

REGISTRATION FORM

FOUR EASY WAYS TO REGISTER

- ONLINE:** www.sdexpo.com
Be sure to enter your priority code. Credit card and check orders only.
- FAX:** 415.947.6020.
Faxed registration forms must include credit card information.
- MAIL:**
SD Best Practices Registration Dept.
600 Harrison St., 6th Floor
San Francisco, CA 94107
- PHONE:**
800.441.8826
or 415.947.6130
Mon-Fri 9:00 am-4:00 pm PT.

ADVANCE REGISTRATION closes on September 13, 2007 at 4 PM PT.
After this date, attendees must register on-site.

REGISTRANT INFO STEP 1

NAME _____

OCCUPATION _____

COMPANY _____

ADDRESS _____

ADDRESS _____ MAILSTOP _____

CITY _____ STATE _____ ZIP _____

EMAIL ADDRESS (REQUIRED) _____

PHONE (REQUIRED) _____ FAX _____

PLEASE CHECK THE PACKAGE YOU WANT AND FILL OUT THE FORM COMPLETELY.
Incomplete forms will be returned as unprocessed. One form per person.

► SEE CHART ON PAGE 44 FOR DETAILS ON OUR EARLY BIRD DISCOUNTS.

VIP PASS - \$2395 | TUE - FRI

*Select Tutorial(s) below.

CONFERENCE PASS - \$2095 | WED - FRI

DR. DOBB'S UNIVERSITY ON DEMAND PURCHASED WITH VIP PASS OR CONFERENCE PASS = \$95

ONE-DAY CONFERENCE PASS - \$895 | 1 CONF. DAY

Please select the conference day you would like:

WED 9/19 | THU 9/20 | FRI 9/21

Add the RFID World and Embedded Systems Conference Add-On - \$300

TUTORIAL PASS - \$995 | TUE

*Choose either a Full-Day Tutorial or two Half-Day Tutorials from the selections below.

DR. DOBB'S UNIVERSITY PURCHASED WITH TUTORIAL PASS OR ONE DAY CONFERENCE PASS = \$295.

► PLEASE REFER TO THE TUTORIAL SECTION, BEGINNING ON PAGE 12.

FULL-DAY:	HALF-DAY:	<input type="checkbox"/> 105	<input type="checkbox"/> 110	<input type="checkbox"/> 115	<input type="checkbox"/> 119
<input type="checkbox"/> 100	<input type="checkbox"/> 101	<input type="checkbox"/> 106	<input type="checkbox"/> 111	<input type="checkbox"/> 116	<input type="checkbox"/> 120
	<input type="checkbox"/> 102	<input type="checkbox"/> 107	<input type="checkbox"/> 112	<input type="checkbox"/> 117	
	<input type="checkbox"/> 103	<input type="checkbox"/> 108	<input type="checkbox"/> 113	<input type="checkbox"/> 118	
	<input type="checkbox"/> 104	<input type="checkbox"/> 109	<input type="checkbox"/> 114		

► PAYMENT IN U.S. FUNDS MUST ACCOMPANY YOUR REGISTRATION.

Registrations without payment will not be processed.
Sorry, no purchase orders accepted. Tax ID# 11-224-0940

PRIORITY CODE:

DISCOUNT AMOUNT \$

TOTAL AMOUNT DUE \$

CHECK ENCLOSED Make payable to SD Best Practices
 CHARGE: Mastercard VISA American Express

NAME ON CARD _____

CARD NUMBER _____ EXP. DATE _____

CARD HOLDER SIGNATURE _____

PAYMENT METHOD STEP 3

TEAM DISCOUNT - 4TH PERSON FREE!

See qualifications on previous page.

Please pick: 1 of 4 2 of 4 3 of 4 4 of 4

ATTENDEE PROFILE STEP 4

- What is your current job title (select only one)?
 - Director of Systems Programming
 - VP of Applications Development
 - Manager of Applications Development
 - Supervisor of Software Engineering
 - Chief/Head of Applications Development
 - Team Leader
 - Senior Development/Analyst
 - Application Specialist
 - Manager of Web/Internet/Intranet Development
 - Software Project Manager
 - Manager of Quality Assurance/Testing
 - Software Developer
 - Corporate Consultant
 - Applications/Software Architect
 - Software Engineer
 - Manager of E-commerce Development
 - CIO/CTO/CSO/VP/Director
 - Database/Administrator/Specialist
 - Systems/Network Administrator
 - CEO, President, Partner, Chairman, Owner
 - VP, Controller, Director of Marketing/Sales/CMO
 - General Manager, Division/Department Head
 - Other (please specify) _____

- My primary responsibility is to develop and/or manage the development of:
 - Internal applications for my company
 - Applications for my company to sell
 - Applications as a systems integrator/consultant to large companies
 - All of the above
 - None of the above

- Do you evaluate, specify, recommend, authorize or approve the purchase of computer products (software and/or hardware)?
 - Yes
 - No

- What is your organization's primary business activity (select only one)?

- Aerospace
- Manufacturing and Process (other than computer related)
- Banking
- Financial Services/VC/Accounting
- Insurance
- Real Estate/Legal
- Government: Federal (Including Military)
- Government: State
- Government: Local
- Healthcare/Pharmaceuticals/Biotech/Biomedical
- Transportation/Logistics
- Utilities
- Construction/Architecture/Engineering
- Wholesale/Trade/Distribution/Retail
- Education
- Agriculture/Mining/Oil/Gas
- Travel/Hospitality/Recreation/Entertainment
- Media/Marketing/Advertising
- Non-Profit/Trade Association
- Business Services
- Consulting (non communications/computer)
- Other General Business
- Communications Carrier (Telecomm, Datacomm, Cable, ISP)
- Applications Software Development
- Computer Manufacturer (hardware, software, peripherals)
- Computer Related Retailer, Distributor, Wholesaler
- Solutions Provider/VAR/ E-Business Integrator
- Other Communications/Computer related business

- What solutions are you planning/looking to buy in the next 6 months (select all that apply)?

- Computer products/services
- Security products and services
- Database development/management or storage tools
- Embedded development products
- Wireless development tools and products
- Computer hardware platforms
- System software products/services
- Data warehouse products/services
- Component-based products
- Web services software tools
- Testing & requirements management tools
- Project management tools
- Web hosting tools
- Java tools
- .NET tools
- J2EE tools
- CMMi
- Linux/Open Source
- Modeling/UML tools
- Books
- XML Tools
- Business Integration Tools and Services
- Java Training
- .NET Training
- Source Code Management

- From time to time we forward relevant information to industry professionals who have indicated their desire to receive these types of offers. If you would like to receive this information, please check the box(es) below.

via email via mail via phone

CONTINUE YOUR LEARNING THROUGHOUT THE YEAR - COURTESY OF Dr. Dobb's

- I want to receive / continue to receive *Dr. Dobb's Journal* FREE!
 No

SIGNATURE (required) X _____

DATE _____

FREE SUBSCRIPTION STEP 5

Cancellations, Downgrades & Substitutions: If you need to cancel, you may do so for a full refund, less a \$15,000 service charge until August 17, 2007. Registrants who register prior to or after the deadline date are liable and will be charged for the full registration fee. Sorry, no refunds or letters of credit are available after this date. Please fax your cancellation request to (415) 947-6020, or mail your request to: SD Best Practices Conference, Registration Department, 600 Harrison Street, 6th floor, San Francisco, CA 94107. Written requests for a downgraded pass must be received no later than August 17, 2007, for a full refund on the difference of registration fees between the value of the original and downgraded pass. Requests received after 8/17/2007 will receive a letter of credit for a future Software Development Conference for the value of the pass downgraded from. Upgrade pass requests must be submitted in writing and faxed to (415) 947-6020, along with payment information for the difference in value. Upgraded passes will be charged the difference in registration fees at the time that the request is submitted; no retroactive reduced registration fee is permitted. Substitutions are allowed only with the written permission of the original registrant. Please mail your substitution request to the above address, or fax to (415) 947-6020.