

SOURCE FUNDS &
INVEST WISELY

4th
ANNUAL

Digital Signage Investor Conference

Mergers & Acquisition | Business Models | Valuations
Financing | Opportunities & Risks | Forecasts

Tuesday, October 6th and Wednesday, October 7th, 2009 | Embassy Suites New York | New York City

Investors learn
HOW TO MAKE MONEY

+

Companies find new ways
TO RAISE CAPITAL

TAKE AWAY THESE

10 BOTTOM-LINE BENEFITS:

- 1 Ride the Wave of M&A
- 2 Consolidation Strategies
- 3 Finding Money
- 4 Adjusting Business Models
- 5 Positioning for Better Valuation
- 6 Identify "Value-Driven" Business Deals
- 7 Ad Spending and Metrics Update
- 8 Growth Prospects and Forecasts
- 9 Turnaround Strategies
- 10 Pitfalls, Upsides and Realities

HEAR FROM THESE
TOP INDUSTRY LEADERS:



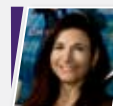
Andy Querin
President &
Chief Operating Officer - Canada
ZOOM Media



Tom Blaisdell
General Partner
DCM



Jeff Bell
Chairman
DOmedia



Beth Ann Kaminkow,
President & COO,
TracyLocke

Sponsor:



Lead Media Partners:



Lead Association Partner:



Supporters:



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



INVEST, RAISE MONEY, FIND DEALS, BUYOUT & SELL

Hear from the *BEST* and *BRIGHTEST* in the industry who will share insights on:

- ① Ride the Wave of M&A
- ② Consolidation Strategies
- ③ Finding Money
- ④ Adjusting Business Models
- ⑤ Positioning for Better Valuation
- ⑥ Identify "Value-Driven" Business Deals
- ⑦ Ad Spending and Metrics Update
- ⑧ Growth Prospects and Forecasts
- ⑨ Turnaround Strategies
- ⑩ Pitfalls, Upsides and Realities



All the stakeholders – companies looking for funds, investors, dealmakers, analysts, and advisors – will be united in one place, at one time.

TAKE AWAY THESE

ADDITIONAL EXTRAORDINARY BENEFITS:

- ▶ Speed networking session *NEW*
- ▶ Face-to-face interaction
- ▶ 20+ top industry power speakers
- ▶ Venture Capital Panel
- ▶ Founders & CEO Panel
- ▶ Extended Q&A and peer-to-peer discussions
- ▶ Structured networking luncheon and breaks
- ▶ Connect with all the right people at one place
- ▶ Be at the centre of all the action

OPPORTUNITIES abound for those with vision and sound business judgment!

Despite the current financial environment, the digital signage industry continues to stay energized. The seeds for growth, acquisition and consolidation are being laid.

Get on the ground floor and identify the not to be missed deals.

- ✓ Veronis Suhler Stevenson recently valued the sector at as much as \$2.5 billion in 2009
- ✓ Consolidation markers: TouchTunes & Barfly; Zoom & ClubCom & Wellness Health Education Network; Fulecast & Bhootan
- ✓ Cross-sector acquisition as cinema chain Cineplex buys Onsite Media Network
- ✓ Reported \$556 million M&A transaction in '08
- ✓ 18 strategic acquisitions and 13 capital raises for out-of-home media in 2008
- ✓ Touch Media, a taxi advertising company in China looking to go public in 2010
- ✓ 40% of new digital display networks to use SMS technology for interactivity by 2012
- ✓ In-restaurant network pilots and roll outs continue at McDonald's, Wendy's, Arby's
- ✓ Divestitures: PRN and Screenvision on the block as Thomson restructures
- ✓ Continued expansion in China as DMG receives \$30m in series C funding
- ✓ Focus Media in China spins off majority of assets in digital OOH networks to SINA

Don't Miss This Invaluable Learning Opportunity – Register Today!

Take part in the exchange on opportunities and risks, valuations, optimal business models, and more for digital OOH. Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com today.

Digital OOH Networks, Billboard Operators, Display/Screen Manufacturers, Software Suppliers & Service Providers

CEO | CFO | President | Founder | Chairman

- **Raise** money through one-on-one meetings with investors
- **Determine** the worth and value of your company
- **Learn** the intricacies of emerging business models to monetize networks
- **Network** and connect with corporate buyers, consolidators & partners
- **Benchmark** against competitors
- **Understand** the risks and opportunities for entering the market
- **Hear** which companies obtained funding and replicate their success

Venture Capital, Private Equity and Institutional Investors, Strategic Partners and Debt/Asset-Based Lenders

Managing Director | Managing Partner | Principals | Vice Presidents

- **Learn** the various models to make the correct investment decision
- **Identify** targets and connect with the next opportunity for corporate growth
- **Invest** early in growing industry often compared to cable or internet
- **Hear** valuation multiples and pricing details ahead of your next negotiation
- **Source** insights from respected analysts on opportunities and risks
- **Meet** acquisition candidates to maintain your growth objectives
- **Uncover** "diamond in the rough" deals ahead of your competition

Intermediaries, I-Bankers, Lawyers, M&A Specialists, Dealmakers & Advisors

Analyst | Managing Director | Partner

- **Be** at the center of action and showcase your expertise
- **Identify** potential acquisition candidates
- **Source** clients who need to raise money and require advice
- **Build** new business relationships with CEOs, CFOs and founders



Here's what your peers had to say about this annual event:

"Good info, breadth of content, panel discussions, and time for networking."
Bob Ridgeway, *CFO, ADTI Media*

"Speakers are engaging and topics are relevant with good quantitative data points."
David Acharya, *Associate, Apprise Media LLC*

"Very helpful advice on pitfalls and upsides of raising money in the space."
Bob Martin, *President and CEO, LevelVision LLC*

"An excellent in-depth view of the industry through all phases of applications and development. A must for people doing business in this industry."
Daryl Rand, *President, Harrison Advertising, Inc.*

"Amazing speakers and content. Just loved it!"
Dave Crowder, *General Partner, Thomas Weisel Venture Partners*

"The conference is very comprehensive, covering so many different aspects related to signage and digital media industry. Very high quality people."
Mitesh Bohra, *Co-Founder, InfoSignz*

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. Select sponsorship packages are still available. To learn more, contact **Himani Dureja** at **1-866-298-9343 x 269**, or email dureja@strategyinstitute.com.

About this Summit: Strategy Institute is proud to host the 4th Annual Digital Signage Investor Conference. This prestigious summit provides an exceptional opportunity for key players to source funding, facilitate deal making and maximize return-on-investment. In an exclusive setting, senior executives in the media and finance community can connect and lay the seeds for the next deal.

DAY ONE

Tuesday, October 6th, 2009

7:45 AM Registration Opens & Continental Breakfast

8:30 AM Opening Comments From Chairperson



Stephen Nesbit,
President & Chief Operating Officer,
Reflect Systems, Inc.

8:45 AM **Keynote Address**

Seizing the Opportunity for Growth, Expansion and Market Leadership



Andy Querin,
President & Chief Operating Officer - Canada,
ZOOM Media

9:30 AM **Industry Overview:**

Opportunities, Segmentation and Demand Forecast

Make your investment decisions count and learn where the best opportunities are for you. The industry is growing and changing. Get the big picture perspective of where it stands.

- Trends and growth drivers
- Industry leaders, size and forecasts
- Competitive landscape and segmentation

Pinpoint your investment opportunities based on insightful and current data.



Patrick Quinn,
President & CEO,
PQ Media

10:15 AM **Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees.

10:45 AM **Wall Street's Perspective:**

Analysis and Predictions for OOH Media, Digital Signage and Billboards

Without a doubt, activities for publicly listed outdoor and media companies have slowed or come to a halt. Do a pulse check with leading analysts and hear what the future holds.

- Concerns and challenges given current economy
- Analysis of current public companies
- Predictions for industry

Take away insights for your next investment.



Marci Ryvicker,
VP, Equity Research,
Wachovia Capital Markets



James Marsh,
Managing Director,
Senior Research Analyst,
Piper Jaffray



Jason Helfstein,
Executive Director, Media & Internet Equity Research,
Oppenheimer & Co.

11:30 AM **Speed Networking Session** **HOT!**

Tables with quick five-minute rotations will be set up to help you break the ice and meet your potential business partner. Bring your business cards, make the right impression and continue your interaction at lunch if the fit is right!

- Investors: Find the "diamond in the rough"
- DS companies: Raise money to take your company to the next level
- Intermediaries: Connect with industry players who need your advice



Be at the center of action and lay the seeds for strategic alliances.

12:00 PM **Networking Luncheon**

1:15 PM **Case Study**

Merger and Consolidation: The Realities and Benefits of Creating a National Footprint

In October 2008, Fuelcast, an at-the-pump digital network, merged with Bhootan, a digital OOH company in the retail sector. Leaders of both organizations continue to maintain presence in the rebranded network, Outcast. Hear the experience to date.

- Benefits and realities of the merger
- Aligning sales and growth strategies
- Restructuring operations and processes

Hear the realities and benefits of merging and consolidating network operations.



Matthew Stoudt,
CEO,
Outcast

2:00 PM **Advertising Panel**

Insights on Content, Creative, Media Planning and Buying

Detectable optimism abounds for digital OOH as the medium increasingly gets advertiser's approval and buy. Hear from trailblazing media leaders on adoption.

- Creative and content: success and challenges
- Integrating digital OOH with other media
- Technologies and tools for innovation

Find out where digital OOH advertising stands today and how it will move forward.



Jeff Bell,
Chairman,
DOmedia



Daina Middleton,
SVP, Director Sunao,
Moxie Interactive



Alan Schulman,
Chairman,
Chief Creative Officer,
UDIG>The Digital Innovations Group



Stuart Jacob,
President, Programming & Creative Services,
CBS Outernet

Moderator: Denise MacDonell, *Director & General Manager,* Harris Corporation



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3:00 PM Mid-Afternoon Networking Break
Interact with conference speakers and fellow attendees.

3:15 PM OOH Metrics: What's Being Measured, How and What It Means

A key issue in the digital OOH industry, particularly for ad-base networks, is that of audience tracking and measurement. Get the overview on what counts.

- Initiatives and updates
- Market response and acceptance
- Buy-in and compliance

Understand better how audience measurement efforts can affect business decisions.



Suzanne Laforgia,
President,
OVAB

Chris Peck,
Senior Account Manager,
Arbitron Out-of-Home



Dominick Porco,
Chairman & CEO,
Adspace Networks

4:00 PM Positioning Your Company for Better Valuation

With the recent financial downturn, valuations have also taken a hit. What can start-ups and growing companies in digital signage do to better position their value?

- Value drivers
- Key success factors
- Comparable market multiples vs. discounted cash flows

Consider the context, economic climate and market conditions to best position your company.



Ken Sonenclar,
Managing Director,
DeSilva+Phillips

4:45 PM Conference Adjourns

5:00 PM Evening Social Activities

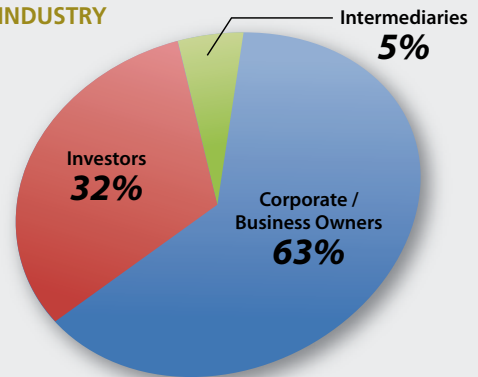
Keep the networking going with industry leaders and stakeholders. Join us for complimentary appetizers.**



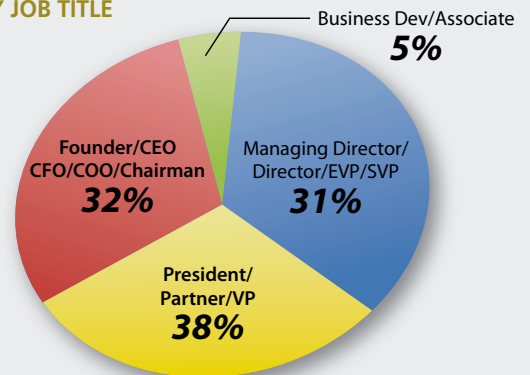
THIS ANNUAL EVENT HAS BEEN A RESOUNDING SUCCESS, DRAWING PARTICIPATION FROM:

- Deutsche Bank
- GE Global Media
- 3M
- CBS Outdoor
- Helius
- JP Morgan
- NBC Universal
- Palace Ventures
- Target
- Touch Tunes
- Zoom Media
- Simon Brand Ventures
- Titan Worldwide
- Alloy Media
- Vantage Point Venture
- Frost & Sullivan
- Goldman Sachs
- Merrill Lynch
- Clear Channel
- National CineMedia
- Denuo
- MediaVest USA
- OVAB
- Steelpoint Capital
- DeSilva+Phillips
- Daktronics

BY INDUSTRY



BY JOB TITLE



DAY TWO

Wednesday, October 7th, 2009

8:00 AM Registration Opens & Continental Breakfast

8:45 AM Opening Comments From Chairperson

9:00 AM **Keynote Address:**

The Role of Integrated Marketing in Converting Consumer Awareness to Purchase



Beth Ann Kaminkow,
President & COO,
TracyLocke

9:45 AM **Venture Capital/Private Equity Panel**

The number of OOH deals continues to increase steadily. In 2008, there were 13 capital raised transactions reported compared to eight in the past year. Join this session of trailblazing investors who have reviewed and/or invested in the space.

- Investment concerns past and present
- Funding availability and how much
- What's being funded, scope of investment and why

Hear what it takes to win over investors and raise funds successfully.



Paul Straub,
Principal,
Claremont Creek
Ventures



Tom Blaisdell,
General Partner,
DCM



Duane McKnight,
Senior Partner,
Syncom Venture Partners

10:45 AM **Mid-Morning Networking Break**

Interact with conference speakers and fellow attendees.

11:15 AM **CEO/Founders Roundtable on Fundraising**

It is a challenge to raise funds to start or grow your business! Join this panel of seasoned executives who have gone through the process and succeeded. Benefit from their learning curve.

- War stories, lessons learned and tips
- How it was done; what to do differently now
- Mentors, partners and factors for success

An industry line-up of executives sharing information unavailable elsewhere.



John McMenamain,
CEO,
Ripple TV



Lon Otremba,
CEO,
Access 360 Media



Ajay Chowdhury
CEO,
EnQii Group



Moderator:
Keith Kelsen,
Chairman,
MediaTile

12:00 PM **Deals Done, Multiples Paid and Mergers & Acquisitions**

While acquisition activity was down in 2008 compared to the year past, the industry is far from a standstill. Deals continue to be done and footprints are being made. Hear information that will put you at the leading edge.

- Multiples being paid
- Valuation outcomes
- Areas of traction

Learn where you stand in a changing landscape, and where opportunities lie.



Kevin Covert,
President,
Covert&Company

12:45 PM **Networking Luncheon**

Join the conference speakers and your peers for a relaxing luncheon.

2:00 PM **European Outlook:**

Global Financing and Network Strategies

Opportunities in outdoor media and digital networks have also been recognized elsewhere. Hear from a company successfully listed on the AIM (UK) and learn from its experience. Plus get the latest scoop on the activities in digital OOH in Europe.

- Local market trends
- Growth drivers and opportunities
- Business models for success

Determine where the next big deals are and plan accordingly.



Ana C. Stewart,
Chief Executive Officer,
i-design Group Ltd. (UK)



Etienne Reignoux,
Chief Development Officer,
Neo Media Group



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3:00 PM **Business Models:**

Past, Current and Future: Learning from the Past and Progressing for Success

One way money is made in the industry is via the ad-based model...and this is not without its challenges. Join this session to review how the model has grown and evolved. Also hear how in-store networks can generate revenue beyond non-endemic ads.

- Ad-based model cost structures and partnerships
- Opportunities for endemic advertising, in-store sales lift, sponsorship and more
- What's working, what's not and factors for success

Get knowledge to help you determine the potential of an investment, buyout or sale of a network.



Rob Gorrie,
President & Founder,
Adcentricity

Chris Phillips,
Manager, Media Production,
Meetings & Media Production,
Target

4:00 PM **Mid-Afternoon Networking Break**

Interact with conference speakers and fellow attendees.

4:15 PM **Emerging Developments and Opportunities in Retail Media**

In-store media continues to grow and make headway with digital opportunities. Improved integration with mobile, kiosks, facial recognition, and advanced tracking and measurement tools make the space attractive for marketers and investors.

- Drivers for the market and new developments
- Technology adoption and current/future projects
- Implications on valuations and ROI

Get information and expert insights on investment opportunities in retail media.



Laura Davis-Taylor,
Founder and Principal,
Retail Media Consulting

5:00 PM **Conference Adjourns**

Our Conference Venue:

Embassy Suites New York



The only upscale, all-suite hotel on the waterfront in lower Manhattan, this full-service Embassy Suites hotel is directly across from the World Financial Center, adjacent to the Battery Park Esplanade and within walking distance of the Statue of Liberty ferry. This hotel features High-speed Internet access, sofa sleeper, microwave, luxurious bath amenities, plush terry cloth robes, mini-bar and two flat screen televisions (with web access) in all guest suites.

Staying at the hotel has advantages for you!

- 1 The entire conference will take place inside the Embassy Suites hotel. You will be just steps away from all the sessions and networking action!
- 2 Specially arranged Evening Social Activities to facilitate networking that will take place in the hotel.
- 3 **Save \$30.00 per night!** The published rate for this room is \$329! But as part of the Digital Signage Investor Conference you get to stay in luxury for only **\$299/night!** Please mention "Strategy Institute" to get this special room block rate!
- 4 Wonderful amenities! Experience Embassy Suites full Cooked-to-Order breakfast, Complimentary nightly Manager's Reception, New York Sports Club fitness facilities, and a waterfront location perfect for walking by the river.
- 5 Bring your spouse and enjoy a mini vacation while attending the conference.

Closest Subway Stop:

ACE 123 Chamber Street, head west to West Side Hwy, cross road to North End Avenue

To make your reservation, please contact Embassy Suites directly prior to September 19th to ensure you receive our conference rate. **1-800-HILTONS**

Address: 102 North End Ave., New York, New York, United States 10282
Tel: 1-212-945-0100 | **Fax:** 1-212-945-3012 | **Reservations:** 1-800-HILTONS

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4th ANNUAL | Digital Signage Investor Conference

SOURCE FUNDS & INVEST WISELY

WHY YOU SHOULD ATTEND

- ✓ Mergers & acquisition
- ✓ Business models
- ✓ Valuations
- ✓ Financing
- ✓ Opportunities & risks
- ✓ Forecasts

Tuesday, October 6th and Wednesday, October 7th, 2009 | Embassy Suites New York | New York City

ATTENTION MAILROOM: If undeliverable to addressee, please forward to: **President, CEO, Founder, CFO, Managing Director or Principal**

HOW TO REGISTER



E-Mail:

registrations@strategyinstitute.com



Telephone:

1-866-298-9343 (Toll-free)



Fax:

1-866-298-9344 (Toll-free)



Mail: Strategy Institute

230 Park Avenue 10th Floor
New York City, NY, 10169

EARLY BIRD SAVINGS!

SAVE \$400

register by **Jul. 31st**

SAVE \$200

register by **Sept. 10th**

Please register this person for: **4th Annual Digital Signage Investor Conference**

1 CONFERENCE PRICING

	Register by Jul. 31st	Register by Sep. 10th	Regular
Conference	SAVE \$400! <input type="checkbox"/> \$ 1,595	SAVE \$200! <input type="checkbox"/> \$ 1,795	<input type="checkbox"/> \$ 1,995

2 CONTACT DETAILS

DELEGATE NAME: _____ **TITLE:** _____

COMPANY/FIRM: _____

ADDRESS: _____

CITY: _____ **PROV/STATE:** _____ **ZIP CODE:** _____

TELEPHONE: () _____ **FAX:** () _____

MOBILE: () _____ **EMAIL:** _____

APPROVING MANAGER'S NAME: _____ **TITLE:** _____

3 METHOD OF PAYMENT

VISA MasterCard American Express Payment Enclosed Please Invoice Me
(Invoice due upon receipt)

CARD HOLDER'S NAME: _____

CARD NUMBER: _____ **EXPIRATION DATE:** _____ / _____

SIGNATURE: _____

REGISTRATION

The regular fee for the Summit is \$1,995.00. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to the Strategy Institute Inc., and write the registrant's name on the face of the cheque.

GROUP DISCOUNT

A Group Discount is offered for this conference (not in combination with any other offer). 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 regular conference cost.

CANCELLATIONS

Cancellations must be received in writing by September 22nd, 2009. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration 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.

CONFERENCE CODE: 109025