

TWO-DAY CONFERENCE: TUESDAY, FEBRUARY 28TH AND WEDNESDAY, MARCH 1ST, 2006
THE HILTON McLEAN TYSONS CORNER • WASHINGTON, DC

Digital Signage for Venues and Public Spaces

Strategies For Transportation, Hospitality, Entertainment,
Government & Other Public Services

Featuring Key Insights from these Industry Leaders:

Gordon Scott Venters,
*President/CEO, DESTINATION
TELEVISION INC.*

David Lane, *Chief Executive
Officer, THE RAIL NETWORK*

Bill Collins, *Principal,
WBC NARROWCASTING
GROUP, LLC*

Bradley Walker, *Founder & CEO,
NANONATION*

Alan Schulman,
*Chief Creative Officer,
BRAND NEW WORLD*

Dan Gibson, *Vice President of
Operations, LUXUS AVIATION
MARKETING*

Allan Olbur, *Vice President,
IN-STORE MERCHANDISING
SOLUTIONS*

Phil Lenger, *CEO,
SHOW & TELL PRODUCTION*

Rob Zeller, *Product Manager,
Digital Display Network
Solutions, DAKTRONICS, INC.*

Mohammed Ahmadi,
President/CEO, BE MEDIA

Kristin McDonough,
*Director of Science, Industry &
Business Public Library,
NEW YORK PUBLIC LIBRARY*

By Attending this Conference you will:

- ▶ Learn how to entertain your audience
- ▶ Achieve more effective public communication
- ▶ Educate your customers and your employees
- ▶ Make money by selling advertising time
- ▶ Enhance your way-finding ability
- ▶ Improve employee performance
- ▶ Enhance security

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Digital Signage Quarterly



Keynote Presentation From:

Center for Digital Government



Dr. Paul Taylor
*Chief
Strategy
Officer*

Featuring Key Insights from These Industry Case Studies:

Washington Dulles International Airport



Todd Sheller
Chief of Staff

MGM Grand Hotel



Frank Coccaro
*Director of Media
Productions*

The Mayo Clinic



Warren Harmon
*Section Head of
Video, Audiovisual
and Photography*

TD Banknorth Garden (former FleetCenter Stadium)



Lorraine Spadaro
*Vice President of
Technology &
e-Business*

Hosted by:



To register call 1-866-453-3345 • e-mail: registrations@strategyinstitute.com

Digital Signage is changing the way you communicate with the public!

Take advantage of the new revolution!

Recent technology breakthroughs and the dramatic drop in hardware costs have now made digital signage an affordable and potentially effective way to dramatically improve public communication, employee performance, enhance security, entertain your audience, increase advertising revenue, educate your customers and your employees and ultimately, make money!

North America's first conference on Digital Signage for Venues and Public Spaces!

Demand for high-quality sound and advanced audiovisual systems in public venues, transportation hubs, sports and entertainment facilities, institutions and other public spaces continues to grow, and Strategy Institute has developed this unique conference to meet the challenges of your industry. Digital Signage takes center stage, augmenting the public's experience by enhancing visual intimacy and involvement in venues and public spaces.

This conference will deliver strategies on how to keep costs down and investing wisely by sourcing the best deal.

Video walls and plasma flat screens are appearing everywhere in venues and public spaces. Such displays can be programmed to promote different products or services at different times of day to appeal to the patrons that frequent your location at that particular time of day. The challenges for hotels, stadiums, universities, transportation hubs, arenas and entertainment venues can be immense, but so are the opportunities for improving communication and increasing revenue.

Participate in this one-of-a-kind conference and see how your organization can benefit from this incredible technology.

Digital signage will provide your organization the opportunity to:

- **Maximize** your ability to influence, inform, educate and direct the public, your customers, employees, constituents, members and your target audience
- **Leverage** a single technology for public, tenants, consumer, members and employee communication
- **Reduce** perceived waiting times for the public, customers and attendees by 15% or more
- **Generate** "new found" revenue through advertising on your network
- **Increase** staff and customer knowledge through video-on-demand
- **Aid** in emergency response situations by providing instruction and way-finding

Digital signage offers a cost-effective way of communicating general information and public safety messages for:

Transportation Authorities • Hotels • Airports • Convention Centers
Subways • Amusement Parks • Railroads and Transit Hubs • Casinos
Port Authorities • Stadiums • Federal Offices & Agencies • Museums
State & Municipal Government • Libraries • Military
Universities/Colleges • Medical & Commercial Buildings
Other Public Spaces

This event has been specifically designed for:

Airports Signage Committee Members, Hotel Technology Executives, Subway and Transit Hub Managing Directors, Port Authority Marketing Managers, University Decision-makers, Convention Center Directors, Amusement Park and Casino Marketing and Technology Managers, Stadium Technology Officers and Executive Officers, Members of Federal Offices and Agencies, Military Technology Officers, Library and Museum Directors and Other Public Service Venues!

Networking Extravaganza! All the players will be here

Key decision makers will be here in Washington on February 28th and March 1st. Be at the center of the action. Worth the price of admission itself, rub shoulders with the trailblazers and those who have successfully deployed digital signage. Talk with stadiums, libraries, casino, hotels, subways and airports, etc. who have already installed digital signage. Exchange war stories on how customers have come to love your digital networks and how perceived wait times have decreased, employees have become more educated and way-finding is easier to navigate. Can you really afford not to be on the inside?

SEND YOUR ENTIRE TEAM

Ensure all aspects of your organization understand the power of this new technology by sending your team to this conference!

REGISTER TODAY – SPACE IS LIMITED. LAST 3 EVENTS SOLD OUT!

Don't miss your chance to participate in these critical discussions and to network with the leaders in this rapidly expanding field. REGISTER NOW for North America's first Digital Signage for Venues and Public Spaces Conference in Washington, DC by calling **1-866-453-3345** or emailing registrations@strategyinstitute.com today.

To register call **1-866-453-3345** • e-mail: registrations@strategyinstitute.com

Opportunities and Benefits from this Exclusive Event

OPPORTUNITIES FOR TRANSPORTATION...

Airports: Improve way-finding and decrease perceived wait times by providing news, weather and topical information on multiple screens throughout the airport

Subways: Increase ridership by delivering real-time transit information, news, sports, weather, entertainment, and advertising to digital screens on platforms that reach over 1 million passengers weekly

Railroads & Transit Hubs: Increase traveler flow, satisfaction and safety by communicating to your customers on a minute-by-minute basis

Port & Transit Authorities: Improve transit performance and make transit use more convenient and enjoyable

OPPORTUNITIES FOR ENTERTAINMENT...

Amusement Parks: Increase park profits through advertising and way-finding and decrease perceived wait times by entertaining customers

Casinos & Cinemas: Create additional revenue by featuring concessions and show scenes from upcoming attractions

Stadiums: Increase ticket sales and drive concession sales through increased and more personalized contact with consumers

Museums: Improve traffic flow, service and attendance by providing up-to-date information about programs, events, and meeting spaces in real-time

OPPORTUNITIES FOR GOVERNMENT...

Federal Offices & Agencies: Leverage a single technology to communicate a single message across all levels of government

State/Municipal Government: Generate additional revenue streams through advertising by providing a space to educate and inform the public

Military: Improve communication of visual messages to depots, barracks, carriers and bases by using digital signage as a single interactive information tool

OPPORTUNITIES FOR OTHER PUBLIC SERVICES...

Universities & Colleges: Generate advertising revenue and promote on-campus services with this modern communication system

Libraries: Improve patron way-finding by combining general information with local announcements, messages, graphics, video and related promotional material to place targeted information at each display

Medical: Educate patients and employees while decreasing perceived wait times and patient anxiety

Commercial Buildings: Establish a reputation with your tenants as a market leader by providing up-to-date information to your customers through digital signage

Outdoor Public Spaces: Increase advertising revenue by combining broadcast and recorded video on the same screen as customized messages

OPPORTUNITIES FOR HOSPITALITY...

Hotels: Increase revenue and customer loyalty by creating specific communications with customers, employees and other hotel guests

Convention Centers: Increase profits by launching new promotional campaigns with limited courier costs, no on-site personnel requirements and complete security

OPPORTUNITIES FOR THE INDUSTRY EXECUTIVES...

Integrators: Be at the center of the action and network with venues and public space decision makers who are looking to put together a network

System Contractors: Partner with key players and win new business for upcoming major digital signage deployments

Network Operators: Establish your reputation with leading venues and public spaces and other location owners

Flat Panel Display Suppliers: Showcase your latest technology and win new business by establishing your reputation with leading transit authorities, entertainment facilities, government agencies and other public services

Store Fixture Suppliers: Be a value-added partner in the next digital signage project

Digital Printers: Leverage your existing client relationship and find new business by applying your content expertise to the burgeoning digital signage market

ISP, Satellite, Cable and Wireless Providers: Be a value-added partner to enhance the next digital signage market discussion

Kiosk Providers: Expand your business by partnering with existing networks and integrating digital signage into your kiosks

Audio Visual Pros: Add digital signage to your pitch and portfolio – cash-in on this huge opportunity for yourself and your industry

Distributors and VAR's: Everyone at this conference is a potential client. Can you afford not to be here?

Software Suppliers: Get your latest software and content management applications noticed. Expand your client base and network with our audience of senior executives from the world's leading verticals

ATTENTION DIGITAL SIGNAGE VENDORS

A limited number of sponsorship packages are available for this exclusive event. To learn how you can come face to face with senior-level executives and decision-makers, contact **Himani Dureja** today at **1-866-453-3345, ext. 269** or dureja@strategyinstitute.com.

ENSURE YOUR LEADERSHIP WITH A CUSTOMIZED SPONSORSHIP/EXHIBIT PACKAGE

By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known at this premier event! Select sponsorship packages are still available – to learn more, contact **Himani Dureja** at **1-866-453-3345 extension 269**.

DAY ONE: Tuesday, February 28th 2006

8:00 AM **REGISTRATION OPENS – CONTINENTAL BREAKFAST**

8:45 AM **OPENING REMARKS FROM CHAIRPERSON**

Industry Expert

9:00 AM **REALIZING THE BENEFITS OF DIGITAL SIGNAGE: MAXIMIZING EFFECTIVE COMMUNICATION, IMPROVE SECURITY AND WAY FINDING, AND GENERATE REVENUE THROUGH ADVERTISING**

Digital signage receives 10 times the eye contact of static signage – is it no surprise that it's creating cost-effective opportunities for advertising, branding, customer service, safety, way-finding, education and communication? Attend this session to learn exactly what digital signage is and where the industry is headed.

- Discovering how digital signage saves money and generates revenue for your organization
- Identifying opportunities for digital signage in your organization
- Understanding safety and way-finding communications
- Examples of the full scale adoption by the latest industry developers
- "Impressions vs. Engagement" what are advertisers looking to buy?

Come away from this session with a broader understanding of revenue potential and ways you can incorporate digital signage into your venue.

Alan Schulman, Chief Creative Officer, BRAND NEW WORLD, Creative Solutions for Emerging Media

Case Study: TD Banknorth Garden

9:30 AM **HOW A DIGITAL SIGNAGE NETWORK CAN MAKE YOU MONEY BY SELLING ADVERTISING ON YOUR NEW NETWORK**

The proof is in the bottom line – digital signage is providing companies with increased advertising revenue. Selling advertising space is key to anyone who owns digital signs. Serving many purposes, the sale of your space will provide you excellent ROI. This session will focus on:

- The impact of digital signage systems in public spaces
- Determining who you want to advertise
- Identifying the costs associated with advertising
- Factors that influence its effectiveness towards your audience
- Emerging trends in third party advertising
- Selling advertising space to receive a maximum return on your investment

Attend this session and learn exactly how digital signage can be used as a new revenue stream.

Lorraine Spadaro, Vice President of Technology & e-Business, TD BANKNORTH GARDEN (former FleetCenter Stadium)



10:15 AM **SPONSORSHIP EXHIBIT AREA – NETWORKING BREAK**

Take a moment to visit our supporters and learn how their organizations are contributing to digital signage.

Case Study: Washington Dulles International Airport

10:45 AM **WAY-FINDING: DIGITAL SIGNAGE SOLUTIONS THAT GUIDE AND DIRECT IN NON-EMERGENCY TIMES, ASSURING EASE OF PUBLIC TRAFFIC FLOW**

Effective digital signage is about getting your audience the information they need and enhancing the experience along the way. Graphic images and messages can be recorded and played to give better direction and way-finding instructions. To demonstrate its commitment, Washington Dulles International Airport uses digital signage to assist in the safe flow of over 22.8 million passengers a year.

- Choosing digital signage in place of static signage
- Exploring operational conditions for digital signage displays
- Conveying pertinent information to the same audience at different times in multiple locations

Come away with valuable insights that can increase the effectiveness of

your digital signage for way-finding and directional purposes.

Todd Sheller, Chief of Staff, WASHINGTON DULLES INTERNATIONAL AIRPORT & METROPOLITAN WASHINGTON AIRPORT AUTHORITY (MWA)



Case Study: Metro Atlanta Rapid Transit Authority

11:30 AM **CULTIVATING NEW REVENUE STREAMS: THE BENEFITS AND REALITIES ASSOCIATED WITH TELEVISION AND RADIO IN TRANSIT**

The Rail Network has launched the first wireless television and radio network specifically designed for subway and commuter rail systems. This non-intrusive, ride enhancing product debuted on the Metro Atlanta Rapid Transit Authority (MARTA) rail system and provides passengers with the choice to watch and listen to regularly updated television programming, enjoy multiple channels of music programming and stay informed about service delays or interruptions. This service is completely free to rail passengers and at no cost to MARTA, while also providing MARTA with an additional significant revenue stream and a way to enhance the transit environment.

- Hear about the current realities, opportunities and challenges when implementing a digital network into a transit company

Come away with insights into the current realities, opportunities and challenges when considering a digital transit network through a real-life case study of a successful launch.

David Lane, Chief Executive Officer, THE RAIL NETWORK



12:15 PM **SPONSORSHIP EXHIBITION – NETWORKING LUNCHEON**

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new business contacts and discuss the ideas presented in the morning session.

Case Study: MGM Grand Hotel

1:30 PM **DETERMINING THE MOST COST-EFFECTIVE WAY TO MANAGE YOUR DIGITAL SIGNAGE NETWORK: KEEPING COST LOW WHILE KEEPING YOUR NETWORK RUNNING**

Regardless of the complexity of your new digital signage network, successful integration requires the right people to manage your displays. This session will open the door to your concerns with digital signage management and overall use of your signs.

- Evaluating the cost to keep your network running
- Determining who will train your employees to run your system
- Managing and servicing your equipment
- Updating your images or messages in real-time

Return to your organization with a strategy in place to manage your network at a cost that fits your budget.

Frank Coccaro, Director of Media Productions, MGM GRAND HOTEL



Case Study: Mayo Clinic

2:15 PM **DIGITAL SIGNAGE AS A COST-EFFECTIVE INTERNAL TRAINING OR EDUCATIONAL TOOL THAT BUILDS STAFF MORALE AND IMPROVES EMPLOYEE PERFORMANCE**

Digital signage is an excellent medium to communicate not only with the public and your customers, but also with your staff. Digital signage provides employers the opportunity to create consistent training tools and train multiple employees at multiple locations simultaneously. Come prepared to discuss:

- Enhancing your communications and training programming to include digital media networks

DAY ONE: Tuesday, February 28th 2006 (Continued)

- Implementing staff training on your digital signage network
- Training multiple staff at one time at multiple locations, saving on overall training costs
- Promoting a positive perception to digital signage among employees
- Improving employee performance through education and training
- Developing a national education program to seamlessly train multiple employees at the same time in different locations
- Building staff moral, and a reputation for being leading-edge
- Increasing staff and customer knowledge through video-on-demand

Come away from this session with knowledge of how to use digital signage as an education and training tool to build staff morale and improve employee performance.

Warren Harmon,
Section Head of Video, Audiovisual and Photography,
THE MAYO CLINIC



3:00 PM **SPONSOR EXHIBIT AREA – NETWORKING BREAK**
Interact with conference speakers and fellow attendees

Case Study: Grand Wayne Convention Center

3:30 PM IMPLEMENTING A 360° DIGITAL SIGNAGE STRATEGY TO CREATE A MEMORABLE PUBLIC AND CUSTOMER EXPERIENCE

By formulating strategies that surround the public and consumer with coherent tools, consistent messages and maximum brand experience, today's businesses can win sustainable loyalty, improve traffic flow, drive sales, decrease perceived wait times and fuel long-term profits. Learn about creating a roadmap for a 360° view of customer-facing technologies and discuss practical steps toward implementing a highly efficient and effective digital signage program across multiple locations, communities and channels. Hear a case study from Grand Wayne Convention Center.

This session will:

- Discuss drivers behind creating powerful customer connections
- Develop a model for effectively leveraging content, technology tools and venue assets to deliver world-class consumer marketing initiatives
- Review case studies of both successful and less-than-ideal signage projects

Attend this session and acquire the tools needed to create an effective digital signage strategy that will keep your customers coming back for more.

Bradley Walker, Founder & CEO, NANONATION

Interactive Panel

4:15 PM EXCLUSIVE Q&A WITH INDUSTRY LEADERS: GET THE INSIDE INTELLIGENCE ON USING DIGITAL SIGNAGE

This interactive, facilitated session will ensure that your concerns are addressed. After completing your registration for this summit, email us at questions@strategyinstitute.com and we will design our interactive sessions to address your concerns. Drawing on varied experiences with digital signage, our panelists will identify helpful solutions to your problems and share their approaches for implementing digital signage successfully.

Bill Collins, Principal, WBC NARROWCASTING GROUP, LLC
Warren Harmon, Section Head of Video, Audiovisual and Photography, THE MAYO CLINIC
Dr. Paul Taylor, Chief Strategy Officer, CENTER FOR DIGITAL GOVERNMENT
Lorraine Spadaro, Senior Director of Technology, TD BANKNORTH GARDEN

5:00 PM **COMMENTS FROM CHAIR, DAY ONE ADJOURNS**

DAY TWO: Wednesday, March 1st 2006

8:00 AM **SPONSOR EXHIBITS OPEN – CONTINENTAL BREAKFAST**

8:30 AM **RECAP OF DAY ONE FROM CHAIRPERSON**

Keynote Address

8:45 AM **SIGNS OF THE TIMES**

Digital signage is widely used for public purposes and private profit. There is common ground between these two objectives thanks in large measure to the unifying connectivity of the Internet. Learn about the landscape of the use of digital signage in government and in the commercial sector. Take away valuable lessons learned through the state-based AMBER Alert program that brings together public and private sectors, and digital signage and other real-time channels in a shared effort to return abducted children home safely.

- New working models of collaboration among public, private and not-for-profit sectors
- The use of excess capacity of digital signage for public warning and alerting with minimum disruption routine operations
- Directing signage readers to other channels for greater detail
- The vital role of digital signage in a multi-channel alerting environment

Take away from this session an expanded view of the capacity of digital signage and alternative methods for this technology.

Dr. Paul Taylor, Chief Strategy Officer,
CENTER FOR DIGITAL GOVERNMENT



Case Study: Airports

9:45 AM GENERATING NEW REVENUE STREAMS THROUGH DIGITAL SIGNAGE: SELLING ADVERTISING TIME BY REACHING A HIGHLY DEFINED TARGET MARKET WITH YOUR SIGNAGE NETWORK

Hear a real-life case study of how Luxus Aviation Marketing installed network players and high-definition displays in 100 private airports across the United States. Digital Signage allows them to specifically tailor the messages they create to each location and deliver to their targets through a centralized network.

- Reaching a highly targeted demographic through digital signage
- Maximizing your organization's ability to cross-promote
- Capitalizing on the revenue split
- Evaluating consumer awareness

Leave this session with an inside look at digital signage and how your organization can target your 'niche' market.

Dan Gibson, Vice President of Operations,
LUXUS AVIATION MARKETING



10:30 AM **SPONSORSHIP EXHIBIT AREA – NETWORKING BREAK**

Take a moment to visit our sponsors and supporters to learn how their organizations are contributing to digital signage.

Case Study: George R. Brown Convention Center

11:00 AM CREATING A DIGITAL DISPLAY NETWORK SOLUTION THAT PROVIDES WAY-FINDING, BRANDING AND NEW REVENUE GENERATION POSSIBILITIES

Initially installed to inform convention attendees of meeting/conference locations, the display network also shows information and directions to on-site cafes and gift shops. Additionally the display network provides added revenue through the sale of third party advertisements and marketing spots for convention vendors, sponsors and exhibitors.

Take away invaluable information on how you can emulate the success of this venue.

Rob Zeller, Product Manager, Digital Display Network Solutions,
DAKTRONICS, INC.

DAY TWO: Wednesday, March 1st 2006 (Continued)

Case Study: Hotels, Bars and Nightclubs

11:45 AM LOCATION, LOCATION, LOCATION: DETERMINING THE RIGHT POSITION TO MAXIMIZE YOUR REVENUE POTENTIAL AND COMMUNICATE EFFECTIVELY TO YOUR AUDIENCE

We all know that location means everything to any business and digital signage is no exception. You can have the best content in the world but if it is in the wrong location, no one will see it. The challenge is getting the right content at the right time in the right location.

- Determining how placement of digital signage can impact your audience
- Understanding the ergonomics of signage
- Regions of display
- Height of signs
- Reassessing current static signage locations for possible digital signage
- Measuring ROI on locations

Discover how to narrowcast your advertising and reach your customers in prime locations for maximum benefits.

Gordon Scott Venters, President/CEO,
DESTINATION TELEVISION INC.,
(Destination TV is in 125 Bars and Nightclubs, 250 Premium Locations and 140,000 Hotel Rooms in North America)



12:30 PM SPONSORSHIP EXHIBITION – NETWORKING LUNCHEON

Join the conference speakers and your peers for a relaxing luncheon. This is your opportunity to make new business contacts and discuss the ideas presented in the morning session.

Industry Expert

1:30 PM COST-EFFECTIVELY INTEGRATING YOUR STATIC SIGNAGE WITH DIGITAL SIGNAGE WITHOUT BREAKING THE BUDGET

Within the next five years, an unprecedented portion of static signage will be replaced by digital signage. Examining the steps involved with this transition will help to minimize last minute costs and delays that will prevent your network from operating. Learn to take full advantage of the multi-dimensional potential digital signage can offer your building.

- Comparing this new technology with your existing signage and why it is the better option
- Determining the cost of installation and the time needed for a smooth transition
- Educating your customer on this new way of communicating
- Integrating digital signage strategies to complement existing signage

Discover how you can create the right mix of signage to communicate your message in the most timely and cost-effective manner.

Allan Olbur, Vice President,
IN-STORE MERCHANDISING SOLUTIONS



Industry Expert

2:15 PM DEFINING THE CONTENT STRATEGY OF YOUR NETWORK – INFORMATION, ENTERTAINMENT, EDUCATION OR BRANDING AND CREATING THE CONTENT TO MATCH

The vast majority of organizations do not take the time to create a strategy around their digital signage content creation. The result: delays, poor content, increased costs and dissatisfaction with the entire process. No one has a “one size fits all” strategy that works for every single organization. However, by determining what your organization’s key objective is for your digital signage network, you can eliminate most of the obstacles.

Determining what issues you need to consider when you are building your content, including:

- What makes good content and what doesn’t
- Developing original content for unique locations
- Creating audio design

- Determining the number of ads in the content wheel
- Developing compelling graphic animations
- Determining the best use of color, motion and movement
- When to brand, to sell or entertain and when to use all three

Attend this unique session and come away with programming that will engage your audience and deliver your message effectively.

Phil Lenger, CEO, SHOW & TELL PRODUCTIONS



3:00 PM SPONSOR EXHIBIT AREA – NETWORKING BREAK

Interact with conference speakers and fellow attendees.

Industry Expert

3:30 PM SELECTING THE RIGHT HARDWARE AND SOFTWARE TO SAVE YOU TIME AND MONEY

You will spend thousands of dollars on a digital signage deployment! Achieve clarity and a practical understanding of the best fit for hardware and software choices by exploring the distinct advantages and disadvantages of what is on the market. Decision-makers! This session is especially for you...

- Price, feature, size and environment trade-off matrix
- Network management and level of service
- Total cost of ownership – maintenance, life span, power consumption and residual value
- Enhancing your marketing and communication strategy
- Make your investment in software a wise one!

Decision-makers takeaway a clear-cut analysis to make your next purchase decision a profitable one

Mohammed Ahmadi, President/CEO, BE MEDIA



Interactive Panel

4:15 PM KEY SUCCESS FACTORS AND BEST PRACTICES FOR A DIGITAL SIGNAGE NETWORK: FROM VENDOR SELECTION TO DEPLOYMENT

Here from this expert panel of digital signage veterans on how to do it right. A digital signage deployment is a complex undertaking and can be a costly endeavor. Before embarking on a digital signage pilot project, take control! Prepare a framework for deciding which software, hardware and media delivery you really need. This session will explore vital best practices you need to be considering, including:

- Vendor selection and RFPs: What to look for to save you time and money
- Hardware: Frequency of performance monitoring, input choices and range of command and control
- Software: Security, scalability, digital rights management
- Media delivery: Capacity for local ad-insertions, video-on-demand and dynamic play list and scheduling
- Content management: Ingest, formatting, dynamic play list and scheduling, message overrides
- Network management: Monitoring and compliance reporting

Create a solid plan of action with proven best practices in mind. Don't repeat costly mistakes!!

Kristin McDonough, Director of Science, Industry & Business, NEW YORK PUBLIC LIBRARY

Allan Olbur, Vice President, IN-STORE MERCHANDISING SOLUTIONS

Randy Young, Director of Marketing and Business Development, MAGENTA RESEARCH

Frank Cocco, Director of Media Productions, MGM GRAND HOTEL

Richard Spiegel, Director of Media Services, API SYSTEMS INC.

5:00 PM CLOSING REMARKS & CONFERENCE ADJOURNS

Who Attended Past Digital Signage Events:

- ✓ Accent Health
- ✓ All Headline News
- ✓ American Express Finance
- ✓ Bell
- ✓ Boston University's School of Management
- ✓ CIBC World Markets
- ✓ Cineplex Galaxy
- ✓ Coca Cola City
- ✓ Digital Outdoor
- ✓ Eastman Kodak Company
- ✓ Forrester Research
- ✓ Hershey
- ✓ Imperial Oil
- ✓ Indianapolis Convention & Visitors Association
- ✓ New York University
- ✓ RBC
- ✓ Rogers
- ✓ Starwood Hotels and Resorts
- ✓ Target Corporation
- ✓ TD Bank
- ✓ The Chronicle Herald
- ✓ Unilever

Our Conference Venue: The Hilton McLean Tysons Corner

The **Hilton McLean Tysons Corner** hotel is ideally located in the heart of the Dulles Technology Corridor in McLean, Virginia. The Hilton is just minutes from Ronald Reagan National Airport, Dulles International Airport, World Class Shopping at Tysons Corner Center, numerous restaurants and the relaxing, rolling hills of the Blue Ridge Mountains. Enjoy breathtaking Virginia architecture from our nine-floor, atrium style hotel, located near all major intersections in the Dulles area, including the Dulles Toll Road and Virginia Interstate 495. Our spacious hotel guestrooms feature wireless high-speed internet access, an oversized desk and work area. The Hilton McLean Tysons Corner caters to both the business and leisure traveler, accommodating meetings and events of up to 1,100 people.

Call by Monday, February 6th, 2006 and mention Strategy Institute to receive the group room rate. Hilton McLean Tysons Corner. 7920 Jones Branch Drive, McLean, Virginia, United States 22102. Phone: **(703) 847-5000** Fax: **(703) 761-5100** www.hilton.com.



“This conference gives a great perspective of the digital signage market. It was an excellent forum for networking with others in the industry”

“Networked with existing and new prospects and learned that we all share the same insight of digital signage”

“I came away from today's seminars with a very strong belief that digital signage is the way of the future, and that it will supplant much of the static signage that exists today”

“Excellent overall. I was surprised at the number and caliber of attendees.”

CONFERENCE REGISTRATION FORM

DIGITAL SIGNAGE FOR VENUES AND PUBLIC SPACES

TUESDAY, FEBRUARY 28TH AND WEDNESDAY, MARCH 1ST, 2006

Delegate name (print name in full) _____ Title _____

Delegate name (print name in full) _____ Title _____

Delegate name (print name in full) _____ Title _____

Delegate name (print name in full) _____ Title _____

Company/Firm: _____

Address: _____

City: _____ State: _____ ZIP Code: _____ Country: _____

Telephone: () _____ Fax: () _____

E-mail: _____

METHOD OF PAYMENT: VISA MC AMEX

Card Holder's Name: _____

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Signature: _____

Payment: Please make check(s) payable to Strategy Institute Inc. and write the registrant's name on the face of the check.
REGISTRATION CAN BE FAXED TO 1(866) 298-9344

CANCELLATIONS: Cancellations must be received in writing by Tuesday, February 14th, 2006. You will be eligible for a prompt refund less a \$495.00 administrative fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

Conference Pricing	<i>Early Bird Rate</i> If you register by December 22nd	<i>Regular Rate</i>
Special Pricing for Government and NGOs*	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1295
Regular Rate	<input type="checkbox"/> \$1695	<input type="checkbox"/> \$1795

***SPECIAL GOVERNMENT AND NGO RATE:** Those groups eligible for special pricing include municipal, state and federally elected officials and civil servants, employees of municipal, state and federally owned corporations, members and employees of non-government organizations (NGOs). *The Strategy Institute reviews all registrations and reserves the right to determine special pricing privileges.*

REGISTRATION FEE: The registration fee for **DIGITAL SIGNAGE FOR VENUES AND PUBLIC SPACES** is \$1795.00. This investment includes luncheon, receptions, cocktail party, refreshments, networking breaks, continental breakfast and original course materials. Payment is required in advance and can be made by company check, VISA, MasterCard or American Express. Please make checks payable to the Strategy Institute Inc. and write the registrant's name on the face of the check.

HOW TO REGISTER

Telephone: 1-866-453-3345 (Toll-free)
Fax: 1-866-298-9344
Mail: The Strategy Institute
10th Floor, 230 Park Avenue
New York City, New York, 10169
E-mail: registrations@strategyinstitute.com

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