

REGISTRATION FORM

Hilton Portland & Executive Tower
921 SW 6th Avenue, Portland OR 97204



COLOR
MARKETING
GROUP

2017 INTERNATIONAL SUMMIT
Portland, OR November 10-12

www.colormarketing.org

REGISTRATION INFORMATION

Name: _____ Position: _____

Company: _____ Industry: _____

Address: _____

City: _____ State: _____ ZIP: _____ Country: _____ Phone: _____

Email: _____ Emergency Contact Name/Phone: _____

Vegetarian: YES NO Dietary restrictions: _____

GUEST REGISTRATION (Please read CMG's Guest policy)

Guest Name: _____ Guest City/State: _____

Guest Vegetarian: YES NO Dietary restrictions: _____

PAYMENT INFORMATION

Enclosed is my check made payable to CMG (US funds only). Contact sgriffis@colormarketing.org for wire transfer details.

Visa MasterCard Amex Card Number: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____ Expiration Date: _____

AMOUNT DUE

\$CMG Member Fee

\$NON Member Fee (See Fee details overleaf)

Summit Registration Fee: _____

Guest Registration Fee: _____

Thursday Optional Events:

Future Thinking Workshop _____ This is a Member only Workshop

Color Power Seminar _____

Complimentary CMG 101 _____

(check the box to register)

TOTAL AMOUNT DUE:

ADDITIONAL INFORMATION

Check if this is your First International Summit

Check if you would like to Facilitate during Friday's Workshops: Facilitate Co Facilitate

My Workshop Selection for Friday's Color Application Workshop is: _____

Please see the attached sheet for details of Friday's Color Application Workshop. Please note your selection on the Registration sheet.

Check here if you do NOT wish to be filmed during the Summit (see conditions)

Return to: Color Marketing Group, 1908 Mt. Vernon Avenue, Alexandria VA 22301

Or email sgriffis@colormarketing.org



JOIN US IN PORTLAND

CMG 2017 INTERNATIONAL SUMMIT >

#CMGSummit17

SUMMIT REGISTRATION FEES

	On or Before August 31 st	After September 1 st
CMG Members	\$795	\$925
Non Members	\$1195	\$1320
Spouse/Guest*	\$450	\$475

(*The Guest Category is exclusive to Spouses, Partners & Family Members only. Current and former CMG members may not register in this category. See other Conditions.)

PRE-SUMMIT OPTIONAL EVENT FEES & INFORMATION

As a part of this year's Summit, CMG is excited to offer three powerful Workshops designed to put you in touch with experts who can help you sharpen your skills and get even more value from your time in Portland. These Workshops take place on Thursday November 9th – so plan your travel to arrive on Wednesday November 8th.

[Future Thinking Workshop](#) Fee \$100 **This Workshop is exclusive to CMG Members **9am – 5pm (includes lunch)****

Building on the success of last year's inaugural Future Thinking Workshop, this year's event is set to be explosive and packed with even more innovative and ground-breaking trend thinking! Move beyond trend watching and go even deeper to the center of where trends begin. Per Nimer, Design Manager with Akzo Nobel and Peggy Van Allen, Owner of Chicago-based Colorfuel, will lead this Workshop to explore how to find and interpret trend origins, how to connect trends with color, how to develop original thinking, and use it in your work, and the logic behind how articular color trends impact consumer products. The Workshop will feature 3 Guest Speakers including designer, writer, inquisitive trend analyst and celebrated international speaker, Mark Woodman; and Narss Lapinid, Senior CMF Designer for global leader, Electrolux, North America.

[Color Power – An Interactive Color Exploration](#)


Complimentary to CMG Members NON Member Fee \$50 1.30pm – 5pm (lunch NOT included)

Extend and strengthen your color knowledge in this dynamic and interactive session. Participants will engage in a variety of hands-on color exercises taught by experts who will guide you on a colorful journey. Learn about color while playing with color, color tools, and materials. This session is designed to arm you with solutions that fit your role in the industry which in turn will make your job more successful and rewarding! We'll do a lightening review of basic color theory and concepts, then move into improving your technical knowledge of color and color design. We'll explore how you communicate color, including how to "speak" color with the correct vocabulary. Explore how to present "color" within a business environment - how to leverage your customers and master your presentations. Better knowledge and vocabulary will give you the confidence to validate your own intuitive color choices. The 3 major color tool providers, NCS, RAL, and XRite Pantone will be on hand to introduce you to their materials, color collections, and gadgets. These tools will enable you better manage color in your environment and job. Space is limited for this session - so sign up early!

[CMG 101](#)

Complimentary to all attendees 10am – 12 Noon

Unleash the power of color by leveraging your collective experience and knowledge – that's what CMG is all about. Color Marketing Group membership is a powerful tool to have in your arsenal. Kick start your membership and Summit experience by attending this complimentary hands-on orientation to CMG. In this session you'll join other first-timers to learn why Color Marketing Group is one of the most influential color forecasting associations in the world. See how we develop color forecasts through the ChromaZone® and Summit Color Application Workshops. Experience how we develop the World Color Forecast™ by integrating the international ChromaZones. Learn many other helpful tips and tricks to bring you into the tribe and to get you on your way to growing your expertise through CMG.



ILLUMINATING COLOR & TREND WORKSHOPS

CMG 2017 INTERNATIONAL SUMMIT >

#CMGSummit17

If you've been to a Summit before, you know that our workshops encapsulate the core of what the International Summit is about. Global interindustry teams will share how colors from CMG's 2018+ World Color Forecast™ (which includes the North American Forecast), as well as the three International Forecasts (Europe, Asia Pacific, and Latin America), are being applied in current design projects. It's a tidal wave of exposure, learning, and collaboration that unites us as color professionals and makes each of us stronger.

Workshop options include:

1. Colors in Action

Colors love to play with other colors, and as color professionals, we love to be a part of that process. Participants in this Workshop will use colors from the new 2019+ CMG World Color Forecast™ as they break into groups to create forward-thinking, directional color combinations for home décor, transportation, consumer products, and technology industries. Industry teams will identify three to five palettes that are determined to be emerging and unique color combinations within that space

Goal: *This workshop will arm you with fresh and inspirational color combinations that you can apply to your industry with confidence and foresight.*

2. Colors in Contract

Explore the nuance of color and color combinations in contract design markets, such as commercial, hospitality, healthcare, education, multifamily residential, and more. Armed with the CMG 2019+ World Color Forecast™, participants will identify which colors will be important in contract markets, how they'll be used, and why. Colors not included in the forecast can be added as necessary to illustrate a trend. Our findings will be shared during Sunday morning's session, coinciding with the contract section of the CMG 2019+ World Color Forecast™.

Goal: *This workshop will help designers interpret CMG palettes for contract application.*

3. CMF Group

Do you work in CMF? Do you create design trends, make key design decisions, and influence applications on products? In this workshop, you will identify future CMF trends and how they might influence CMG's 2018+ World Color Forecast™. To do this, you'll explore how materials, processes, and finishes are influencing and driving the need for new colors and applications. Join innovative suppliers, product developers, and other CMG members as we discuss multidimensional color, new materials, and finishes.

Goal: *This workshop will explore the future of materials and finishes, particularly within the consumer goods, appliances, transportation, furniture, and sporting-goods industries.*

4. 2018+ World Color Forecast™

This workshop offers nonmembers the chance to access CMG's 2018+ World Color Forecast™ (exclusive to members) as part of their Summit registration fee.

In this interactive workshop, we'll revisit the colors from our 2018+ World Color Forecast™ (originally revealed during CMG's 2016 International Summit) and explore how they're being used in the world today. Participants will be encouraged to share not only how they've incorporated CMG's 2018+ World Colors but also how they're seeing those colors used in other designs.

Goal: *This workshop will give you an understanding of how your contemporaries are using CMG forecasts, as well as how you can successfully do the same.*



2017 INTERNATIONAL SUMMIT
Portland, OR November 10 -12

SUMMIT INFORMATION AND CONDITIONS

HOTEL INFORMATION – RESERVE YOUR ROOM TODAY.

The Summit is being held at The Hilton Portland & Executive Tower, 921 SW 6th Avenue, Portland OR 97204. **ROOMS ARE SUBJECT TO AVAILABILITY** and a limited number are available at the discounted rate of \$159 per room for single/double occupancy (excluding applicable taxes and fees). [Reservations](#) can be made online. Please visit www.colormarketing.org and click on the hotel info link under the 2017 International Summit area or use this link: <https://aws.passkey.com/event/49012057/owner/4173/home>

SOCIAL MEDIA & RECORDING POLICY - CMG does NOT permit, under any circumstances, the recording of any of the presentations during the International Summit or any Color Forecasting Events, or in any form or media, including but not limited to audio recordings, video recordings, or literal transcripts, except by specific written permission from CMG's Executive Committee. This includes guest speaker presentations, color/workshop report backs, visuals and presentations. Referencing CMG events and Workshops is permitted on social media but specifics details relating to color forecasts and information must be kept proprietary. You may, however, display direct links to CMG's web or social media sites where CMG has published or promoted publicly released material. PLEASE keep in mind that our presenters have invested many hours into the development of this material and copyright laws apply. Written permission MUST be granted by Presenters and Speakers for any material that is used in any fashion or shared in any capacity.

REGISTRATION AND PAYMENT - Payment in full must be received by August 31, 2017 to receive the lowest, discounted rate. No registration form will be processed without payment. A confirmation will be sent via email once payment is processed. If you do not receive confirmation of your registration in writing within 10 business days, contact CMG immediately to confirm your registration (sgriffis@colormarketing.org). Please do NOT fax your Registration Form.

CANCELLATION and REFUND POLICY - Cancellations must be received in writing to CMG by October 29, 2017 to qualify for a refund – all refunds will incur a \$75 administration fee. Regrettably refunds cannot be processed after October 29, 2017. 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.

GUEST POLICY - A spouse, partner, adult child, or special guest of a registered member, not involved in color design and/or color forecasting, may register as a Guest. A Guest may participate in all components of the Summit with the exception of Friday Workshops. Guests are not eligible to receive color information. Former CMG members may not attend as a Guest.

CONDUCTING COMPANY BUSINESS AT CMG CONFERENCES - The sale of products or services is not allowed at CMG events and meetings, unless approved by CMG's Executive Committee. For the benefit of all members, it is important that attendees be free of everyday business involvement, companies' research efforts and/or sales promotions. For specific guidelines, contact CMG's Executive Director at sgriffis@colormarketing.org 703.329.8500.

INFANT/CHILD POLICY - In consideration of members, speakers and guests, no infants or children are permitted at CMG Workshops, meetings or General Sessions.

FORMER AND NON CMG MEMBERS - Former CMG members may attend CMG's International Summit one time only without renewing their membership. Prospective and NON CMG members are also welcome to register and attend a Summit also on a one time only basis. To check if you are eligible to register and attend please contact Sharon Griffis sgriffis@colormarketing.org.

COLOR INFORMATION - All attendees, excluding Guests, will receive printed fan decks of CMG's 2019+ World Color Forecast including the 2019+ Forecasts from North America, Europe, Asia, and Latin America.

VIDEOGRAPHY – Please be aware that CMG will have a professional photographer and videographer at the Summit. The purpose of which will be to capture images and video footage for our new website and social media. Please check the box on the Registration Page if you do NOT wish to be filmed. Thank you for your cooperation and participation.