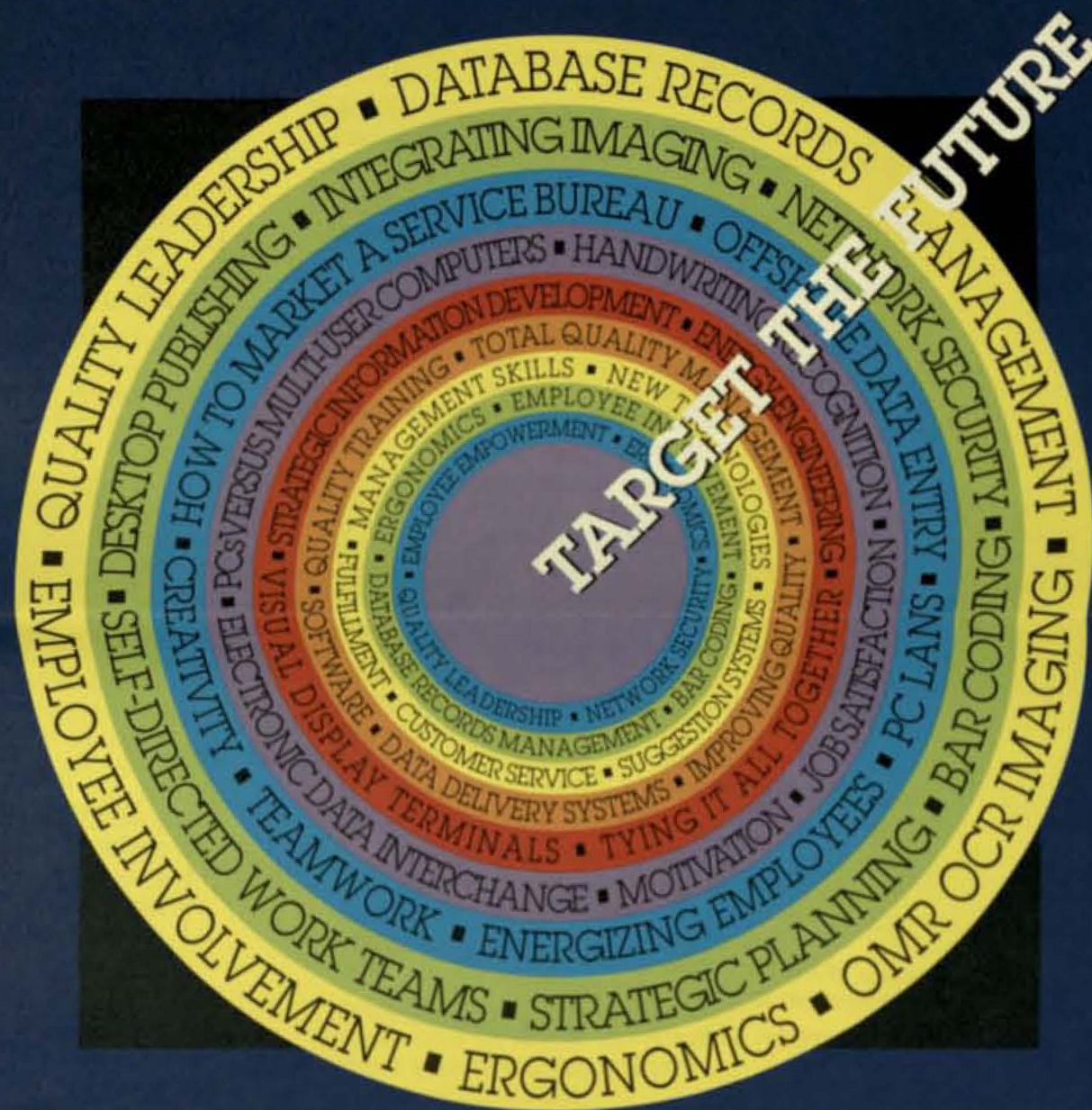


DEMA's 15th Anniversary Conference & Exposition

Nov. 18-20, 1991, The Loews Anatole Hotel, Dallas, Texas



Our 15th Anniversary Conference and Exposition is a milestone for DEMA and your career in data capture. New speakers, new topics, new exhibitors, data capture tours, and a professional enhancement/health fair are just some of the special events that will help you **"Target Your Future"**.

- Learn how new technologies work, how they work together and how they can work for you.
- Find out how correct ergonomics can make the workplace safer, healthier and more enjoyable.
- Hear inspiring and provocative speakers like Texas Rangers Manager Bobby Valentine on the importance of teamwork, and author Paul Brodeur on the health hazards of VDTs.
- Recharge your management style at special events focusing on health and professional enhancement for you and your employees.
- See the latest in software, hardware, systems and services at America's only exhibit dedicated to data capture.

Companies represented: ADP • AEG Corp. • American Airlines • AMR-IS Data Management Services • Applied Learning Corp. • Bank One • Calera Recognition Systems • Carlisle Memory Products • Compaq Computers • Data Dimensions Corp. • Data Input Services, Inc. • Datalex, Inc. • Datronic Systems, Inc. • Densan Co., Inc. • Digital Equipment Corp. • Eastman Kodak • Heil & Associates • HDEP Int'l • HNC, Inc. • Holiday Industries, Inc. • Input Services Inc. • International Software Technology, Inc. • Japan Data Entry Assoc. • JDI, Subsidiary of AT&T •

101 Merritt 7, Norwalk, CT 06856-5131 • Tel: (800) 888-6485 • Fax: (203) 846-6883



Dear Data Capture Professional:

The theme of DEMA's 15th Anniversary Conference & Exposition is **"Target The Future"** — focusing on the new technologies and skills that you and your organization will have to master to succeed in the new world of data capture.

This new world will be one of imaging, optical character recognition, PCs and electronic data interchange. It will be a world of teams, multi-skilled employees, customer service and quality assurance.

It will also be a world of VDT regulation and repetitive strain injuries unless we implement the advice offered by some of our speakers at this exciting and important event.

The rate of change in the data capture industry, spurred by new technology and tougher competition, is accelerating. It's imperative that you attend the conference and represent your organization in Dallas. The knowledge you'll bring back from hearing the speakers, meeting the exhibitors and talking with other data capture professionals will dramatically contribute to improving the quality and productivity of your organization. Spending a few hours at the Equipment and Services Exposition will save your company months of time investigating new products and services.

I remember our first DEMA conference held 15 years ago. The theme was "from the boiler room to the Waldorf Astoria" in New York. At the time, data capture was the key-punch department. We were relegated to the basement of organizations because our machines made a lot of noise and created dust, punching holes in paper cards. Just think how dramatically the business has changed in 15 years! It's going to change even more this year and in the next few years. That's why this year's conference will "Target The Future" — YOUR future with new speakers, topics, exhibitors, and the ideas and information you need. See you in Dallas!

Sincerely,

Norman Bodek
President

P.S. Don't forget to take advantage of the Early Bird special offer. Register by September 18th and get a \$30 deduction in your registration fee!

P.P.S. The first 100 paid registrants receive a free DEMA "Target The Future" Conference T-shirt.

The Joyce Institute • Lundy Financial Systems • Ann McGee-Cooper & Assoc. • Mary Kay Cosmetics, Inc. • Min Basadur & Associates, Inc. • Motorola • National Business Systems • National Computer Systems • Neiman Marcus and Horchow Mailorder Companies • Pacific Bell • Phoenix Software International • Price Waterhouse • RecordsPro Inc. • Recognition Equipment • ROCC Computers Limited • Scantron Corp. • The Southland Corp. • Siemens Nixdorf Information Systems • Southern Computer Systems, Inc. • Today's Temporary • Texas Instruments • Texas Rangers • Texas Utilities Electric Co. • TSI International • Viking Software Services, Inc. • Vision Vu, Inc. • B. Wright & Associates • Xerox • ADP • AEG Corp. • American Airlines • AMR-IS Data Management Services • Applied Learning Corp. • Bank One • Calera Recognition Systems • Carlisle Memory Products • Compaq Computers • Data Dimensions Corp. • Data Input Services, Inc. • Datalex, Inc. • Datronic Systems, Inc. • Densan Co., Inc. • Digital Equipment Corp. • Eastman Kodak • Heil & Associates • HDEP Int'l • HNC, Inc. • Holiday Industries, Inc. • Input Services Inc. • International Software Technology, Inc. • Japan Data Entry Assoc. • JDI, Subsidiary of AT&T • The Joyce Institute • Lundy Financial Systems • Ann McGee-Cooper & Assoc. • Mary Kay Cosmetics, Inc. • Min Basadur & Associates, Inc. • Motorola • National Business Systems • National Computer Systems • Neiman Marcus and Horchow Mailorder Companies • Pacific Bell • Phoenix Software International • Price Waterhouse • RecordsPro Inc. • Recognition Equipment • ROCC Computers Limited • Scantron Corp. • The Southland Corp. • Siemens Nixdorf Information Systems • Southern Computer Systems, Inc. • Today's Temporary • Texas Instruments • Texas Rangers • Texas Utilities Electric Co. • TSI International • Viking Software Services, Inc. • Vision Vu, Inc. • B. Wright & Associates • Xerox •

A Good Investment For Your Organization

You and your company gain when you attend a DEMA Conference and Exposition because you'll return with solid ideas for improving quality, boosting morale, cutting costs, and using technology more effectively. Here's what last year's attendees said when we asked them to cite the benefits of attending:

"A well organized & informative conference. I'm eager to return to Alabama and share my findings with everyone. A great opportunity for growth!"
-Sara Juanita Knight, State of Alabama

"Meeting with fellow data entry professionals to share common problems and finding out different methods used to process data."
-Joan O'Connor, N.F.I.B.

Target The Future

November 18-20, 1991

Data capture is dramatically different than it was a few years ago, and it will change even more rapidly in the near future. DEMA has evolved over the last 15 years, too. We no longer focus strictly on data entry. Our conference encompasses the entire data capture field with all the major changes in technologies, the skills needed to manage a diverse work force, and the emerging systems that are connecting technologies.

Come to DEMA's "Target The Future" Conference & Exposition to learn how other data capture pros are handling the challenges created by these changes; to see the latest technologies and services; and to gather the best insights and tips from industry leaders and data capture practitioners.

This year's conference will include a host of new speakers and topics. In surveys, phone conversations, and stories in the DEMA newsletter, you've told us the trends and problems that will affect your companies and departments now and in the future. We've brought together the experts and practitioners who can help you cope with what's ahead. Here's a sample of the subjects being covered at DEMA's "Target The Future" Conference:

- Employee Empowerment
- Quality Assurance Leadership
- Network Security
- Integrating Imaging
- Self-Directed Work Teams
- Employee Ideas & Involvement
- Database Records Management
- Offshore Data Entry
- Strategic Information Development
- Desktop Publishing
- How to Market a Service Bureau
- Management Skills
- New Technologies
- Software
- Fulfillment

- Customer Service
- Suggestion Systems
- Electronic Data Interchange
- Quality Training
- Data Delivery Systems
- PC LANs
- Bar Coding
- Total Quality Management
- Strategic Planning
- Handwriting Recognition
- Creativity
- Motivation
- Job Satisfaction
- Teamwork
- Energizing Employees
- Office Ergonomics
- Improving Quality
- PCs Versus Multi-User Computers
- OMR/OCR Imaging
- Energy Engineering
- VDT Health Risks

Special Conference Extras – NEW! NEW! NEW!

- **Health and Professional Enhancement Fair:** Here's a fun and interactive way to develop an awareness of the health, safety, and personal issues that affect you and your employees. The fair will offer lifestyle seminars on how to exercise for cardiovascular fitness, and how to handle stress management in the workplace; including health assessment appraisals, a personal action guide booklet and lots more. The Cooper Clinic/Dynamic Health & Performance, Inc. helped to organize the fair.

Michele Burris, creator of "Winning with Wellness" and noted lecturer and seminar leader will present on energy engineering, stress management and nutrition.

You'll also use FORTE, the personality assessment survey, to learn more about your leadership style and communication skills.

- **Data Capture Tours:** Get a first-hand look at other data capture facilities. DEMA is arranging limited tours of data capture facilities at major companies in the area. We'll announce the companies and registration procedures as soon as all the arrangements are completed.
- **Tuesday Night Round Up at the Circle R Ranch.** It's time to relax — Texas-style. We'll have a barbecue at the ranch, watch a real wild west rodeo and get in some square dancing, too.

The Largest Gathering Of Data Capture Equipment, Systems, Software And Services Suppliers

DEMA's Equipment, Systems, Software and Services Exposition assembles under one roof the largest gathering of vendors dedicated exclusively to data capture. Come to the Exposition and:

- Get hands-on demonstrations from vendors
- Save months of time investigating and comparing new products or services by seeing them all in one place, side-by-side
- Increase your knowledge of this complex, rapidly changing market
- See for yourself what technologies and services will dominate the future
- Make better informed buying decisions
- Get answers to your hardware, software and systems & services problems

This hands-on exposition is an integral part of the conference. Special events – continental breakfasts, coffee breaks, cocktail reception, etc., – will be held within the exhibit hall.

Exhibit at DEMA's 15th Anniversary Conference & Exhibition – If you have a data capture product or service, don't miss being a part of the DEMA Show! For more information call Liza Wylie at 1-800-888-6485.

"The lectures were very well prepared. They provided excellent input to prepare us for the rapidly changing and exciting world of Data Entry and helped inform us of the best systems available!"

-Marsha Smith, CBN

"This conference always gives me a new attitude. I am carrying back to my job a great amount of informative information!"

-Mary Richardson, American Bankers Assoc.

"As usual a great conference, learned a lot and met a lot of great people!"

-Thomas M. Kilpatrick, Advanced Automation

Conference Schedule

Saturday, November 16

8:30 a.m. to 5:30 p.m. - CERTIFICATION IN DATA MANAGEMENT (CDM) SEMINAR

An intensive one-and-one-half day course covering nine key areas of data management.

Sunday, November 17

8:30 a.m. to 12:30 p.m. - CDM REVIEW AND OPTIONAL CERTIFICATION EXAMINATION

4:00 to 5:00 p.m. - COMMITTEE MEETINGS

All DEMA members are invited to share their ideas on directions for the coming year during these lively, open meetings. As DEMA celebrates its 15th anniversary, contribute your ideas for the future of your organization.

5:00 to 6:00 p.m. - PRE-REGISTRATION

5:00 to 7:00 p.m. - PRE-CONFERENCE RECEPTION

An informal gathering to welcome you to DEMA's 15th Anniversary Conference & Exhibition. This will be the first of many opportunities to meet with your data capture colleagues from around the world.

Monday, November 18

8:00 to 9:00 a.m. - REGISTRATION

9:00 a.m. to 12:45 p.m.

FEATURED SPEAKERS

Opening Remarks; **Norman Bodek**, Pres., DEMA



Improving Quality is Everyone's Responsibility; **Norman Bodek**, Pres., DEMA



Employee Empowerment - Key to Leadership Excellence; **Gary M. Heil**, Principal, Heil & Assoc.



Data Entry and Workgroups of the Future; **Robert Vanourek**, Co-Chief Exec. Officer, Recognition Equipment Inc.



How Data Capture will be Affected Worldwide by Ergonomic Considerations; **Michael J. Aldrich**, Chairman & CEO, ROCC Computers, Ltd. London, England



Inspiring Your Workforce For Excellence Through TEAMWORK **Bobby Valentine**, Mgr., Texas Rangers



12:45 to 1:30 p.m. - LUNCHEON

1:30 to 2:15 p.m. - GRAND OPENING OF THE SYSTEMS, SERVICES, SOFTWARE AND EQUIPMENT EXPOSITION

Enjoy coffee and dessert in the exhibit hall as our exhibitors introduce the latest systems, software, services and equipment. You're encouraged to take advantage of this first opportunity for invaluable hands-on demonstrations and technical advice on improving your operations.

2:15 to 3:45 p.m.

CONCURRENT SESSIONS

A. If You Aren't Using Full Text OCR, You're Probably Still Using Carbon Paper; **Stephen Hayden**, Pres. & CEO, Calera Recognition Systems, Inc. While many only think of OCR in terms of its pioneering role as a conversion technology, the real revolution is in OCR's use as a powerful document indexing tool.

B. Visual Display Terminal Management; Ergonomic Issues at Pacific Bell; **Jim Stout**, Safety Dir., Pacific Bell. Get inside information on the ergonomic management plan at Pacific Bell and an update on the recently-passed San Francisco VDT Ordinance. Find out how OSHA's involvement is likely to impact business.

C. Operator Training - Beginners to Skilled Veterans; **Takehiko Kono**, Chairman, Japan Data Entry Assoc. & Pres., Densan Co., Inc. This session will include an opening overview of current concerns and developments plus visions and goals for the future of Japan's DE centers. The specifics and importance of quality training for data capture employees will be discussed in detail.

D. Managing For Quality Leadership; **Greg Watson**, Dir. Corp. Quality, Compaq Computers. The founders of Compaq developed a culture based upon teamwork, consensus, trust, openness, contribution, enjoyment and a strong commitment to quality. Hear how this leading computer maker made the shift to the new "paradigm" from a traditional culture.

Conference Schedule

Monday, November 18 (cont.)

4:00 to 5:15 p.m.

CONCURRENT SESSIONS

A. Texas Utilities Integrates Imaging With Mainframe Computing; **Randall O. Taylor**, Mgr. Operations Admin., Texas Utilities Electric Co. Texas Utilities has implemented an enterprise-wide imaging system consisting of 129 workstations. Find out how this technology was implemented, how it's being used and what applications may be interfaced to the system in the future.

B. Transitioning to Self-Directed Work Teams: Confused on a Much Higher Level about More Important Things; **Fred Eintracht**, Denison Site Mgr., & **Alan White**, SDWT Responsibility Ctr. Mgr., Texas Instruments Here's a practical workshop on the why, what and how of the Self-Directed Work Teams conversion process in an existing organization.

C. Handwriting Recognition — A Case Study; **Thom Tillis**, Mgr., Imaging Initiative, So. East Reg., Price Waterhouse & **Gerald Farmer**, Exec. VP, HNC, Inc. Find out what the experience has been like at the Wyoming Revenue Dept. from the people involved. You'll get an overview, plus technical detail on related systems such as document capture, the image database server, OCR workstations, and the IBM host processor.

D. Managing Change To Ensure Customer Satisfaction; **Jerry Boynton**, Sr. VP, Houston, **Jim Cole**, Sr. VP, Dallas, **Bank One** & **Lynn Sheppard**, Bus. Mgr. of Cash Mgmt., EDS Bank One is a leader in innovation, technology and geographic expansion. This means that the bank and EDS, its major provider of data processing services, must closely manage change to deliver a quality product and quality service to ensure customer satisfaction and retention.

E. Applying Database Experience to New Technologies in Records Management; **Jim Haynes**, Sr. Consultant, RecordsPro Inc & **Pat Dixon**, CRM, Records Mgr., The Southland Corp. Sample new technologies before taking the plunge into such systems as computer assisted retrieval (CAIR), microfilm/microfiche systems, bar coding and scanning, optical disk-based imaging systems, and "off-the-shelf" records management software.

F. Everything You Always Wanted To Know About Offshore Data Entry; **Al Wiggins**, Pres., Input Services, Inc., **Rita Miller Daugherty**, Pres., Data Input Services, Inc & **Evert R. Anderson**, Sr. Mktg. Officer, Jamaica Digiport Int'l. Get your questions answered about offshore data entry at this dynamic interactive workshop. Al, Rita and Evert will share their experience and expertise.

G. Touch the Future of Strategic Information Development; **Angela McAlister**, Mgr. PC Doc. Dept., ADP This workshop will investigate the role of strategic information development during the next decade, using tools such as desktop publishing, help screens and on-line text retrieval systems. You'll also learn how to determine the value of information to your organization and improve information development.

5:15 to 6:15 p.m. — COCKTAIL RECEPTION

To help celebrate DEMA's 15th Anniversary, we invite you to attend this informal networking hour in the exhibit hall. Mingle with your colleagues while viewing the latest in products and services in the data capture industry.

Tuesday, November 19

7:30 to 8:30 a.m. — DEMA BREAKFAST BUSINESS MEETING

All DEMA members are invited and encouraged to get involved in exploring where we've been and where we're going. Your input is important to insure that DEMA serves your needs for the next 15 years. Goals will be determined and officers will be elected.

8:45 to 10:15 a.m.

PANEL DISCUSSIONS

A. How to Market a Service Bureau; Learn the "how to's" from successful managers of large and small companies. **Rita Miller Daugherty**, Dir., DEMA (Moderator)

B. Targeting Your Management Skills; Discover new techniques that stress partnership, team spirit and concern for workers. **Phyllis Clark**, Dir., DEMA (Moderator)

C. New Technologies; Discuss new solutions and directions for imaging, bar coding, LANs, Voice, EDI and others. **Paul Banks**, V.P., DEMA (Moderator)

D. Software; Learn what's available to make data capture easier and employees more productive. **Barbara Bradley**, V.P., DEMA (Moderator)

10:15 to 11:00 a.m. — CONTINENTAL BREAKFAST IN THE EXHIBIT HALL

A dedicated time to view the exhibits and to join other attendees for a continental breakfast.

11:00 a.m. to 5:00 p.m. — EXHIBITION HALL OPEN TO THE PUBLIC

11:00 a.m. to 12:30 p.m.

CONCURRENT SESSIONS

A. Fostering Problem Finding and Creativity to Increase Motivation, Job Satisfaction and Teamwork; **Dr. Min Basadur**, Pres., Min Basadur & Assoc. Improve teamwork and motivation in your organization by learning how to use the principles that have worked for world-class Japanese companies. The same methods will work in any organization in any country.

B. Energizing Employees; **Betty Bessler**, VP Human Res., Mary Kay Cosmetics, Inc. One of the 100 best companies to work for in America, Mary Kay Cosmetics, Inc. supports 200,000 independent salespeople with 1,500 employees committed to total customer satisfaction. Hear how employee feedback surveys have brought about positive change and how creative action teams are used to involve all employees.

C. A Proactive Approach to Office Ergonomics: The Manager's Role; **Paul Simpson**, Corp. Devel. Dir., The Joyce Institute Familiarize yourself with major trends in ergonomics, the benefits of ergonomic application. Also learn how to begin a program that meets state and federal guidelines, how to identify solutions to ergonomic problems, and more.

D. Comparing PCs Versus Multi-User Computers for Data Entry; **John Haley**, Pres., Viking Software Services, Inc. & **Virendra Nath**, Pres., HDEP Int'l. The dominant trend in keyboard data entry is to use standard computers instead of dedicated proprietary systems. But how do you choose between PCs, either stand-alone or in LANs, and multi-user systems such as UNIX and VMS? Learn how to select the right platform for your data entry needs.

12:30 to 1:30 p.m. — LUNCHEON

Conference Schedule

Tuesday, November 19 (cont.)

1:30 to 3:00 p.m.

CONCURRENT SESSIONS

A. OCR and Bar Code: Document Indexing Solutions for Image Management Systems; Dan Aschman, Sr. Specialist, Info. Capture Products, Eastman Kodak Co. With an emphasis on forms application, this presentation clarifies realistic expectations of OCR and bar code in terms of its capabilities, benefits, and steps users must take to maximize performance. Both document indexing and data entry applications will be addressed.

B. How Neiman Marcus/Horchow Mailorder Utilizes the Newest and Latest Technology to Promote Excellent Customer Service in Fulfillment; Gene W. Campbell, Dir. of Systems and Quality Assurance, Neiman Marcus and Horchow Mailorder Companies Hear why customer service, both external & internal, is critical and how technology helps this organization offer the best!

C. Security Trends for the 90s: Making Your Network as Secure as Your Stand-Alone Systems; Steve Bold, Security Consultant, Digital Equipment Corp. Explore the security problems you'll face as computing resources stretch from stand-alone systems to company networks to industry networks and beyond. Now is the time to look at what security mechanisms you'll need to maintain data integrity, confidentiality, availability, and accountability.

D. Employee Involvement Success at American Airlines; Robert E. Stoltz, Prog. Dir., IdeAAs in Action & **James H. Canada**, Tulsa Mgr., IdeAAs in Action, American Airlines Get ideas for improving employee involvement in your organization by hearing how American Airlines' IdeAAs in Action Program has increased involvement. You'll receive an overview of this successful program. Plus, you'll leave with tips for making an involvement program successful in any organization.

E. PC LAN Data Entry; Paul Seffack, Dir. Systems Devel., ADP (Dir., DEMA) Learn about the PC-LAN data entry infrastructure which allows you to access master file information for editing and uploading from the file server to the mainframe data pool.

F. Ideas and Involvement; Kell Witteried, Prod. Mgr., Automotive & Industrial Electronics, Motorola Follow the evolution of a suggestion system in this practical, "how to" session on getting employees involved. You'll also learn other ways of getting your people immersed in understanding the operation and giving valuable input.

G. Strategic Planning in a Small Business Environment; Mark F. Bush, VP, Data Dimensions Corp. In many small businesses, managers become "firemen," reacting to one short-term problem or disaster after another. Learn how to take a practical approach to strategic planning to become more proactive and planning-oriented.

3:00 to 5:00 p.m. - HEALTH & PROFESSIONAL ENHANCEMENT FAIR

A unique opportunity to increase your personal awareness, gain insight into health and wellness and learn more about your own leadership style and communication skills.

3:00 to 5:00 p.m. - DATA CAPTURE TOURS

A chance to tour some Dallas Data Capture facilities. Space will be limited!

7:00 p.m. - ROUND UP AT THE CIRCLE R RANCH

After a full day at the conference, we'll show you how to relax, TEXAS STYLE...
Barbeque! Rodeo! Square Dancing! Fun!



Wednesday, November 20

8:45 a.m. to 12:15 p.m.

FEATURED SPEAKERS



The 1990's — A Decade of Change; Albert Holler, Pres., Siemens Nixdorf Info. Systems, Inc.



You Don't Have to go Home From Work Exhausted! The Energy Engineering Approach; Diane Cory, Facilitator/Assoc., Ann McGee-Cooper & Assoc., Inc.



Data Delivery Systems of the 1990's; Connie Galley, Pres. & CEO, TSI Int'l.



The Health Hazards of Display Monitors; Paul Brodeur, Author, *Currents of Death: Power Lines, Computer Terminals, and the Attempt to Cope Up Their Threat to Your Health*



"Tying it all Together — 15 years of DEMA" Bruce Wright, Pres., B. Wright & Assoc. (Dir., DEMA)

10:00 to 10:30 a.m. - CONTINENTAL BREAKFAST IN THE EXHIBIT HALL

10:30 a.m. to 1:00 p.m. - EXHIBIT HALL OPEN TO THE PUBLIC

12:30 p.m. - PRIZE DRAWING IN THE EXHIBIT HALL

Marvelous prizes will be awarded at a random drawing of your stamped cards showing that you visited all the exhibit booths. Naturally, you must be present to win.



BECOME CERTIFIED IN DATA MANAGEMENT

Take advantage of this opportunity to advance your data capture career. You can complete the Certification in Data Management Course from 8:30 a.m.-5:30 p.m. on Saturday, November 16, take the Certification exam on Sunday morning, and then attend the Conference and Exposition. The newly revised

program covers nine basic areas necessary for data entry/capture managers or those wishing to become managers:

- Equipment Selection
- Forms Design
- Interviewing
- Scheduling & Control
- Ergonomics
- Training
- Motivation
- Programming & Documentation
- Job Description & Performance

"Target the Future" by becoming Certified in Data Management to improve your management skills and your upward mobility."

DEMA

The only organization devoted specifically to the career concerns of Data Capture Professionals

DEMA is an international non-profit association of data capture professionals. The purpose of our association is education. Our 15th Anniversary Conference, TARGET THE FUTURE, is designed to educate you in the latest technologies, the most effective procedures and the best strategies for motivating people. You'll come away with a new perspective on your career and vital knowledge to enhance your job effectiveness and your company's growth.

DALLAS! The eighth largest city in the U.S. A city of contrasts. Western glitz and cosmopolitan glamour. Tex-Mex, Bar-B-Que and haute cuisine. Cowboys and the Cowboys. Sophisticated malls and underground shopping. The Morton H. Meyerson Symphony Center and country western dance halls. The Museum of Art and the Deep Ellum galleries. And much, much more!

Discount Hotel and Travel Reservations

Hotel Discounts

Hotel rooms are not included in the fee. A block of rooms is being held at reduced rates of \$99 single/\$116 double (Atrium); \$109 single/\$126 double (Tower); for DEMA attendees until October 18, 1991 at: The Loews Anatole Hotel, 2201 Stemmons Freeway, Dallas, TX 75207, (214) 748-1200. Be sure to mention that you'll be attending the DEMA Conference to get the special rate.

Travel Discounts

Special discount fares are available with American Airlines if you book your flights through DEMA. Savings of up to 45% off all coach fares can be yours if you call 1-800-888-6485. Plus, when you book your flights with DEMA on American Airlines, your name will instantly be put into the running for a free trip for two anywhere in the Continental U.S. The drawing will be held at the conference.

(This form may be duplicated for additional registrations)

Registration Form

DEMA's 15th Anniversary Conference & Exposition
November 18-20, 1991 Dallas, Texas

Use this form to change or correct information on the label and to register additional people.

Name: _____ Title: _____

Name: _____ Title: _____

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Place mailing label here to ensure proper registration.

CONFERENCE REGISTRATION

(Includes FREE admission to the Exhibit Hall)

	Before Sept. 18	After Sept. 18	
<input type="checkbox"/> DEMA Member	\$655.00*	\$685.00*	\$ _____
<input type="checkbox"/> Non-Member	\$709.00*	\$739.00*	\$ _____
<input type="checkbox"/> New Membership**	\$737.00*	\$767.00*	\$ _____

*Team fees are available for three or more attendees from the same company. Deduct \$50 for each registrant.

**Attend the conference and become a DEMA member at this reduced price (regular membership fee: \$77) SAVE \$49!

CERTIFICATION PROGRAM REGISTRATION

- CDM Seminar \$150 additional. \$ _____
 - Bill me. Company purchase order no.: _____
 - Check enclosed. (Make check payable, in U.S. funds, on U.S. bank to DEMA.)
- TOTAL \$ _____

EXHIBIT HALL ONLY

Tickets will be available at the door @\$20 ea. for exposition viewing only. The hours are limited to: Nov. 19, 11:00 a.m. to 5:00 p.m.
Nov. 20, 10:30 a.m. to 1:00 p.m.

- I can't attend the Conference, but I am interested in DEMA. Please send information on becoming a member.
- I can't attend but please send me the Conference Proceedings Notebook @ \$150.00.

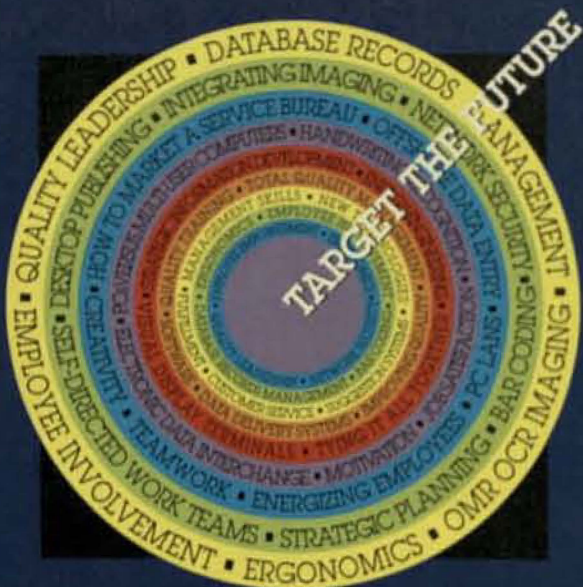
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DEMA DATA ENTRY
MANAGEMENT ASSOCIATION

101 Merritt 7, Box 5131, Norwalk, CT 06856-5131
(800) 888-6485 or in CT (203) 846-3777, FAX: (203) 846-6883.

DEMA's 15th Anniversary Conference & Exposition

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Our 15th Anniversary Conference and Exposition is a milestone for DEMA and your career in data capture. New speakers, new topics, new exhibitors, data capture tours, and a professional development/health fair are just some of the special events that will help you "Target Your Future" in data capture.

- Learn how new technologies work, how they work together and how they can work for you.
- Find out how ergonomics can make the workplace safer, healthier and more enjoyable.
- Hear inspiring and provocative speakers like Texas Rangers Manager Bobby Valentine on the importance of teamwork, and author Paul Brodeur on the health hazards of VDTs.
- Recharge your career and lifestyle at special events focusing on health and professional advancement
- See the latest in software, hardware, systems and services at America's only exhibit dedicated to data capture.

"As in past years this conference is a learning experience. Interfacing with other data entry professionals and seeing new technologies that are in development are key to our business!"

Rita Wojnar, Preferred Data Inc.

"Very well done - knowledgeable experts speaking on meaningful subjects!"

-C.J. Seamster, Phillip Morris

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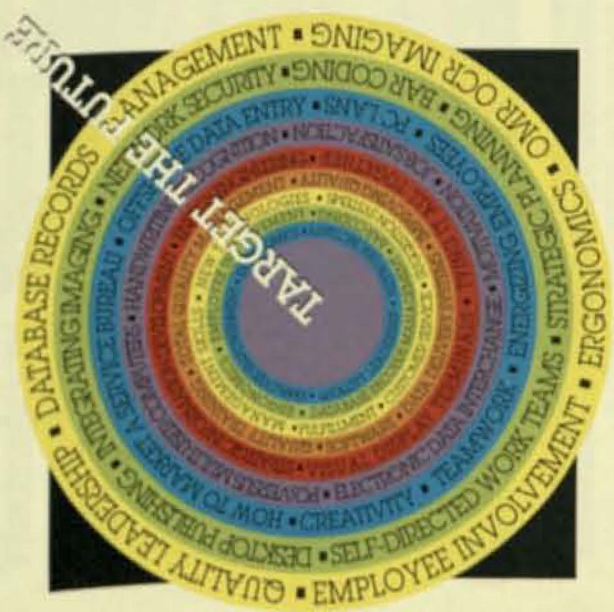
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File

DEM02
Dir. of Marketing
Disk-Trend, Inc.
1925 Landings Dr.
Mountain View, CA 94043-0810

After reading, please be sure to route this information to all Data Capture Management professionals.

DEMA DATA ENTRY MANAGEMENT ASSOCIATION
101 Merritt 7, Box 5131, Norwalk, CT 06856-5131



Register toll-free at 1-800/888-6485
or 203/846-3777 Fax: 203/846-6883

DEMA's 15th Annual Conference & Exposition
November 18-20, 1991, Loews Anatole Hotel, Dallas, Texas



Target your key markets
in the rapidly expanding data
capture industry.



At DEMA's 15th Annual Conference & Exposition
"Solving The Data Capture Puzzle"

99% of the audience has purchasing responsibility!

Dear Marketing Manager:

Nothing pulls together all the pieces of your sales and marketing plan the way DEMA does.

By helping to solve the Data Capture Puzzle, this high-level conference and exhibition attracts top prospects. A 1991 survey of last year's attendees showed that virtually **everybody who attends DEMA is a decision-maker** responsible for recommending, specifying and buying data capture hardware, software, peripherals and more.

DEMA's 15th Annual Conference and Exposition will be held November 18-20, 1991 at the Loews Anatole Hotel in Dallas. That's where you'll be able to meet highly influential information managers from every vertical segment of the market.

These international managers are serious buyers of data capture products and services. According to our attendee survey, **41% spent \$250,000 or more in 1990**. They depend on DEMA to see and compare technology and services. In fact, two-thirds of them attend no other show.

The attendees will be looking for the entire range of data capture equipment and services at DEMA...and imaging systems and products will be the top items on their shopping list. Our recent equipment survey showed that imaging was considered the one technology to have the greatest potential for impacting the jobs of our membership and the data capture industry.

DEMA exhibitors get the results they've been looking for:

"We are excited about the overwhelming response our product generated at the show, because imaging technology and telecommunication is in the forefront of the industry."

Richard Candido, Marketing Manager
Data Prep, Inc.

Can you afford not to be there?

To find out how DEMA can increase your sales productivity look over the enclosed brochure. Then, fill out the space application and mail it in today.

Sincerely,

A handwritten signature in dark ink, appearing to read "Norman Bodek". The signature is fluid and cursive.

Norman Bodek
President

P.S. For faster action, call us at 1-800-888-6485. Don't delay -- space is reserved on a first come, first serve basis.

APPLICATION

DEMA'S Fifteenth Annual Conference & Exposition

APPLICATION AND CONTRACT FOR EXHIBIT SPACE

Where: **The Loews Anatole Hotel, Dallas, TX** When: **November 18-20, 1991**

Return to: **DEMA, 101 Merritt 7 Corporate Park, Norwalk, CT 06856-5131**

Kindly indicate your choice for exhibit space:

1st _____ 2nd _____

Space charge is \$1,895.00 for each 10' x 10' booth.

What type of product or service will be displayed? _____

Enclosed is our check made payable to the Data Entry Management Association, Inc. in the amount of \$ _____. It is hereby agreed that the undersigned will abide by the Rules & Regulations of this agreement, which are made part hereof. Acceptance of this application by or on behalf of the Sponsor shall constitute a contract.

Exhibitor's Firm Name _____
Address _____
City _____ State _____ Zip Code _____
Contact Name _____ Title _____
Phone _____ Fax _____
Signature _____ Date _____

Important Notice: Please read and complete this form. Mail all copies, including check to: DEMA, 101 Merritt 7 Corporate Park, Norwalk, CT 06856-5131. Upon acceptance of this application, a *duplicate copy* will be returned to you for your records and will serve as a confirmation of your booth space.

Please make check payable to: The Data Entry Management Association, Inc.

**Accepted for
15th Annual DEMA Conference & Exhibition**

By _____ Title _____
Assigned Booth No. (Nos.) _____ Deposit Received \$ _____
Total Price of \$ _____ Dated _____

RULES GOVERNING THE EXHIBIT

1. **Sponsor.** The word, "sponsor" as used herein shall mean the DATA ENTRY MANAGEMENT ASSOCIATION or its officer, agents, or employees acting for it, in the management of the exhibit.
2. **Eligible exhibits.** The Sponsor reserves the right to determine eligibility of any company or product for inclusion in the exhibit.
3. **Limitation of Liability.** The exhibitor agrees to make no claim for any reason whatsoever, including negligence against the Sponsor, its members or agents or employees or the lessors or owners of the exhibit premises for loss, theft, damage or destruction of property; nor for any injury to himself/herself or employees while in the exhibition quarters. Each exhibitor should purchase his/her own insurance.
4. **Defacing for Building.** Exhibitors are liable for any damage caused by fastening displays or fixtures to the building, floors, walls, or to the standard booth equipment, or for damaged caused in any other manner. Exhibitors may not apply paint, lacquer, adhesive, or any other coating to building walls and floors or to standard booth equipment.
5. **Display dimensions.** Maximum exhibit height is 8 feet. The eight foot height may be maintained at the sides of an exhibit out to an aisle. Exhibitors in island and peninsula spaces wishing to go beyond the 8 foot height must submit a display sketch for management approval. Where an unfinished portion of an exhibit is exposed, the offending surface must be made presentable at the expense of the exhibitor.
6. **Sound Devices.** The use of devices for mechanical reproduction of sound or music is permitted, but must be controlled. Sound of any kind must not be projected outside the confines of the exhibit booth.
7. **Rejected Displays.** The exhibitor agrees that his/her exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. The Sponsor reserves the right to reject or prohibit any exhibit in whole or part, or any exhibitor or his representatives, with or without giving causes. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of the rental unearned at the time of ejection. If an exhibit or exhibitor is ejected for violation of these rules or any other reason, no return of rental shall be made.
8. **Insurance.** Fire and Theft Insurance, if so desired, must be taken out by each exhibitor at his/her own expense.
9. **Exhibitor Representatives' Responsibility.** Each exhibitor must name at least one person to be his/her representative in connection with installation, operation and removal of exhibit. Said representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible.
10. **Character of Displays.** Distribution of samples and printed matter is restricted to the confines of the exhibition booth. No noise makers nor anything not in keeping with the character and high standard of the Sponsor may be distributed or utilized by any exhibitor in the exhibit area.
11. **Labor.** Exhibitors must comply with union work rules where applicable. Union labor will be made available.
12. **Exhibit Logistics.** Detailed information in the form of an Exhibitor's information kit, will be mailed to each exhibitor in ample time for advanced planning. The kit will contain information regarding shipment, labor electrical services, rental items, exhibit hours, etc. Service forms for all available services will be included and should be returned promptly.
13. **Attendance.** The Sponsor shall have sole control over attendance policies at all times.
14. **Sub-leasing.** Exhibitors may not sublet their space, nor any part thereof, except upon written permission of the sponsor.
15. **Guards.** The Sponsor will employ reputable guards during the course of the exhibition. The duty of the guards will be to protect the general exhibit against fire or other catastrophes. Neither the Sponsor nor the owners or lessors of the exhibit premises will assume any responsibility for exhibitors' personal property. It is suggested that the exhibitors insure his/her property against theft and loss.
16. **Fire and Safety Laws.** Federal, State and City laws must be strictly observed. Cloth decorations must be flameproofed. Wiring must comply with the fire department and underwriters' rules. Smoking in exhibits may be forbidden. Crowding will be restricted. Aisles and fire exits cannot be blocked by exhibits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed.
17. **Amendments to Rules.** Any and all matters or questions not specifically covered by the proceeding rules and regulations shall be subject solely to the decision of the Sponsor. These rules and regulations may be amended at any time by the Sponsor and all amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.
18. **Cancellation of Exhibit Space.** Fifty percent of the total exhibit space cost is due upon assignment of space. In the event of cancellation, the deposit is not refundable. On and after June 21, 1991 100% of the total exhibit space cost is due upon assignment of space. In the event of cancellation, this booth space payment is not refundable.
19. **Acts of God, Fires, Strikes, Etc.** In the event that any outside cause, such as war, fire, strike, or other emergency prevents the exhibit from being held, the Sponsor may retain such part of the exhibitor's rental as shall be required to recompense management for expenses incurred up to the time of such contingency shall be incurred.
20. **Compliance with Laws.** Exhibitors must comply with all the laws, rules, regulations and ordinances in force.

Increase your share of a growing multibillion dollar marketplace.

Industry experts agree that data capture is one of the fastest growing marketplaces in the U.S. Non-keying data capture systems, alone, are forecast to expand from \$10 billion to over \$15 billion by 1993. Market segments projected to experience the greatest growth include imaging, bar coding, OCRs and voice recognition. In fact, the demand for OCRs is expected to increase by 136% and bar coding by 144% in the next few years.* What does all this mean to you?

The shift in the micro/mini computer marketplace towards distributed data processing is moving the computing power of an organization across enterprise-wide networks to the desktop. This trend is changing the way businesses manage their information resources, influencing their purchasing decisions and changing the way they select technology to solve their data capture, entry and storage problems.

Exciting technological breakthroughs and new applications in voice, imaging, scanning and handwriting recognition -- are also dramatically influencing the way businesses operate. Issues of great importance, such as ergonomics and repetitive strain injuries and other VDT health-related problems are also affecting the data capture industry.

Add it all up and it's clear the demand for new data capture products and services is growing rapidly.

Business managers from across the country are looking for the latest data capture technologies they require to stay competitive. These men and women will be coming to DEMA '91 for just one reason -- to find and buy the equipment, systems and services they need to solve their business problems.

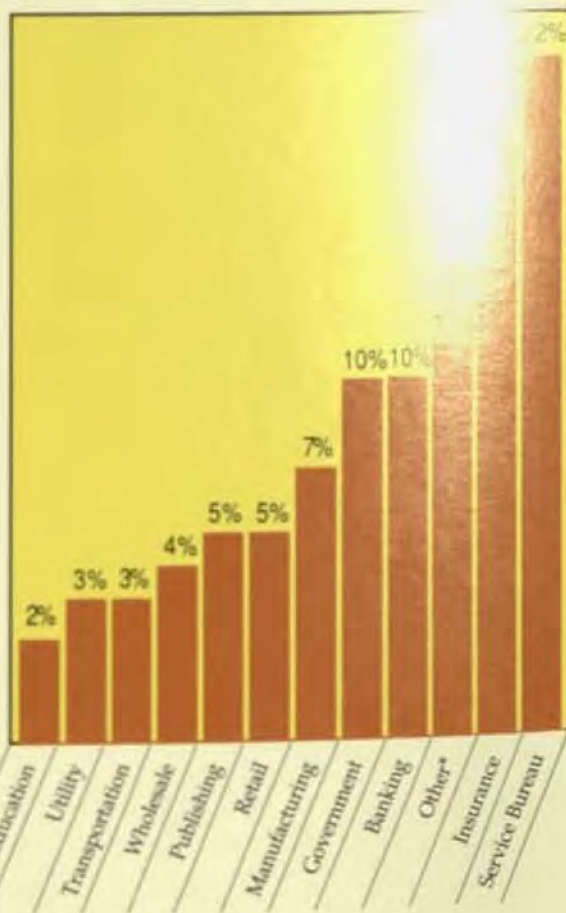
Exhibiting at DEMA '91 is your best sales opportunity of the year!

*Frost & Sullivan Report, "Data Entry Systems Market in the U.S."

Reach every vertical segment of the data capture industry.

No matter which vertical market you're targeting, DEMA delivers the key decision makers you want to see the most -- managers searching for a wide variety of industry-specific applications. No other event in the data capture field attracts such a broad scope of buyers and specifiers with so many different requirements.

The Industries you'll reach.



*Plus, you'll reach many "hidden markets" that represent valuable new opportunities for your company.

DEMA • 101 Merritt 7 Corporate Park • Norwalk, CT 06851 • (800)888-6485 or (203)846-3777 FAX: (203)846-6883

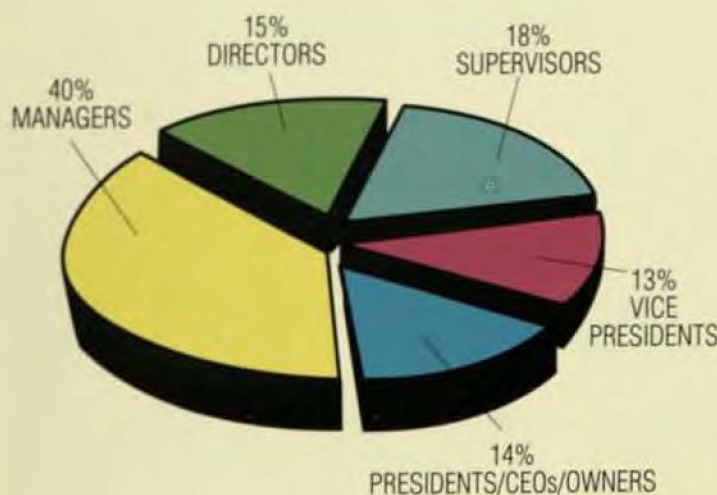
Reach a highly qualified audience of buyers.

DEMA draws the "movers and shakers" -- top-level information managers and data capture specialists from many of the nation's largest firms. Registration statistics confirm the majority of the prospects you'll meet at DEMA are buyers. An astounding 99% have the authority to select and/or purchase data capture equipment, products and services!

Extend your market reach

DEMA delivers buyers from every size company -- the industry leaders of today and the start-ups who will be the industry leaders of tomorrow. You'll meet top-level managers with bottom-line responsibility. And many of these decision-makers represent valuable prospects that are hard to reach through personal sales calls.

Audience Profile by job title:



Meet face-to-face with "buying teams" from top companies.

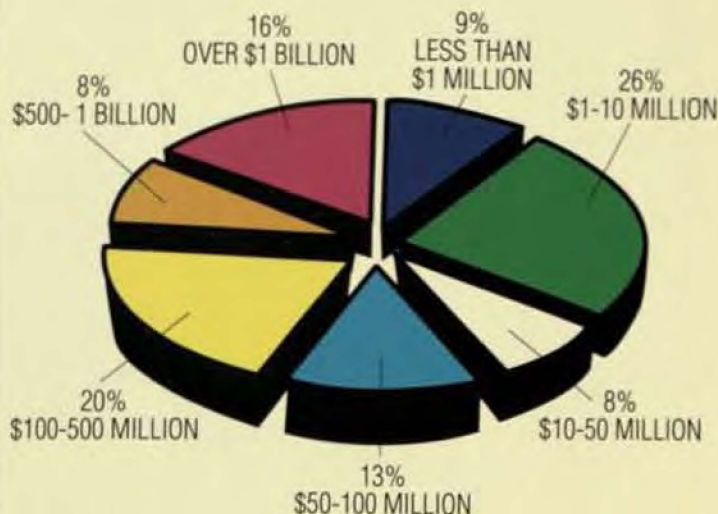
Shorten your selling cycle while making volume sales. The place to do it is DEMA '91, where many Fortune 1,000 companies send "buying teams" to formulate future purchases.

It's a unique opportunity for you to demonstrate your total product line to all the key personnel involved in major purchases -- you'll save weeks and months of your valuable time.

Here are a few of the companies and organizations that sent groups to the last show:

United Parcel Service • TRW • Chevron USA • Pacific Bell • DataQuik • AT&T • American Medical Association • Dow Jones & Company • Computer Science • B.P. Oil • Blue Cross/Blue Shield • Philip Morris • Western Union • Nordstrom • The State Department • Digital Equipment Corp. • Walt Disney World • Chase Manhattan Bank • Merrill Lynch • Nintendo of America • Newsweek, Inc. • Aetna Life & Casualty • Unisys Corp. • Reader's Digest • Scan-Optics • Arthur Andersen • Shell Oil Company • Manpower . . . plus many others.

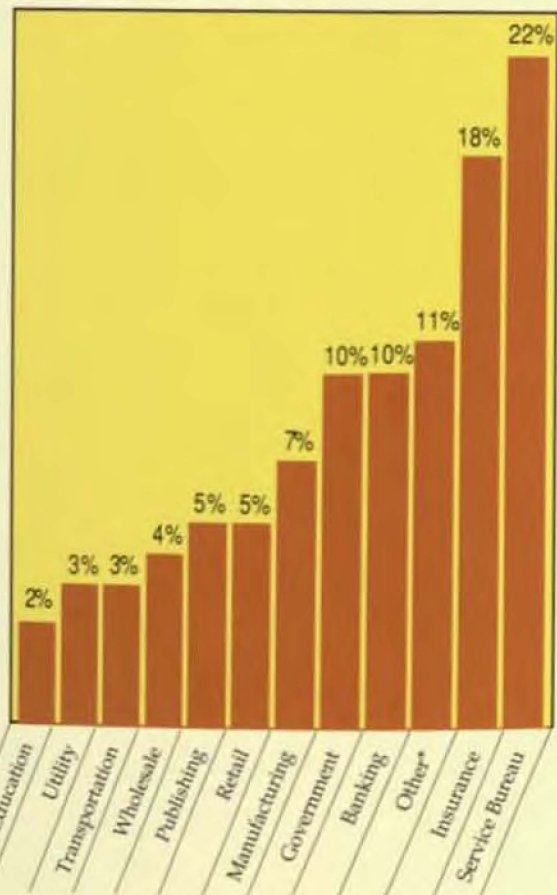
Audience Profile by company size:
(in terms of annual sales)



Reach every vertical segment of the data capture industry.

No matter which vertical market you've targeted, DEMA delivers the key decision makers you want to see the most -- managers searching for a wide variety of industry-specific applications. No other event in the data capture field attracts such a broad scope of buyers and specifiers with so many different requirements.

The Industries you'll reach.



*Plus, you'll reach many "hidden markets" that represent valuable new opportunities for your company.

1 • (800)888-6485 or (203)846-3777 FAX: (203)846-6883

Profit from face-to-face selling.

No other sales or marketing medium can match the benefits of selling directly to hundreds of highly qualified buyers and specifiers.

In just three days, you can:

- demonstrate the advantages and capabilities of your equipment
- increase your visibility and reach key buyers from your targeted vertical markets
- create new opportunities with existing customers
- introduce new products and announce product improvements
- gain solid leads, generate new business and develop future customers
- learn new applications for your existing products



Here's what past exhibitors are saying:

"For 14 straight years, we have found there's nothing like the DEMA exhibit to inform and influence data entry buyers."

—James Barrett
President, Applied Learning

"The focus of the DEMA audience allows for a very targeted marketing message, and a closely controlled show follows which equates to sales productivity."

—Bill Joyce
Major Account National Sales Manager,
Nixdorf

"The DEMA Conference consistently provided an excellent opportunity for us to showcase our product to those who are initially interested in state-of-the-art data capture technology."

—Ray Britt
Sales Supervisor,
International Software Technology

Find a
prime market
for your products
and services.

Here's a partial list of the products and services in which you'll find a ready market at DEMA '91:

IMAGING

OCR Equipment • Scanners • Imaging Software • Optical Disk • Electronic Indexing • Imaging File Systems • Imaging and Storing

DATA ENTRY SYSTEMS HARDWARE

Minicomputers • Microcomputers • Personal Computers • LPT'S • On-Line • Key-to-Disk • Hand Held Computers • Voice Recognition • Lap Top Computers • OCR Equipment

OFFICE AUTOMATION

Word Processing Systems • Storage and Retrieval Systems • Desktop Publishing Systems

COMPUTER COMMUNICATIONS SECURITY

Computer Security Software • Record Storage/Management

MICROFILM EQUIPMENT

Computerized Microfilm Systems • Microfilm Readers • Printers • Automated Retrieval Systems

SOFTWARE SERVICES

Data Entry Software • Online & PC Based Packages • Word Processing Software • Custom Software • Consulting Services • Online & PC Based Packages

PERIPHERALS & ACCESSORIES

Forms & Supplies • Magnetic Media • Terminals • Printers

ERGONOMICS

Furniture-Desks, Chairs • Screens • Filters • Safety Devices • Eyecare Programs • Exercise Programs • VDT Safety & Health Products

SERVICES

Training Packages • Employment Placement • Consulting Services

SERVICE BUREAUS



DEMA Conference Program: "Solving the Data Capture Puzzle"

Led by distinguished industry experts, the conference attracts decision makers who want to stay on top of the latest technologies and management techniques shaping the industry. Primed with new information, DEMA attendees head for the exhibit hall with the knowledge to make smart purchasing decisions. Conference attendees are always among the most active buyers at the show, and DEMA's conference schedule is carefully arranged to maximize traffic from the sessions to the exhibit floor. The conference session rooms are located right next to the exhibit hall to provide easy access.

Targeted promotional campaign delivers the right audience

Our comprehensive attendance-building campaign is a winning combination of direct mail, advertising and publicity designed to pinpoint important prospects and deliver the best qualified audience possible.

DIRECT MAIL -- Senior-level executives and managers will be targeted using our large database of active Association members and selected publication lists. Hundreds of thousands of eye-catching brochures and invitations will be mailed to past attendees and key industry decision-makers.

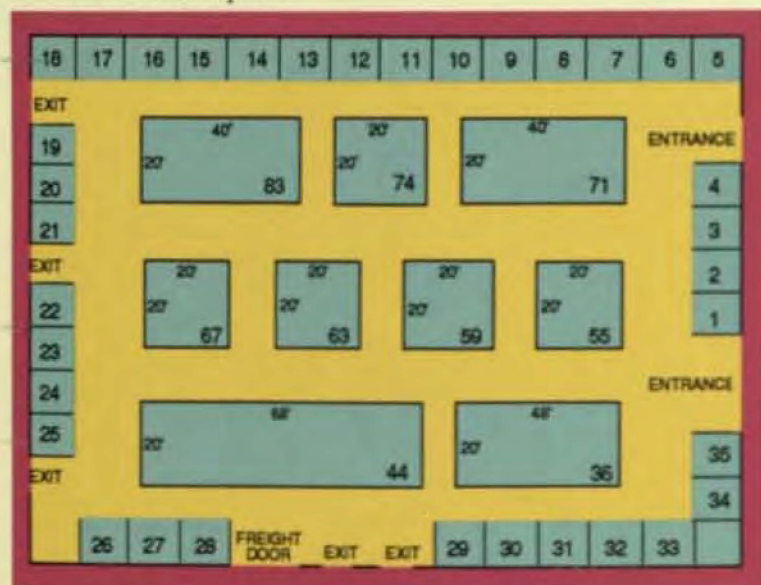
PUBLIC RELATIONS -- Press releases to trade magazines and business publications deliver extensive show coverage before and during the event, highlighting the fact that DEMA '91 is the leading event for the data capture industry.

If your product or service is not listed here, call George Simone immediately at 1-800/888-6485 or 203/846-3777. You may be selling something that hundreds of data capture executives would like to see — and buy — at DEMA '91.

It's easy ... and cost-effective ... to exhibit at DEMA '91.

Exhibit space at DEMA '91 is still only \$18.95/ square foot -- one of the best values among all of the major industry events. This price includes:

- Booth side rails and background draperies
- Free company identification sign
- Carpeted aisles throughout the exhibit area
- Two free listings of your company name and product line — in the on-site Conference Schedule distributed FREE to all attendees, and in the DEMA Newsletter -- reaching thousands of additional data capture managers across the country
- An unlimited supply of VIP Tickets to distribute to your best customers and prospects. Proven traffic builders, VIP Tickets let your guests register in advance for FREE admission to the exhibits
- Complimentary refreshment breaks and network reception



"Excellent exposure to the right data entry managers that gives us the ability to tell our story and exhibit our products."

—R.W. (Wally) Murray, Director of Marketing, Scantron Corporation

Space is limited! Call today to be a part of DEMA '91.

Act now to get a choice location at DEMA '91. Select your exhibit space from the enclosed floor plan, complete the space application and mail it today.

For immediate attention, call George Simone at 1-800/888-6485 or 203/846-3777 or write:

101 Merritt 7, Box 5131

Norwalk, CT 06856-5131

FAX: 203/846-6883

Don't delay. Space is available on a first-come, first served basis.

The leaders in all fields of information systems will be at DEMA '91 . . .

Can you afford not to be in Dallas, Texas on November 18-20, 1991?

DEMA: celebrating 15 successful years!

DEMA is an international association of information managers involved in both traditional and emerging methods of data capture, including: key-to-disk, on-line and distributed processing, imaging technology, voice entry, local area networks, portable and personal computers, and desktop/word processing.

The Association, an educational non-profit organization, is committed to promoting and encouraging the professional growth of those involved in the data capture industry by focusing on successful managerial strategies that combine both human and technological resources.

DEMA '91, produced by the Association, is the only show and conference dedicated exclusively to all aspects of data capture.

Data Entry Management Association



JAN 21 1991

THE BEST OF DEMA GUIDE
15 Years of Quality Information

Dear Advertising Manager:

DEMA has an exciting advertising opportunity to offer you. It's the chance to reach your exact market not once but repeatedly year after year. By advertising in The Best of DEMA 1976-1991 you can put your product or service on the desk of everyone in our international membership plus thousands of other data capture professionals. What better marketing opportunity could you ask for?

DEMA is celebrating our 15th Anniversary. To commemorate this important event, we are publishing The Best of DEMA 1976-1991. This guide is a compilation of the best articles from the DEMA Newsletter. Our five year Best of DEMA was published in 1981 and the tenth year version came out in 1986. Advertising will be featured prominently in the new guide.

The Best of DEMA will be going to our entire membership. It will also be used in all our membership promotions and will be available for sale during our 1991 Annual Conference in Dallas, Texas, November 18-20, and to the general public throughout the upcoming year. When you add that all up it equals thousands of data capture professionals, with purchasing power, owning a copy of this reference guide. This means your exact market segment will see your advertisement every single time The Best of DEMA is opened.

The Best of DEMA is used as a constant reference. It is not read through once and forgotten. It is referred to often, and kept for years and shared with many colleagues. Our members always tell us that they still use the last Best of DEMA, and that was printed over five years ago. Plus, we hear from advertisers who are still getting calls from their ads in the guide.

There are a number of advertising placement possibilities from which to choose, all at a very reasonable cost. Enclosed is more information on the sizes and placement of available spots and the cost. But act fast! Many of our past advertisers have been waiting for us to republish this book. They are eagerly awaiting the chance to reserve the prime spots.

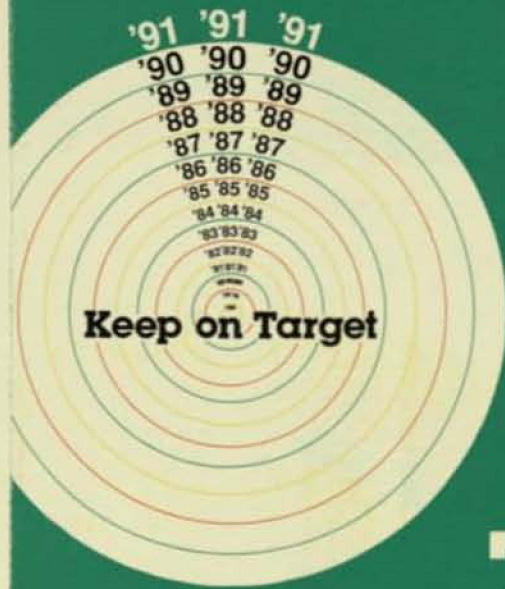
To reserve your advertising space in The Best of DEMA Guide send in the enclosed reservation form, or for more immediate attention call Toni at 1-800-888-6485.

Sincerely,

A handwritten signature in black ink, appearing to read "Marilyn S. Bodek", is written over the typed name.

Marilyn S. Bodek
Executive Director

enclosure



**The Best of
DEMA
Information
Guide
1976-1991**

**The Best of
DEMA
Information
Guide
1976-1991**

**Rate
And
Reservation
Card**

**Rate
And
Reservation
Card**

Data Entry Management Association
101 Merritt 7
P.O. Box 5131
Norwalk, CT 06856-5131

Place
Stamp
Here

The Best of DEMA 1976-1991 15 Years of Quality Information

Here's why your advertisement has to be in The Best of DEMA Guide

- Thousands of data capture professionals will receive this guide.
- This guide is kept right on the desk. It is referred to constantly, plus it is shared often with colleagues and associates
- The Best of DEMA is used for years. People still use the 1976-1986 **Best of DEMA Guide**.
- DEMA members have purchasing power. A 1991 survey of our members found that 99% have the authority to select and/or purchase data capture equipment, products and services.
- The Best of DEMA has a long history of success. This is our third updating of the publication. Our members are eagerly waiting to receive their copies.
- This is your target market. Data capture professionals are not always an easy group to find. We're giving you thousands of prospects in one shot.

What is The Best of DEMA?

The **Best of DEMA 1976-1991** is a compilation of the very best articles and reference materials produced by DEMA over our 15 year history. DEMA prides itself on keeping our members constantly apprised of the most important and relevant issues affecting the data capture industry. The guide chronicles this exciting and constantly changing profession with information on the latest state-of-the-art technologies, systems, and services.

Topics to be included in **The Best of DEMA** include: technology, motivation, management, employee participation, health & ergonomic

issues, communications, training, incentives, the CDM program, standards and what the future holds. Also included will be a glossary of terms and summarized data from our three annual surveys such as keystrokes per hour over the last fifteen years and changes in salaries over the same time period (in constant dollars.)

What is DEMA?

DEMA is an international association of information managers involved in both traditional and emerging methods of data capture.

The Association, an educational non-profit organization, is committed to promoting and encouraging the professional growth of those involved in the data capture industry by focusing on successful managerial strategies that combine both human and technological resources.

For more information on how you can reach this prime international audience, or to reserve your advertising space in **The Best of DEMA**, call Toni at 1-800-888-6485. Don't delay! Space will go fast. The deadline for advertising is **Sept. 12, 1991**.

Rates & Sizes

THE BEST OF DEMA 1976-1991

The data capture reference guide of complete information on the most important issues and topics effecting the industry.

FOUR-COLOR RATES

Back Cover	\$4,500
Inside Front Cover	\$3,750
Inside Back Cover	\$3,750

BLACK & WHITE RATES

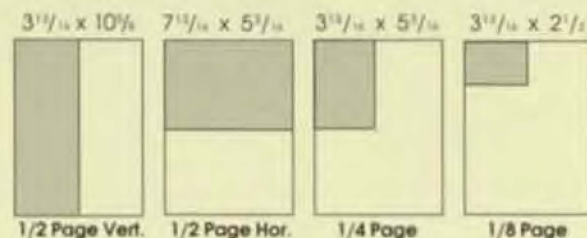
Full Page	\$2,495
1/2 Page	\$1,595
1/4 Page	\$1,045
1/8 Page	\$ 745

DEADLINE

Camera ready artwork and full payment must be received by **September 12, 1991**.

AD SIZES AND DIMENSIONS

Back Cover	8 ³ / ₄ x 10 ³ / ₄
Inside Front Cover	8 x 10 ³ / ₄ (can be a bleed)
Inside Back Cover	8 x 10 ³ / ₄
Full Page	7 ³ / ₄ x 10 ³ / ₄



"The Best of DEMA is a goldmine of information for me and my entire staff! The ads are an invaluable resource which we've utilized since the day it arrived in the office way back in 1986."

—Paul Seffack
Director of Systems Management, ADP

**Yes! I want to advertise in
The Best of DEMA 1976-1991!
Reserve my space as follows:**

Check size and color:

- Four-Color Back Cover
- Four-Color Inside Front Cover
- Four-Color Inside Back Cover
- B&W Page
- B&W 1/2 Page
- B&W 1/4 Page
- B&W 1/8 Page

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

Signature: _____

Camera-ready art work and full payment are due by **September 12**.

Payment enclosed \$ _____

Bill my company PO# _____

DEMA

101 Merritt 7, P.O. Box 5131, Norwalk, CT 06856-5131
1-800-888-6485, Fax: 203-846-6883

DEMA

101 Merritt 7, P.O. Box 5131 / Norwalk, CT 06856-5131 / 1-800-888-6485, Fax: 203-846-6883

'91 '91 '91
'90 '90 '90
'89 '89 '89
'88 '88 '88
'87 '87 '87
'86 '86 '86
'85 '85 '85
'84 '84 '84
'83 '83 '83
'82 '82 '82
'81 '81 '81
'80 '80 '80
'79 '79 '79
'78 '78 '78
'77 '77 '77
'76 '76 '76

Keep on Target

**The Best of DEMA
Information Guide
1976-1991**

To place your ad or for more information call Toni at 203/846-3777 or 1-800-888-6485

Data Entry Management Association



*File
IDEMA MISC*

JUN 11 1991

PRESS RELEASE

Contact: Toni Saloomey
(800) 888-6485

FOR IMMEDIATE RELEASE

60% OF DEMA CONFERENCE ATTENDEES WILL MAKE PURCHASES THIS YEAR

Norwalk, CT. June 6, 1991, A recent survey of 1990 attendees to DEMA's Annual Conference & Exposition showed that more than 60% of the respondents plan to purchase new products or services within the next year. Sixteen percent plan to do so within the next six months.

When questioned regarding which products or services the attendees plan on purchasing the ones mentioned most often were: data entry hardware, data entry software, imaging systems, OCR systems, scanners, PCs, ergonomic furniture and equipment, service bureau and office supply products. Also listed were voice entry equipment, desktop publishing and integration products.

- more -

DEMA CONFERENCE ATTENDEES
PAGE 2

DEMA conference attendees are extremely involved in the purchasing process. When asked, "What role do you play in the purchase of the types of products or services displayed at DEMA's exposition?", 26% said they are the final decision makers. Sixty-nine percent make recommendations about the purchase, and 4% said they specify what should be purchased.

DEMA is an international association of information managers involved in both traditional and emerging methods of data capture, including: key-to-disk, on-line and distributed processing, imaging technology, voice entry, local area networks, portable and personal computers, and desktop/wordprocessing systems.

For more information on DEMA's 15th Annual Conference & Exposition, November 18-20, 1991 at The Loews Anatole Hotel in Dallas, Texas, call Toni Saloomey at **1-800-888-6485**, or write: DEMA, 101 Merritt 7, P.O. Box 5131, Norwalk, CT 06856-5131. Fax: (203) 846-6883

#