

Sixth Annual UT Dallas FORMS Conference

Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science (UT Dallas FORMS) Conference
Sponsored by

[The Morris Hite Center](#) at The Jindal School of Management
February 23-25, 2012

The University of Texas at Dallas
800 West Campbell Road
Richardson, TX 75080-3021

The Marketing Group at The University of Texas at Dallas is organizing a marketing conference that intends to foster high quality research in quantitative approaches to marketing. The conference will be held at the Naveen Jindal School of Management at UT Dallas. Conference goals are to provide a forum for a stimulating exchange of ideas and to foster the development of PhD students.

Location

All sessions will be held at the Jindal School of Management at The University of Texas at Dallas. Registration will take place in the Jindal School atrium. The Jindal School is denoted as JSOM on the campus map where driving directions are provided. View the [floor plan of the JSOM building](#) for details.

Parking

A parking permit will be sent to you the week of the conference. If you are flying in and staying at the Hyatt Regency Hotel, shuttles will be provided at TBA times. If you need a parking permit, please contact [Andrea Hapeman](#).

Conference Registration and Schedule

The conference registration fee is \$275 for faculty until January 24, 2012 and after that date the fee will be \$325 (fees are nonrefundable after February 15, 2012). There is no conference registration fee for marketing doctoral students. To waive the conference registration fee for marketing doctoral students, please enter STUDENT in the promotion code box on the checkout page. [Click here for conference registration](#). View the [conference schedule](#) for details.

Conference Hotel

A block of rooms has been reserved at the Hyatt Regency Hotel, 701 East Campbell Road, Richardson, TX 75081. The hotel reservation number is 1-888-591-1234. You may also [make reservations online](#). Please enter group code G-FORM for the conference hotel rate of \$92/night, which includes a full breakfast for one person and free internet access. Reservations must be made by February 2, 2012 to receive this rate.