



ChromaZone® Color Forecasting Workshop - Registration Form

July 14th, 2020

The Sherwin-Williams Company
1008 1/2 South 3rd St
Minneapolis MN 55415

Please complete ALL sections:

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

How did you hear about CMG? _____

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

Co Facilitating 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

Please check here if you do NOT wish to be added to the ChromaZone Attendee List

Please check here if you do NOT wish to be added to our free mailing list.

WORKSHEETS: To fully participate in CMG's color forecasting process 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 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.

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

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 2 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.

**Return completed forms to sgriffis@colormarketing.org. Color Marketing Group
1908 Mount Vernon Avenue, 3rd Floor, Alexandria, Virginia USA 22301**