

4th Annual Digital Signage Content Strategies Summit

Tuesday, May 12th & Wednesday, May 13th, 2009 | Caesars Palace Hotel & Casino | Las Vegas

**Generate Ad Sales • Engage Customers • Enhance Customer Experience
Leverage Digital Assets • Influence Decision Making • Maximize ROI**

Source Intelligence from:



Christopher Gray
*Psy.D., Vice President, Shopper Psychology,
Saatchi & Saatchi X*



Will McGinness,
*Creative Director & Associate Partner
Goodby, Silverstein & Partners*



Al Wittemen
*Managing Director – Retail Strategy
TracyLocke*



Conor Brady,
*SVP, Chief Creative Officer,
Organic*

**SHOPPER
MARKETING**

- Saatchi & Saatchi X
- TracyLocke
- Best Buy
- Target

**CREATIVE &
ADVERTISING**

- Goodby, Silverstein
- Organic
- Treshold Interactive
- PUBLICIS Germany

**Bringing all the
Content Pieces
TOGETHER**

**PRODUCTION &
INTERACTIVE**

- TouchTunes
- PixelFire Production

**NETWORK &
PROGRAMMING**

- Access 360 Media
- Met\Hodder
- Fischer Appelt, TV Media
- Retail Entertainment Design

Sponsored by:



Lead Supporters:

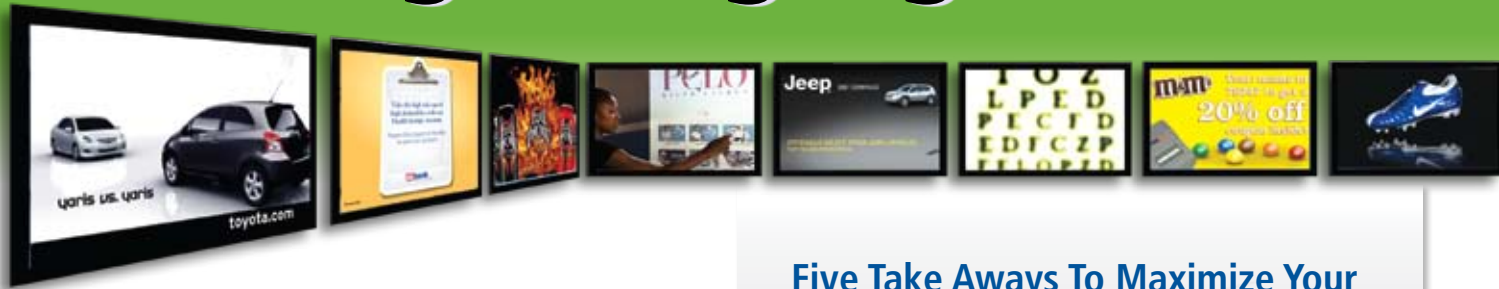


Supporters:



To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

The element that will make or break digital signage networks



Do you have what it takes to grab people's attention AND keep them engaged with your screens?

Hundreds of network platforms have emerged...and they ALL need quality content to deliver results, whether it's branding, promotions, sales lift, education, or improved customer experience.

Place-based media now delivers national reach and measurable value to advertisers, marketers, retailers, and consumers. By delivering messaging at the point-of-decision, this medium is the embodiment of shopper and activation marketing! Make sure you can deliver the right content at the right time to make the network a success.

Your next step? This exclusive conference!

Don't Miss This Opportunity To Learn From Eight Leading Content Experts

- 1 Best Buy
- 2 Target
- 3 Saatchi & Saatchi X
- 4 Razorfish
- 5 TracyLocke
- 6 Access 360 Media
- 7 PUBLICIS (Germany)
- 8 Fischer Appelt, TV Media (Germany)

Five Take Aways To Maximize Your Content And Network Success

- 1 **INFLUENCE** purchase intent and improve the bottom line
- 2 **ENHANCE** the customer experience and keep them engaged
- 3 **GENERATE** ad sales with outstanding content
- 4 **CAPITALIZE** on content partnerships and opportunities
- 5 **OPTIMIZE** your content assets across platforms

Come And Take Advantage Of The Year's Best Peer-To-Peer Networking Opportunity!

Take this opportunity to see what your colleagues are doing, share your experiences and exchange ideas and strategies! If you want to meet with your peers and form valuable alliances, this is your best opportunity this year.

You Cannot Afford To Miss This Unique And Timely Event: Register Now!

Don't miss this chance to network with creative and content leaders. Take part in shaping and advancing the digital signage industry. Register for our limited spaces by calling 1-866-298-9343 or e-mailing registrations@strategyinstitute.com today.

To register call: 1-866-298-9343 • E-mail: registrations@strategyinstitute.com

is CONTENT!



Attend This Highly Focused Summit

Network Operators | Location Owners | Retailers | Outdoor Media

- Source compelling content to enhance the customer experience
- Leverage digital assets to cost effectively create content
- Generate ad sales with relevant and engaging content

Broadcast Design | Production Houses | Ad, Creative and Digital Agencies | Motion Graphics, 3-D Animators

- Generate new business by leveraging in-house creative expertise
- Expand the reach of your storytelling to new screens and new locations
- Connect with industry elites and build strategic partnerships

Hardware and Software Suppliers | System Integrators | Digital Media Delivery Companies

- Partner with key industry players and win new business
- Establish your solutions as the leader for content creation, display and management
- Grow your client base and network with senior executives

Content Publishers | Syndicators | Content Suppliers | TV & Cable Networks

- Showcase your catalog and find new buyers for your content
- Develop partnerships for new distribution channels
- Take advantage of the growth and profit opportunities in digital signage

Spectacular Testimonials

“Highly worthwhile...there’s an exciting level of innovation building in the market!”

Anthony Deeble, *Managing Director, Outpost TV*

“Speakers and networking opportunities were very helpful.”

Scott Whitlock, *Designer, Healthy Advice Networks*

“Speakers were engaging and informative – content was relevant.”

Marjorie Ogden, *Business Director, Perennial Inc.*

“It is great to have such a diversified group of content developers in one room – gets you thinking in different terms.”

Peter Courteau, *President, Buzz Interactive*

“Great! The speakers had many wonderful and informational presentations.”

Saline Stapleton, *Animator/Designer, Mudd Advertising*

Send Your Entire Team:

Ensure that you develop a common content vision and implementation across your organization by sending your entire team to this premier event. Special team pricing provides great value for your conference dollar. See the registration form for details.

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—be visible at this premier event! Select sponsorship packages are still available.

To learn more, contact **Himani Dureja** at **1-866-298-9343 ext. 269**, or email **dureja@strategyinstitute.com**.



Strategy Institute is a leader in delivering timely knowledge and best practices to the digital signage, digital out-of-home and narrowcasting industry since 2005. We were one of the first in the industry and continue to support and foster growth of the industry through our annual conferences.

Visit Our Website: www.StrategyInstitute.com

Day One

Tuesday, May 12th, 2009

8:00 AM Registration & Continental Breakfast

8:45 AM Opening Comments From The Chair



Keith Kelsen,
Executive Chairman, MediaTile;
Chair, "Content Best Practices Committee",
Digital Signage Association

9:00 AM Creative Leaders Panel From The Bedroom To The Streets... Storytelling Via Place-Based Media

As media consumption devices and locations shift out of home, how does that affect the creative and content strategy? Join this panel of leaders as they share their insights on advertising today.

- Role of the 30-sec VS 15-sec VS 7-sec spot
- Messaging strategies in driving effectiveness
- Media integration challenges and opportunities

Get inspired for your next digital signage campaign and tell a story that matters.



Will McGinness,
Creative Director & Associate Partner,
Goodby, Silverstein & Partners

John Montgomery,
Executive Creative Director,
Threshold Interactive



Conor Brady,
SVP, Chief Creative Officer,
Organic

9:45 AM Defining The Content Strategy Of Your Network To Grab Attention, And Keep It

When it comes to content, there is no "one size fits all" solution. But with some careful planning, a sound strategy can begin to take shape. Join this session and explore how you can work through the process.

- Identifying objectives: branding vs information vs entertainment
- Determining content loop, length and ad plays
- Assess use of color, font sizes, motion, and sound

Take away insights on creating content to meet the needs of your target audiences.



Lon Otremba,
CEO,
Access 360 Media

10:30 AM Mid-morning Networking Break

11:00 AM Feeding The Beast: Sourcing Quality Content To Support And Enhance Your Programming

While every network has its unique content strategy, a common challenge is locating content to fill the screens. Source insights from a leader with one of the largest video content libraries available and programming strategies driving media at some of the top brands including Hollywood Video, Costco, Fred Meyer, Hot Topic, Tween Brands, G by Guess, Movie Gallery, Game Crazy and more.

- Strategies for finding and sourcing content
- Budget for purchasing and producing content
- Insights on what's working and what's not

Explore old and new avenues of content sources to make your screens worth looking at.



Brian Hirsh,
President,
Retail Entertainment Design

11:45 AM Views From Europe Content Showcase And Best Practices From Across The Atlantic

It is believed that while North American digital signage deployments outnumber those across the pond, the ad agencies in Europe have adopted the space more than their North American counterparts. Get the scoop on:

- Rationale for embracing the space
- Case studies and creative showcase
- Cross-border best practices

Exchange ideas and learn how digital signage can be a new creative playground.



Andreas Redlich,
Executive Creative Director,
PUBLICIS Germany



Peter Müller-Brühl,
Business Development Leader,
Fischer Appelt, TV Media (Germany)

12:30 PM Networking Luncheon



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1:45 PM **Production Houses**

Identifying New Content Partnerships To Add Value To Digital Signage Networks

As TV budgets and productions dwindle, there are new opportunities in the digital signage and digital OOH industry. The thousands of networks out there have a tremendous need for content – representing a growth area not to be missed!

- Industry value chain and partners for success
- Demand and trends for content
- Leveraging your in-house expertise

Learn how digital signage can generate new business for your firm.



Steve Bumstead,
Founder & President,
PixelFire Productions

2:30 PM **Hands On Part1**

Thinking And Working Through The Content Development Process To Improve Effectiveness

Roll up your sleeves and assume the role of a content programmer and producer!

Each group will be assigned a different venue or network, with corresponding information on audience demographics, screen placements, objectives, and more. Brainstorm how YOU would fill the screen to keep the audience engaged and why. One person from each group will be nominated to share the results with the rest of the delegates.



Keith Kelsen, (Moderator)
Executive Chairman, MediaTile;
Chair, "Content Best Practices Committee",
Digital Signage Association



3:15 PM Mid-Afternoon Networking Break

3:30 PM **Hands On Part 2**

Continue Group Discussions from Part 1 and present conclusions to audience

4:15 PM **Content Showcase: Fostering Innovation And Growth In Content Production**

Join this run down of creative and effective content on the market and learn from their creators. From branding to promotional advertising and more, get the scoop on the process and thinking behind how the spots were created.



Kent Hodder,
CEO & Creative Director,
Met|Hodder

5:00 PM **Evening Social Activities...**

Join Venues, End-Users, Networks and Content Pros while enjoying some of the best Las Vegas has to offer. Let us help you coordinate your evening plans.**



Visit Our Website: www.StrategyInstitute.com



Day Two

Wednesday, May 13th, 2009

8:00 AM Registration & Continental Breakfast

8:45 AM Day One Recap From The Chair

9:00 AM **Keynote**

The Role Of Shopper Marketing In A Down Economy To Increase Sales Lift



Al Wittemen,
Managing Director – Retail Strategy,
TracyLocke

9:45 AM **Retail Networks**

Customers First: Creating Content To Support And Enhance The Customer Experience

A retail network sits in a precarious situation of maintaining its own brand while serving the needs of its advertisers. Join the leaders in the space as they share their insights on how to best maximize value all around.

- Factors for success in creating customized and relevant content
- Meeting the expectations of all the players involved
- Challenges and suggestions for improvement

Explore how to best align and balance the objectives of all stakeholders for a successful network.



Mark Bennett,
Group Manager, Media Production,
Target



Paul Flanigan,
Producer, In-Store Network,
Best Buy



10:30 AM Mid-Morning Networking Break

11:00 AM **Case Studies**

Getting The Biggest Bang Content For Your Bucks: Generating Content For Cross-Platform Campaigns That Maximizes Impact And ROI

As media campaigns continue to expand across multiple platforms, how can you leverage your content and creative assets for maximum effectiveness? Hear how a leading digital agency has helped clients launch new products successfully using an innovative approach to their digital content.

- Aligning content strategies to campaign and business objectives
- Designing and managing single-source content for multiple channels
- Creating scalable solutions across platforms

Keep your advertising messaging consistent across channels and maximize effectiveness.



Doug Bolin,
Experience Lead/Content Strategy Lead,
Razorfish

11:45 AM Seamlessly Integrating The Digital Network With Your Existing Media To Maximize Effectiveness

The in-store environment is rich with opportunities to inform consumers and influence purchasing decisions. From the ceiling to end aisles to shelf edge, join an industry veteran and learn how you can effectively implement a shopper marketing strategy.

- Integrating digital signage with other merchandizing solutions
- Implementation approaches and strategies
- Content opportunities and best practices

Effectively and consistently communicate with shoppers to increase branding and sales lifts.

Paul Ryan

President

Retail Engagement Architects

12:30 PM Networking Luncheon

1:45 PM **Special Address**

Meeting Her Mind: The Psychology That Drives Shopper Behavior



Christopher Gray, Psy.D.,
Vice President, Shopper Psychology,
Saatchi & Saatchi X

2:30 PM **Powering Messaging Through New Technologies And Interactivity To Increase Engagement**

As new technologies emerge, a new creative playground opens up for communicating with consumers. Hear about developments in interactivities that could take your ad campaign to the next level.

- Special content considerations
- Tips and strategies for what works

Learn how the new interfaces can improve user experience and engagement.



Ron Greenberg,
Chief Marketing Officer & SVP of Digital Media,
TouchTunes

3:15 PM Mid-Afternoon Networking Break

3:30 PM **Measuring The Effectiveness Of Digital Signage And Correlating The Results To Improve Your Content Strategy**

A lot of investment has been dedicated to measuring the success of digital signage networks. As research methodologies improve and best practices emerge, a network operator can better optimize its content to meet its objectives.

- Creating metrics to measure product lift
- Better understanding customer preferences and needs
- Delivering information to accommodate different day, time and sales cycle

Generate data to help optimize your content and demonstrate the success of your network.



Rob Winston,
Senior Accounts Manager,
Arbitron Out-of-Home

4:15 PM **Outdoor/Spectacular Displays Going Big Or Going Beyond The Rectangle To Maximize Impact And Wow Factor**

There is another world of possibilities when screens get supersized! Combined with the emergence of round, zipper and transparent screens on the market, content creators have to keep pace.

- Adapting content to fit different formats
- Discovering the challenges and opportunities
- Understanding the costs involved with non-traditional formats

Get inspired and better understand what you can achieve with non-traditional digital displays.



Stacy Colson,
Epiphany Consultant,
Atomic Props & Effects

5:00 PM Conference Adjourns



Our Conference Venue: Caesars Palace Hotel & Casino

From the moment you walk through the doors of Caesars Palace, you know you've arrived at the most prestigious resort in the world. Impeccable service.

Luxury. All the little details that make the difference between an ordinary visit and a spectacular experience are yours.

Contact Caesars Palace at 1-866-227-5938 before April 9th, 2009, and mention Strategy Institute to receive our exclusive rate of **\$180/night** for a Palace Tower refurbished room. Further upgrades are available starting at \$239/night. Take advantage of the reduced room rate **only \$180**.

We ask delegates to stay at Caesars Palace Hotel & Casino to enjoy exclusive networking and pre-arranged social activities.

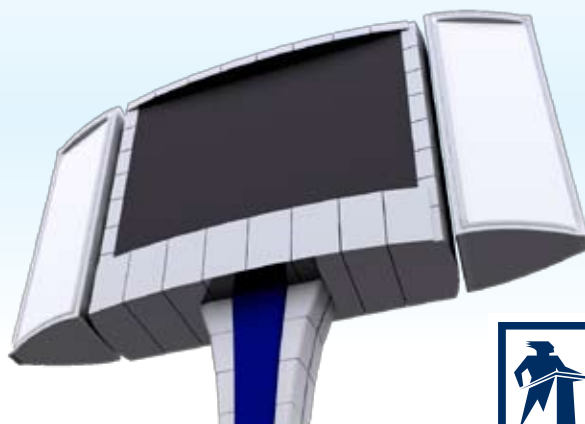
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World's only
Content Conference
for the digital signage industry





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Why You Should Attend:

- ✓ Generate Ad Sales
- ✓ Engage Customers
- ✓ Leverage Digital Assets
- ✓ Enhance Customer Experience
- ✓ Influence Decision Making
- ✓ Maximize ROI

How to Register:

-  **E-Mail:**
registrations@strategyinstitute.com
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-  **Fax:**
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-  **Mail:** Strategy Institute
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New York City, NY, 10169

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
President, Executive Producer, Creative Director, Business Development

MULTIPLE ORDERS PLEASE PHOTOCOPY

Please register this person for **4th Annual Digital Signage Content Strategies Summit:**

CONFERENCE INVESTMENT:

CONFERENCE CODE: 109011

1

Conference ONLY:\$1,495 → \$ 1,495

Early Bird Savings: Register by March 30th & Save \$500 → \$()

Register by April 30th & Save \$200 → \$()

Your Total: \$

Early Bird Savings!

Register by **Mar. 30th** & **Save \$500**

Register by **Apr. 30th** & **Save \$200**

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2

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Company/Firm: _____

Address: _____

City: _____ Prov/State: _____ Zip Code: _____

Telephone: () _____ Fax: () _____

Mobile: () _____ E-mail: _____

Approving Manager's Name: _____ Title: _____

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Regular Investment: The registration fee for 4th Annual DIGITAL SIGNAGE CONTENT STRATEGIES 2009 is \$1,495. This investment includes luncheon, 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. **We ask delegates to stay at Caesars Palace Hotel & Casino to enjoy exclusive networking and pre-arranged social activities.**

Early Bird Special: If you don't have a group discount, you can qualify for an early bird special. Don't miss out on this opportunity.

Group Discount: A Group Discount is being offered for this conference. To be eligible for the GROUP DISCOUNT, delegates must register at the same time. The total discount per delegate (including applicable group discounts, etc.) must not exceed 25% of the conference cost.

Cancellations: Cancellations must be received in writing by Tuesday April 28th, 2009. 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.

****Evening Social Activities:** You are responsible for own consumption costs.

Group Discount
Send 3 delegates and the 4th delegate attends for free!