



# Registration Form 2019 ChromaZone® Color Forecasting Workshop

Location of One-Day Workshop: \_\_\_\_\_  
(Please see the 2019 Calendar of events on the CMG website)

## REGISTRATION INFORMATION

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Industry Sector \_\_\_\_\_  
Position \_\_\_\_\_  
Phone \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
State: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_  
Country \_\_\_\_\_  
Email \_\_\_\_\_  
Dietary restrictions \_\_\_\_\_  
Emergency Contact Info: \_\_\_\_\_  
Is this your first ChromaZone®: YES  NO

## REGISTRATION FEES for One-Day Workshops

Registration fee includes lunch and participation in the color workshop. All participants will receive the color forecast from the ChromaZone® in digital format.

Individual member \$150   
Company Member \$150   
Non Member \$199   
Student (See conditions) \$75

Please insert the name of your Company Membership:  
\_\_\_\_\_

Check here if you are interested in the following:

Facilitating the Workshop   
CoFacilitating the Workshop   
Taking/recording Notes

## METHOD OF PAYMENT

Enclosed is my check made payable to CMG (US funds only) *Please write registrant's name on the check and return with the Registration Form.*

Visa  MasterCard  American Express

Cardholder Name: \_\_\_\_\_ Card Number: \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

*International members are encouraged to pay registration fees by credit card. All international wire transfers will carry a \$50 surcharge.*

***I HAVE READ AND UNDERSTOOD CMG'S POLICIES REGARDING CHROMAZONE® EVENTS***

## Color Marketing Group

1908 Mount Vernon Avenue, 3<sup>rd</sup> Floor, Alexandria, Virginia USA 22303-1357

Please return to [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org)

[www.colormarketing.org](http://www.colormarketing.org)

**WORKSHEETS:** To fully participate in the Workshop preparation is required by completing the Color Worksheet which will be e-mailed to you upon confirmation of your registration. The Worksheet gives you a good indication of what you are expected to prepare, think about, and bring to the Workshop. In advance of the Workshop you must review the Worksheet, gather information and samples to support your findings, and bring samples and stories to share at the Workshop discussion table. Please bring digital, royalty-free images (both on flash drive and printed) to be used for presenting the Color Stories in the final Report. Copyright-free visuals are essential. Please review CMG's Image Policy which is located on the Worksheet. You are welcome to bring a PowerPoint or digital presentation, but it is not mandatory. You must bring your own computer to display your presentation. Attendees who do not complete the Worksheet will not be permitted to participate in the Workshop.

**REGISTRATION & PAYMENT:** Registration forms may be emailed to [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org) or posted to 1908 Mount Vernon Avenue, Alexandria VA 22301. A confirmation will be sent via email once payment is processed. No registration form will be processed without payment. If you do not receive E-MAIL confirmation of your registration within 5 business days, contact CMG immediately to confirm your registration. Please do NOT fax your registration. Please be sure to send a registration form with your check.

**CANCELLATION and REFUND POLICY:** Cancellations must be received in writing to CMG 3 days before the event date to qualify for a refund. A \$50 administrative fee will be deducted for all canceled registrations. Please allow up to two weeks to receive your refund and up to two billing cycles for it to appear on your credit card statement. Regrettably refunds cannot be granted less than 3 DAYS before the event date.

**STUDENTS:** Students must currently be attending college or university on a full-time basis and provide written confirmation of fulltime attendance or appropriate student identity. Space for student places is limited and will be processed on a first come first served basis. If you have any questions please contact Sharon Griffis, Executive Director on 703.329.8500 or e-mail [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org)

**WHAT IS A CHROMAZONE®:** The members of Color Marketing Group® convene throughout the year, in local and international gatherings, to discern what innovations are about to change the world, what adaptations we need to make, and which hues best express how colors evolve with the times. As a ChromaZone® participant you will work together to share, discuss and develop future color stories and identify colors that emerge from those stories. Participants come prepared to engage by contributing their top 3 most important color stories, trends and driving influences in their industry two years out. As a registered attendee, CMG provides you with a detailed worksheet to aid in your color research and preparation of your presentation. Through visual imagery, written explanation, color chips, and product examples your presentation will communicate consistently to the group your forward-thinking (2 years ahead +) color and trends that direct the ChromaZone Final Report and Forecast. Although ChromaZone® Workshops are held regionally, the information gathered will become part of the broader color work that takes place during CMG's annual International Summit (details available on CMG's web site). Here you will see the comparisons of all of the ChromaZone® meetings AND hear full presentations from North America, Asia/Pacific, Europe and Latin America. CMG's World Color Forecast is distributed at the International Summit.

**WHO SHOULD ATTEND?** Global manufacturers, brands, and marketers understand the importance of color marketing to their bottom line. Your company will benefit from creating research fueled and validated products in colors that sell. As a project manager, product developer, designer, manufacturer, CFM specialist, color specifier, and anyone who works with color for products you won't want to miss the important color discussions.

**CONDUCTING COMPANY BUSINESS AT CMG EVENTS:** Sale of products or services is not allowed at CMG meetings and events. For the benefit of all members, it is important that attendees be free of everyday business involvement, companies' research efforts and/or sales promotions. This allows for maximum concentration and exchange of valuable color information – the core of CMG – for specific guidelines, contact CMG's Executive Director at 703.329.8500.

**SOCIAL MEDIA:** CMG regularly publishes images of our Workshops through out social media. Please check here if you do not wish an image of you to be posted.

### Important Notes:

Do NOT use this Registration Form for the Two-Day ChromaZone® in Cleveland. Or for the Canadian ChromaZone® Events. The Montreal and Vancouver ChromaZone® will be conducted in French.