

# 2012 Registration Form

Please provide information as you would like it to appear on your badge.

**Name 1 (First, Last, Suffix)**

Title \_\_\_\_\_ Email \_\_\_\_\_

**Name 2 (First, Last, Suffix)**

Title \_\_\_\_\_ Email \_\_\_\_\_

**Name 3 (First, Last, Suffix)**

Title \_\_\_\_\_ Email \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip+4 \_\_\_\_\_

Emergency Contact \_\_\_\_\_ Phone: \_\_\_\_\_

Groups of 2 or more save \$50 per registration.

**TUITION DETAILS:** Seminar tuition is payable to THE DARK REPORT. Tuition includes all meeting materials, lunches and refreshments, as well as the evening receptions on Monday and Tuesday.

**TUITION CALCULATOR**

<b>Executive War College (May 1-2)</b>	<i># people x</i>			
Register on or before March 16	x \$895	=	\$ _____	
Register after March 16	x \$995	=	\$ _____	
Less discounts (if applicable, 2 or more)	x \$50	=	\$ _____	

**Post-Conference Workshops (May 3) choose one topic**

<b>Topic 1: New Opportunities in Molecular Diagnostics &amp; Next Generation Gene Sequencing (with special workshops and exhibition of innovative test technologies)</b>	<i># people x</i>			
Register on or before March 16	x \$395	=	\$ _____	
Register after March 16	x \$445	=	\$ _____	

<b>Topic 2: Lean for Lab Leaders: Mastering Concepts in Implementation to Achieve Significant Outcomes</b>	<i># people x</i>			
Register on or before March 16	x \$395	=	\$ _____	
Register after March 16	x \$445	=	\$ _____	

**TOTAL TUITION:** \$ \_\_\_\_\_

**Method of Payment:**

Check made payable to: THE DARK REPORT  
 Mail to: THE DARK REPORT, 21806 Briarcliff Dr, Spicewood, TX 78669  
 Please Charge My:

Visa   Mastercard   American Express 

Number \_\_\_\_\_ Expiration date \_\_\_\_\_ Security code \_\_\_\_\_

Signature \_\_\_\_\_

Note: THE DARK REPORT  
 Fed. Tax ID No:  
 93-1187430

Address above is billing address.  Billing address is different than above

Address City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Purchase order # \_\_\_\_\_  
 Please bill me and guarantee my registration upon receipt of payment.

Executive War College 2012 is produced by THE DARK REPORT  
 21806 Briarcliff Dr., Spicewood, TX 78669 • 512-264-7103

**Space is limited. It is essential to register early!**

# Frequently Asked Questions

**When is it? Where is it?**

Executive War College 2012 takes place on Tuesday and Wednesday, May 1-2, 2012 at the Sheraton New Orleans.

**Where can I stay?**

The Sheraton New Orleans, located at 500 Canal Street, in the heart of one of our favorite cities, New Orleans. Close to the French Quarter, Aquarium and Riverfront, the Sheraton is within walking distance to fabulous restaurants and New Orleans Jazz clubs. As an Executive War College attendee, your special discounted room rate is \$184 for single or double occupancy. Rooms are on space availability basis until April 9. Please visit the conference's group rate website at: [www.starwoodmeeting.com/Book/ewc2012](http://www.starwoodmeeting.com/Book/ewc2012) or call the hotel directly at (504) 525-2500 and be sure to ask for the Executive War College rooms to get the best rate available. Our room block typically sells out, so don't delay in making your reservations.

**How much does it cost?**

Tuition is \$995 for Executive War College 2012. Attendance is optional at the one-day post-event seminar (\$445 tuition) on Thursday, May 3, 2012.

**How can I save money on registration?**

You have TWO ways to save money on tuition fees. If you register by March 16, your tuition is reduced to \$895. We'd also like to give your colleagues the opportunity to share the techniques and new information you'll gain there, so we're offering a \$50 discount per registration for 2 or more colleagues registering from your company or organization. (\$50 discount applies only for May 1-2 Executive War College tuition.)

**What happens if I need to cancel?**

Substitutions may be made at any time at no charge. Cancellations through March 30 are subject to a \$50 processing fee. Cancellations after 5:00 P.M. on March 30 are subject to a \$275 cancellation fee. Cancellations after April 27 are non-refundable.

**Can I guarantee my investment?**

If you aren't completely satisfied with the scope and content of Executive War College 2012—if you don't leave with dozens of new techniques to improve the way you do business—we'll refund your tuition in full, promptly and courteously. We're confident you'll find Executive War College 2012 to be time and money very well spent.

**Can I earn continuing education credits?**

Application has been made to make continuing education units (CEUs) available through the American Association of Clinical Chemistry.

**How do I register?**

1. Register online at: [www.executivewarcollege.com](http://www.executivewarcollege.com)
2. Call 512-264-7103. Our friendly staff can register you as well as answer any questions you may have.
3. Fax this completed form to 512-264-0969
4. Mail the form with payment to: THE DARK REPORT, 21806 Briarcliff Dr., Spicewood, TX 78669.

**Can I sponsor at this event?**

A limited number of sponsorship and advertising opportunities remain for this event. Please contact Jill Pierce at 415-454-7262.