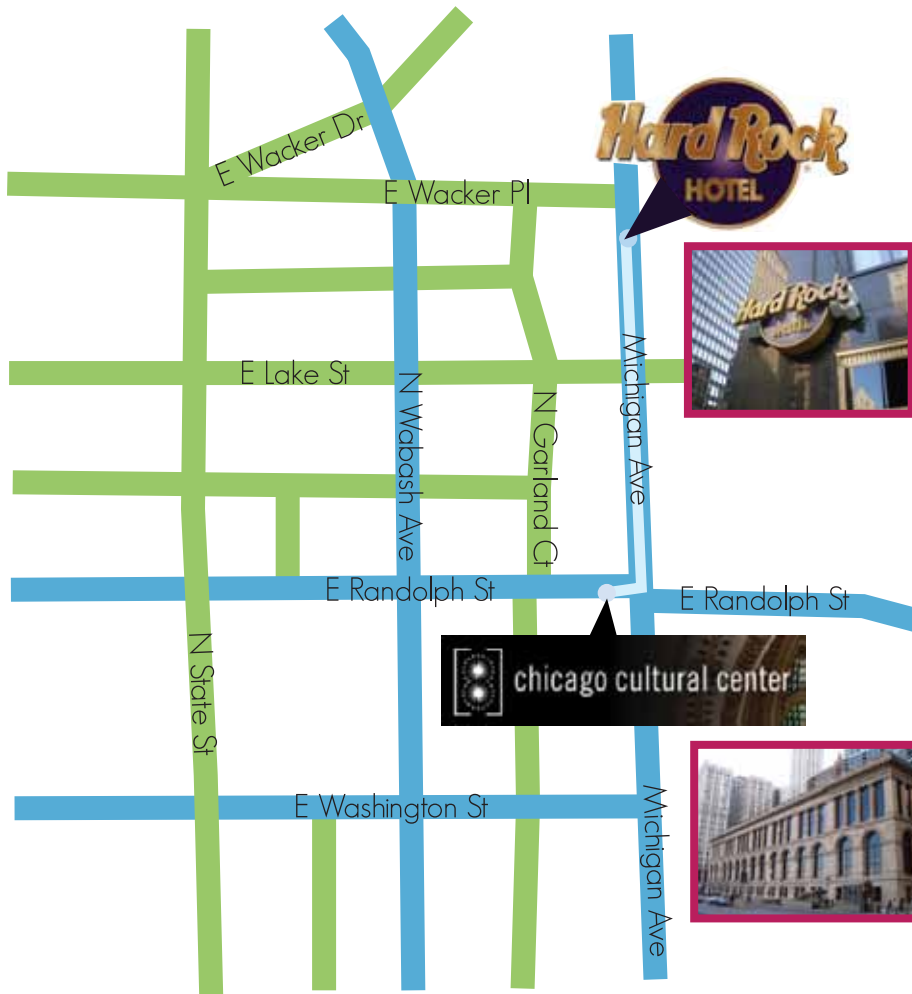


8TH ANNUAL  
**M2W**<sup>®</sup>

The Nation's Premier Conference on Marketing to Women  
**MARKETING TO WOMEN CONFERENCE**  
April 24 & 25, 2012 | Chicago Cultural Center | [www.M2W.biz](http://www.M2W.biz)



Headquarters Hotel:  
**Hard Rock Hotel Chicago**  
230 N. Michigan Avenue  
Chicago, IL 60601  
(312) 345.1000

**From Hard Rock Hotel to  
Chicago Cultural Center**

Exit Hotel on Michigan Ave  
and take right. Walk two  
blocks and take a right onto  
Randolph. Chicago Cultural  
Center is across the street.

Conference Venue:  
**Chicago Cultural Center**  
78 E Washington St  
(enter on Randolph St)  
Chicago, IL 60602  
(312) 346.3278

**Getting from the Airports to the Hard Rock Hotel**

From both O'Hare and Midway airports, the hotel is easily reached via taxi (about \$40 and 30 minutes) or Chicago's famous "El" public transportation.

\*An inexpensive option for visitors is Chicago's famous "El" (elevated) train, which provides service from each major airport for approximately \$2.25 one-way. Riders get a bird's eye view of select Chicago neighborhoods along the way, and a taste of how many Chicago locals make their daily commutes.

From Chicago O'Hare International (ORD):

Approximately 50-minute ride. Take Blue Line to the Clark/Lake "El" station. Upon exiting the station, walk four blocks east on Lake, turn left on Wabash and walk one block up to South Water. Turn right and walk one block to the hotel.

