rich and dynamic environments, visualization plays a key role in understanding events of interest. These ideas have led to the popularity of analytics dashboards, yet academic research has paid scant attention to these managerial needs. We develop a probabilistic, nonparametric framework for understanding and predicting individual-level spending along calendar time, interpurchase time and customer lifetime dimensions. These curves form a dashboard that provides a visual model-based representation of purchasing dynamics that is easily comprehensible. The model flexibly and automatically captures the form and duration of the impact of events that influence spend propensity, even when such events are unknown a-priori.

**11:10–11:40 am**

**Can Everything Drive Everything? Challenges with Highly Parameterized VARs**

*Mary Beth Broadbent, in4mation insights*
*Mark Garratt, in4mation insights*

Marketing has become much more complex in the past 10 years. The path to purchase has evolved from a simple linear progression to an ecosystem where consumers are more active in the way they search for information and where the passive absorption of TV messages has been displaced by models of engagement through social media. In this session, we describe the challenges we encountered in modeling these complex interactions.
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**MARKET STRUCTURE AND VISUALIZATION** (Charlotte Mason, Session Leader)

**1:40–2:10 pm**

*How to Speak Winese: Translating Produce Reviews into Brand-Positioning Maps*

*Wagner Kamakura, Rice University*

*Sangkil Moon, UNC Charlotte*

Our approach for translating product reviews into a brand-positioning map differs from existing approaches in two important ways. First, instead of utilizing a pre-defined list of terms to be counted in the product reviews, we apply an ontology-learning process to the body of text and identify common topics directly from it. Second, most brand-positioning maps produced from customer reviews are obtained from aggregated brand-by-topics data. Instead of factoring out the most important component of the product reviews (the human component!) before analyzing the data, we propose a three-mode unfolding model that accounts for differences in writing style and perceptual acuity across reviewers.

**2:10–2:40 pm**

*Visualizing Asymmetric Competition Among More Than 1,000 Products Using Big Search Data*

*Daniel M. Ringel, Goethe-University Frankfurt*

*Bernd Skiera, Goethe-University Frankfurt*

Understanding competitive market structure is essential for positioning, pricing and communication strategies. However, with many of today’s markets comprising hundreds of products, the analysis of competitive market structure can be cumbersome and complex. We present a new approach based on online consumer search data to visualize asymmetric competition in large markets (>1,000 products) in a single two-dimensional map with clearly separated submarket structures. The empirical application to the LED-TV market, comprising 1,124 products and 56 brands, leads to valid and useful insights and shows that our method outperforms traditional models such as multidimensional scaling.

**3:30–5:00 pm**

**MARKET SEGMENTATION** (Dino Fire, Session Leader)

**3:30–4:00 pm**

*How to Develop a MaxDiff Typing Tool to Assign New Cases into Meaningful Segments*

*Jay Magidson, Statistical Innovations Inc.*

To obtain meaningful segments, latent class analysis is often applied to MaxDiff (best-worst scaling) data. In order to classify new cases into the most appropriate segment, we describe and illustrate a new approach to develop a typing tool where a relatively small number of items is included in future surveys, each item requesting a simple choice between a specified attribute pair. We will use a case study to illustrate the steps to develop the typing tool and show that based on the reduced number of questions, a high percentage of respondents are assigned to the same segments as they were originally. The resulting typing tool is not only simpler, but also improves over earlier approaches by allowing a customization that yields higher accuracy for those segments judged most important to target.

**4:00–4:30 pm**

*Unraveling Path to Purchase: Untangling the Consumer Journey and Piecing It Back Together*

*Sarah Tarraf, Claire Gilbert, Nick Wright, Gongos Inc.*

As market researchers, we talk a lot about path to purchase. However, as analysts, we struggle to identify an effective analytic approach to uncover a consumer’s path and make this information actionable to end users. This presentation will provide an overview of a questioning framework and analytic technique used to effectively capture consumer-reported engagement with marketing touchpoints and path to purchase—allowing us to move beyond strictly analytically derived models and integrate the consumer back into consumer path to purchase.
Tuesday, June 28

8:30–10:00 am Tuesday Morning Sessions V

Conjoint and Choice Modeling (Melinda Thielbar, Session Leader)

8:30 am
Day 2 Opener

Rex Du and Melinda Thielbar, Conference Co-Chairs

8:40–9:10 am

Two New Features in Discrete Choice Experiments to Improve Willingness to Pay Estimation that Result in SDR and SADR: Separated (Adaptive) Dual Response

Christian Schlereth, WHU - Otto Beisheim School of Management
Bernd Skiera, Goethe-University Frankfurt

Discrete choice experiments such as choice-based conjoint and dual response are popular preference elicitation methods, yet, they can suffer from context effects, extreme response behavior, and problems with estimating consumers’ willingness to pay accurately when the purchase probability is high. This presentation proposes two new features to avoid these limits: (a) strictly separating all forced and all free choice questions and (b) an adaptive mechanism to select fewer, but more informative, free choice questions. The use of these two features invokes two new discrete choice experiment methods: separated dual response (SDR), with just the first feature, and separated adaptive dual response (SADR), with both features. A conceptual comparison, tests to address endogeneity concerns, and three empirical studies demonstrate the appeal of these two new features, relative to the benefits of existing discrete choice experiments, especially when estimating willingness to pay.

9:10–9:40 am

Gremlins in the Data: Identifying the Information Content of Research Subjects

John R. Howell, Penn State University
John Liechty, Penn State University
Peter Ebbes, HEC Paris

Empirical demand functions are critical in many areas of marketing. Many times, these demand functions are created using survey-based methods like conjoint analysis. With any survey-based method, the quality of the model is dependent on the quality of the information obtained from the respondents. We develop a model that classifies and reweights respondents based on the statistical information contained in the respondents’ survey questionnaires.

Discussion

10:30 am–12:00 pm Tuesday Morning Sessions VI

Conjoint and Choice Modeling (Bryan Orme, Session Leader)

10:30–11:00 am

Tipping the Scale: The Role of Discriminability in Conjoint Analysis

Anocha Aribarg, University of Michigan
Katherine A. Burson, University of Michigan
Richard P. Larrick, Duke University

Conjoint analysis is a widely used method for determining how much certain attributes matter to consumers by observing a series of their choices. However, how those attributes are expressed has important consequences for their choices, and thus, conclusions drawn by market researchers about how important the attributes are. Expanded attribute scales (e.g., expressing exercise time in minutes) lead consumers to perceive greater differences between times than contracted scales (e.g., expressing exercise time in hours). By illustrating the curvilinear relationship between scale expansion and multiple measures, we also offer practitioners some insight into the limits of scale expansion.
11:00–11:30 am
Conjoint Upper-Level HB Models – Benefits and Practical Tips

Jake Lee, Quantum Strategy, Inc.

This presentation will showcase some practical benefits to adopting the upper-level model. Pros and cons will be addressed and compared to the more common lower-level model used in industry. Trials and triumphs based on actual experience will be shared along with ideas to make the upper-level model even more valuable in practice.

Discussion

12:00–1:00 pm Lunch
1:00–2:20 pm Tuesday Afternoon Sessions VII

MARKETING METRICS (Rex Du, Session Leader)

1:00–1:30 pm
The Right Metric for the Right Decision, Manager, Firm and Industry: Correcting for Endogenous Selection Effects

Peter Lenk, University of Michigan
Imran Currim, University of California Irvine
Tim Gilbride, University of Notre Dame
Ofer Mintz, Louisiana State University

This talk investigates the use and effectiveness of measures on marketing decisions. The data are from a survey of managers who rate the effectiveness of one or more marketing decisions, give the measures that they used and the type of marketing decisions. The model corrects for selection effects since managers are more likely to use measures that they ex ante believe to be more effective. We find the use and effectiveness of marketing measures to be context dependent with great inter-manager heterogeneity.

1:30–2:00 pm
Valuing Subscription-Based Businesses Using Publicly Disclosed Customer Data

Daniel McCarthy, University of Pennsylvania
Peter S. Fader, University of Pennsylvania
Bruce G.S. Hardie, London Business School

The growth of subscription-based commerce has changed the types of metrics firms report to external shareholders. More companies than ever are discussing/disclosing metrics such as churn, customers acquired, customer lifetime value, and more. As such, there is increasing interest in linking the value of a firm’s customers to the overall value of the firm. A number of researchers in the fields of marketing and accounting have explored this idea. In this talk, we develop a framework for valuing subscription-based firms that addresses both driving valuation estimates off of a well-developed, widely accepted valuation framework, and the underlying models of customer acquisition and retention (which previously has not reflected many empirical realities associated with these behaviors). We will incorporate critical factors such as heterogeneity, duration dependence, seasonality, and macroeconomic variables into a well-accepted valuation framework.

Discussion

3:00–5:00 pm Tuesday Afternoon Sessions VIII

CORRECTING FOR NOISE AND BIASES IN SURVEY (Rex Du, Session Leader)

3:00–3:30 pm
Fly Me to the Moon: The Application of Kalman Filters to Tracking Data

Jane Tang & Andrew Grenville, Vision Critical
Karen Buros, Radius Global Market Research

Kalman Filters have a wide variety of applications, from smoothing the jitters of cameramen to navigating spaceships. Here we examine its effect on brand tracking data, looking at examples ranging from sponsorship during the Olympic Games to a brand crisis and the standard brand tracker.
3:30–4:00 pm
The Sampling Supercharger: Using Agents to Improve Survey Samples

Roland T. Rust, University of Maryland
Michael Haenlein, ESCP Europe

In marketing research, samples are often biased, with many variables (e.g., income, age) collected using ordinal categories. Aggregate incidence of these categories is often known by virtue of census data. Current best practice is to then re-weight the sample’s data points such that the marginal distributions of the variables match the known values. Analyses are then conducted on the re-weighted data. We propose an alternative approach to building a representative sample. We use copulas to estimate the joint distribution. Then, in the spirit of bootstrapping and agent based modeling, we generate a new “supersample” consisting of agents drawn from the estimated joint distribution. Statistical analyses then use the supersample rather than the original data. The approach might be used to improve any biased sample, even those not arising from surveys. We show using simulations that this “sampling supercharger” can improve the accuracy of statistical estimation, both for estimating the values of individual parameters and for estimating multivariate statistical relationships. The improvement in accuracy can be substantial enough to result in qualitatively different results and conclusions.

Discussion
4:30–5:15 pm
Roundtable Discussions

Wednesday, June 29

8:30–10:00 am
Wednesday Morning Sessions IX

LARGE AND UNSTRUCTURED DATA (Jack Horne, Session Leader)

8:30–9:00 am
Optimal Large-Scale Internet Media Selection
Courtney Paulson, USC Marshall School of Business
Lan Luo, USC Marshall School of Business
Gareth James, USC Marshall School of Business

Although Internet advertising is increasingly being recognized as vital in today’s business world, research on optimal Internet media selection has been sparse. Firms face considerable challenges in their budget allocation decisions, including the large number of websites they may potentially choose, the vast variation in traffic and costs across websites, and the inevitable correlations in viewership among these sites. Generally, attempting to select the optimal subset of websites among all possible combinations is an NP-hard problem, and thus, existing approaches can only handle Internet media selection in settings on the order of 10 websites. We propose an optimization method that is computationally feasible to allocate advertising budgets among thousands of websites while performing similarly to extant approaches in settings scalable to prior methods. Our method is also flexible to accommodate practical Internet advertising considerations such as targeted consumer demographics, mandatory media coverage to matched content websites, and target frequency of ad exposure.

9:00–9:30 am
Exploiting Data Blending to Create More Powerful Linkages
Kurt Pflughoeft, MaritzCX
Sharon Alberg, MaritzCX

Linkage studies that tie attitudes and behaviors to business outcomes are of great interest to clients who seek both actionable insights as well as justification for market research programs. But acquiring, joining and cleaning data often make linkage studies cost prohibitive. Data blending technologies coupled with machine learning can improve the market researcher’s ability to create a predictive model. These models allow the client to hone in on the important variables and determine the conditions and actions that lead to higher revenue—in this case, as it applies to gas stations/convenience stores.
9:30–10:00 am
Aligning Big Data Demographics with Survey Attitudes Using Expectation-Maximization and Nested Logit Classifier Ensembles
Kevin Lattery, SKIM

Big Data often has demographic and behavioral data but little attitudinal information. This presentation describes the many challenges in using survey data to add attitudinal information to Big Data. We also describe our solution to align the demographic and behavioral data stored in a large client database with the attitudinal data collected in a survey that was used for developing consumer segments with different needs.

Discussion

10:45–11:30 am

PAUL E. GREEN AWARD

This award recognizes the article in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research. It honors Paul E. Green, Professor Emeritus of Marketing, The Wharton School, and S.S. Kresge, Professor Emeritus of Marketing, University of Pennsylvania.

BEST CONFERENCE PAPER AWARD

POSTER SESSIONS

International Market Segmentation Using Feature Benefit Associations
Christopher Perkins, Eli Lilly

Discrete Choice Models on Mobile Devices
Peter Kurz, Applied Marketing Science

Mobile Marketing Insights: An Empirical Approach to Investigate Customers’ Everyday Mobile Media Practices
Julia Roll, Bauhaus-University Weimar

New Features in SAS® PROC BCHOICE for Bayesian Choice Models, MaxDiff Data, Allocation Data and Beyond…
Amy Shi, Fang Chen, SAS

A Guy Walks Into a Bar Chart: Data Visualizations That Work Like Jokes
Michael P. Sweeney, Design-product Systems

Using R Predict Methods and RSGHB to Tune Choice Models
Jeffrey Dumont, Jeffrey Keller, Nelson Whipple, RSG

Seeing Is Believing – Unleashing the Power of Neuroscience for Media Decisions in the UAE
Ravi Shekar, Racha Makarem, Emeline Thomas, Fahad Ali, Starcom MediaVest Group

Combining Computer Science and Mathematics to Optimize Choice Designs
George Boomer, StatWizards LLC
Brett Close, PhD candidate, University of Wisconsin
GENERAL INFORMATION

Hotel
Westin Boston Copley Place
10 Huntington Avenue
Boston, MA 02116
Phone: 1.617.262.9600
Reservations: 1.800.937.8461

Room Rate
The AMA has negotiated a special group rate for the ART Forum:
$289 single/double occupancy per night + applicable state and local taxes, currently 14.45%. Add $30 for each additional person over double occupancy. (Taxes and fees are subject to change without notice)

Rates are available three days before and after the meeting dates, based on availability. Please reserve your accommodations early as there are a limited number of rooms at the special rate.

To reserve your room, call 1.800.937.8461 and ask for the AMA-ART Forum June 2016 group room block.

The reservation cut-off date is May 26, 2016.

Questions?
Call 800.AMA.1150 or email info@ama.org

Registration and Pricing

Conference Fees
Early Registration
(Payment must be received in AMA office by May 26, 2016)

AMA Member: $995*
Non-Member: $1,250*
AMA Doctoral Student: $650*
*Add $100 to these prices after May 26

AMA Doctoral Students must call 800.262.1150, ext. 9009 and provide their AMA member ID# in order to register and receive the discount.

Tutorial Fees
Tutorials are optional and are scheduled for Sunday, June 26

Early Registration
(Payment must be received in AMA office by May 26, 2016)

4-Hour Tutorials*
AMA Member: $295 per tutorial
Non-Member: $320 per tutorial
*Add $25 to each tutorial after May 26

2-Hour Tutorials**
AMA Member: $148 per tutorial
Non-Member: $160 per tutorial
**Add $12 to each tutorial after May 26

Tutorials only: If you are only attending tutorial(s) and not the conference, a $100 administration fee will be assessed in addition to the tutorial fee(s).

Sponsor/Exhibitor Opportunities
Sponsorships and exhibit space are available. Reserve your space today by contacting Lore Gil at 312.542.9033 or lgil@ama.org.

Conference Committee
Rex Du, Chair, Hurley Associate Professor of Marketing, University of Houston
Melinda Thielbar, Chair, Research Statistician Developer, JMP Software
Simon J. Blanchard, Assistant Professor of Marketing, Georgetown University
Dino Fire, Chief Science Officer, FGI Research
Jack Horne, VP Marketing & Data Sciences, Market Strategies International
P.K. Kannan, Ralph J. Tyser Professor of Marketing Science, University of Maryland
Charlotte Mason, Head of Department of Marketing, University of Georgia
Bryan Orme, President, Sawtooth Software
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Connect with us: #AMAART16
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