

# THE QUIRK'S EVENT

BIG IDEAS, REAL-WORLD SOLUTIONS.

TICKET PRICES  
START AT

\$75\*

**FEBRUARY 28-  
MARCH 1, 2017**

Hotel Irvine, Irvine, CA



**MARCH 21-22, 2017**

New York Marriott at the  
Brooklyn Bridge  
Brooklyn, NY

## Learn: research innovation, data security, questionnaire design

Two days of cutting-edge marketing research and consumer insights learning. Give your team an edge, with sessions featuring real-world case studies, discussions on the hottest marketing research and insight topics and endless networking opportunities.

## Big commitment, bigger benefits

We know that being out of the office can be an inconvenience. But when you're working in an industry as fast-paced as marketing research, it's integral to your business to be well-informed on the latest trends, techniques and topics – and this conference will bring you right up-to-date.

## Need-to-know basis

We cover the topics that matter the most to today's market research professionals –not to mention the healthy dose of demonstrations, interactive workshops and actionable insights the conference provides.

## Low cost, high return

The Quirk's Event is designed to be inclusive and collaborative. With registration fees as low as \$75 for corporate/client-side researchers and \$699 for research suppliers/vendors and other attendees, this is the lowest-cost event of its size in the industry.

## The most up-to-date content

At Quirk's we are always listening and looking for the topics important to today's marketing researchers. You'll find quality, relevant content in each session and return to the office excited to share new ideas and techniques.

## Actionable insights

Hear case studies from speakers who work day in and day out with the MR challenges you face in your own career and techniques that are the most pertinent to you.

## Two locations

We know schedules are tight and travel budgets are even tighter. The Quirk's Event is now offering the event in two locations: Orange County, Calif. on February 28 – March 1 and Brooklyn, N.Y. on March 21 – 22. Choose the location and date that fits your schedule and budget. Both events will offer great experiences and learning opportunities!

## Proven track record

Ninety-five percent of the 2016 attendees would recommend The Quirk's Event to a co-worker or colleague.

## Endless networking opportunities

The Quirk's Event will feature relaxed and more formal networking opportunities. With hundreds of like-minded marketing researchers attending, this event is a must for anyone looking to forge new professional relationships.

## Simply too busy? Come for a day

Can't commit to spending two days away from the office? Just come for a day! You'll still have the chance to see nearly 40 sessions and visit with exhibitors and even though you'll miss a day, at our low price-point for full conference admission, you'll certainly get your money's worth.

# TheQuirksEvent.com

\*Corporate researchers only. Use the discount code BigIdeas. Other packages available.