



# Understanding Markets: Information, Institutions and History

A conference to recognize the contributions of Ernest Dichter, and to celebrate the opening of his business records at the Hagley Museum and Library in Wilmington, Delaware.

Sponsored by the Hagley Museum and Library and German Historical Institute, Washington DC  
October 30 and 31, 2009 in Wilmington, Delaware, USA.

## REGISTRATION FORM

A block of hotel rooms has been reserved at the Best Western Brandywine Valley Inn at the rate of \$99 per night, single or double occupancy. For reservations, call (800) 537-7772 or visit [www.brandywineinn.com](http://www.brandywineinn.com) by October 16, 2009. Identify yourself as a Hagley conference participant to receive this rate.

Name: \_\_\_\_\_

Institution: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Registration is free and open to the public.

\$15 for lunch on Friday, October 30, 2009

\$40 for dinner on Friday, October 30, 2009

Total: \$ \_\_\_\_\_

### Payment

Check (payable to Hagley Museum and Library)

Mastercard    Visa

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

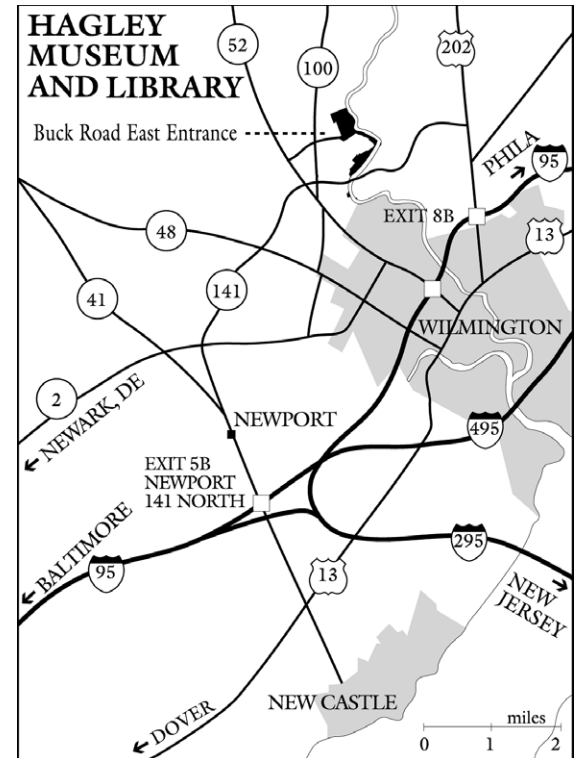
Signature: \_\_\_\_\_

Please return this form by October 23, 2009, to:

Carol Lockman  
Center for the History of Business, Technology, and Society  
P.O. Box 3630  
Wilmington, DE 19807-0630

For more information, call (302) 658-2400, ext. 243

Fax: (302) 655-3188   E-mail: [clockman@hagley.org](mailto:clockman@hagley.org)



### Directions to Hagley's Soda House

**From the south:** Take I-95 north to exit 5B (Newport exit) in Delaware. Follow Route 141 north for 7 miles. Turn left onto Route 100 north. At the traffic light, make a right onto Buck Road East. After the stop sign, go straight through the gates and follow signs to the Soda House.

**From the north:** Take I-95 south to exit 8B (West Chester exit) in Delaware. Follow Route 202 north (Concord Pike) for 1.3 miles. Stay in the left lane to turn left onto Route 141. Follow Route 141 south for 2 miles, get into the right lane to turn right onto the bridge. After crossing the bridge, turn right at the next traffic light onto Route 100 north. At the next traffic light, make a right onto Buck Road East. After the stop sign, go straight through the gates and follow signs to the Soda House.

### GPS ADDRESS:

298 Buck Rd, Wilmington, DE 19807