

Third Annual

Digital Out-of-Home Media Investor Conference

Opportunities & Risks • Financing • M&A • Business Models
Valuations • Exit Strategies • Forecasts

Tuesday October 7th & Wednesday October 8th, 2008 | Hilton New York | New York City



Photo credit: Show & Tell Productions, Inc. ©2008

The objective of this event
is to show investors
how to make money
and show companies
how to raise capital

The industry is charging full steam ahead:

- ▶ 28 OOH transactions in 2007 worth \$1.3 billion in deal value
- ▶ More than \$100 million of PE deals in first five months of 2008
- ▶ Clear Channel \$17.9 billion leveraged buyout
- ▶ Entry by traditional media companies: CBS Outernet & NBC Everywhere
- ▶ Mobile as interactive bridge for consumer engagement
- ▶ Accelerated global growth: India, China & Middle East
- ▶ Wall Street Journal declares "screen wars" a top trend in 2008

Sponsored By:



Supported By:



Dow Jones VentureWire



Featured Speakers:



Bruce Failing, *Partner*
Alerion Partners



Christian Vaglio-Giors,
CEO & President,
**Neo Advertising
Group** (Switzerland)



Virginia Cargill,
President
CBS Outernet

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

INVEST, RAISE MONEY, GO PUBLIC, BUYOUT, AND SELL

Economic slowdown? Not in digital out-of-home!

Funding continues to flow and deals are being finalized.
The industry is charging full steam ahead:

- ✓ Entry by traditional media companies: CBS Outernet & NBC Everywhere
- ✓ 28 OOH transactions in 2007 worth \$1.3 billion in deal value
- ✓ More than \$100 million of PE deals in first five months of 2008
- ✓ Clear Channel \$17.9 billion leveraged buyout
- ✓ 10–15x EBITDA for OOH media public company with scale
- ✓ Combined market cap of \$10 billion for three Chinese companies on NASDAQ
- ✓ \$9.4 billion forecasted for OOH advertising by 2010
- ✓ Aggressive digital deployments by Lamar, JCDecaux and Clear Channel
- ✓ \$20–\$30 million shift expected from TV into cinema advertising
- ✓ Mobile as interactive bridge for consumer engagement
- ✓ Accelerated global growth: India, China & Middle East
- ✓ Three more IPOs on NASDAQ from China expected
- ✓ MediaPost introduces dedicated publication on digital OOH
- ✓ Wall Street Journal declares “screen wars” one of five '08 trends



Get the tools to:

- ▶ **Understand** the profitable business model for digital OOH
- ▶ **Determine** the worth and value of your company
- ▶ **Raise** money to take your company to the next level
- ▶ **Achieve** maximum ROI on your investment
- ▶ **Create** exclusive business connections unavailable elsewhere
- ▶ **Source** insights from respected analysts on opportunities and risks
- ▶ **Elevate** your profile with strategic partners, deal makers and decision makers

Hear from CEOs, VCs, Wall Street analysts, and the insiders who will share their years of experience with you. A roster of the industry elite has been brought together for your learning and networking benefit including...

- ▶ CBS Outernet
- ▶ Morgan Stanley
- ▶ Goldman Sachs
- ▶ Frost & Sullivan
- ▶ Outdoor Services (IPG)
- ▶ Montgomery & Co.
- ▶ Organic
- ▶ Avenue A | Razorfish
- ▶ Laqshya Digital Media (India)
- ▶ Halyard Capital
- ▶ Parthenon Capital
- ▶ Foundry Group
- ▶ Arena Media Networks
- ▶ Channel M
- ▶ Adcentricity



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

Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com today.

Benefits you will take away...

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

Founder | CEO | CFO | President | 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 a 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

Business Development | Relationship Manager | Managing Director | Partner | Principal

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



Ensure Your Leadership with a Customized Sponsorship/Exhibit Package

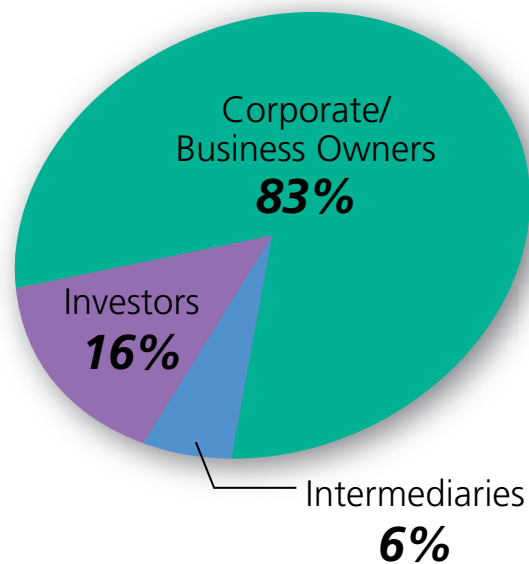
By sponsoring this one-of-a-kind event, you can showcase your company as an industry LEADER. Ensure your presence is known. Select sponsorship packages are still available. To learn more, contact Himani Dureja at 1-866-298-9343 x269, or email dureja@strategyinstitute.com.

This third annual event brings together investors, dealmakers, analysts, advisors, and public and private companies.

Last year's event was a resounding success, drawing participation from:

- ▶ Deutsche Bank
- ▶ GE Global Media
- ▶ 3M
- ▶ CBS Outdoor
- ▶ Hellius
- ▶ JP Morgan
- ▶ NBC Universal
- ▶ Palace Ventures
- ▶ Reactrix
- ▶ 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

Here's Who Attended Last Year...



Here's What Last Year's Delegates Had to Say...

“Excellent conference. Speaker representation (industry leaders, specialists, investment bankers, VCs) allows the audience to collect diversified views on key issues to form comfortable conclusions.”

– Ed Hang, CEO, **MovieMate Inc.**

“Excellent speakers and content. Speakers had the knowledge and experience which was right for this conference.”

– Kevin Melnyk, Partner, **PRIVEQ Capital Funds**

“Excellent! Bringing together research, ad spending, valuation, and growth prospects was extremely informative.”

– John Doyle, Managing Director, **Peachtree Media Advisors Inc.**

“Speakers – highly credible. Subject matter – spot on.”

– Terry Kafka, Principal, **Impact Outdoor**

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.

Day One

Tuesday October 7th, 2008

7:30 AM Registration Opens & Continental Breakfast

8:30 AM Opening Comments From Chairperson

8:45 AM Keynote Address

M&A Activity and Industry Consolidation – How Quickly Will it Happen?



Christian Vaglio-Giors,
CEO & President,
Neo Advertising Group (Switzerland)

9:30 AM Opportunities, Segmentation, Demand Forecast, and Competitive Landscape

Hear this one-of-a-kind presentation and see this complex industry with a simple, big picture perspective. Learn where the best opportunities are for you and source key data.

- ▶ Trends and growth drivers in the alternative OOH advertising industry
- ▶ Industry leaders, size, segmentation, and forecast
- ▶ Key competitive factors in each segment along the value chain

Pinpoint your investment opportunities based on insightful, current information.



Aravindh Vanchesan,
Program Manager – Retail Systems Unit,
Frost & Sullivan

Norman McLeod, Director, Market Research Dept.
InfoTrends, A Questex Company

10:15 AM Mid-Morning Networking Break



10:45 AM Wall Street Panel:

Performance, Predictions and Analysis of OOH Media, Billboards and Digital Signage Networks

Learn exclusive intelligence from leading analysts on the public market's take on the future of digital signage networks, outdoor digital billboards and related media. Find out how current players are performing and more.

- ▶ Growth segments, drivers and expected impact
- ▶ Implications by going digital – monetization and cannibalization
- ▶ Challenges facing the industry – regulations and costs

Take away key knowledge for your next investment and fund raising decision.



Mark Wienkes, Analyst,
Goldman Sachs



Marci Ryvicker,
VP, Equity Research,
Wachovia Capital Markets

James Farrant, VP, Senior Research Analyst,
Morgan Stanley

11:30 AM Public Company Spotlight Presentation and Exclusive Q&A

Hear from leading public companies involved in digital signage networks. Learn what makes these companies unique, and how they are overcoming challenges and meeting expectations. A must-attend session with insights on the:

- ▶ Biggest upside opportunities and downside risks
- ▶ Differentiation from the competition
- ▶ Sustainable competitive advantage in a crowded field

Take back to your office exclusive information on key success factors and competitive advantage strategies.



Virginia Cargill,
CEO,
CBS Outernet



Mark French,
General Manager & SVP,
NBC Everywhere

Moderator: Mark Wienkes, Analyst, **Goldman Sachs**

12:15 PM Networking Luncheon

1:30 PM Keynote Address

Identifying and Realizing Value in New Media Investments



Bruce F. Failing,
Partner,
Alerion Partners

2:15 PM Advertisers & Agency Panel:

Acceptance, Challenges and Opportunities with DOOH

Given the media options available to reach consumers, how does digital out-of-home media fit in the marketing mix? Hear insights from ad industry leaders.

- ▶ Attitudes, acceptance & budget allocations
- ▶ Challenges and opportunities of the space
- ▶ Technologies for interactivity and engagement

Find out where advertisers stand on acceptance and adoption of DOOH.



Donna Speciale, President,
Investment & Activation,
MediaVest USA



Steven H. Mueller,
CEO,
Outdoor Services

Paul Gelb, National Manager Emerging Media,
Avenue A | Razorfish

Moderator: Lyle Bunn, Strategy Architect of **BUNN Co.**

3:00 PM Mid-Afternoon Networking Break



3:30 PM Advertising Driven Business Model

One Way Money is Made in This Industry

What models do companies use to leverage the digital signage opportunity? Join us to explore the key business models (advertising, branding and merchandising) and understand the real costs of a network and more.

- ▶ Revenue share between location owner and operator
- ▶ Trials, tribulations and successes of advertising sales
- ▶ Effectiveness tracking and measurement

Get the knowledge needed to determine the potential of an investment, buyout or sale of a digital signage network.

Moderator:



Suzanne Alecia,
President,
OVAB



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

Matthew Kearney, President & CEO, **Screenvision**

Aileen Lee, CEO, **Danoo**

4:15 PM Financing Panel:

Techniques, Options and Strategies for Raising Funds

While most digital signage ventures are financed by equity, some companies can access the debt market through innovative financing techniques. Let the experts help you navigate the options and secure the funds you need.

- ▶ Asset-back financing, private placements and debt leverage
- ▶ Sub-debt/mezzanine structure
- ▶ Trade-offs, benefits and requirements of the different options

Better understand the financial mechanisms for building your DOOH company.

Bernie Shimkovitz, CEO, **Alliance Financing Group Inc.**

5:00 PM Exclusive Cocktail Reception

All the stakeholders will be here – companies looking for funds, investors, dealmakers, analysts, and advisors. Be at the center of the action and rub shoulders with all the players at one place, at one time. Worth the price of admission!



Register Today!

Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com today.

Day Two

Wednesday October 8th, 2008

7:45 AM Registration & Continental Breakfast

8:30 AM Opening Comments From Chairperson

8:45 AM International Snap Shot:

Global Financing and Network Strategies

The outdoor industry in India is experiencing a growth rate of roughly 20% a year and is attracting major global private equity funds, particularly digital OOH. Over in Western Europe, the digital signage advertising and OOH market is expected to grow at a compound annual rate of 32%. Join this session and hear from the leaders:

- ▶ Drivers of growth and opportunities unique to the country
- ▶ Lesson learned from other markets for success
- ▶ Business models and clients

Determine where the next big deals are and maximize your investment.

Gaurang Shah, CEO, **DSN Global**

Tijmen Bos, Managing Partner,
Librium.TV (The Netherlands)

Devang Shah, Sales Director, **DSN Global**

9:45 AM Venture Capital/Private Equity Panel:

Deals Being Funded, Where Money is Flowing and Industry Trends

As digital out-of-home advertising continues its rapid growth, funding proposals are flying left, right and center. In this session, industry investors who have reviewed companies in the space share their thoughts.

- ▶ Biggest investment concerns; past, present and future
- ▶ Stages of deals – seed, mid- or late – getting funding
- ▶ What's being funded, scope of investment and why

Hear what it takes to raise funds successfully.



Jason Mendelson,
Co-Founder & Managing Partner,
Foundry Group



Greg Martin,
Partner,
Redpoint Ventures

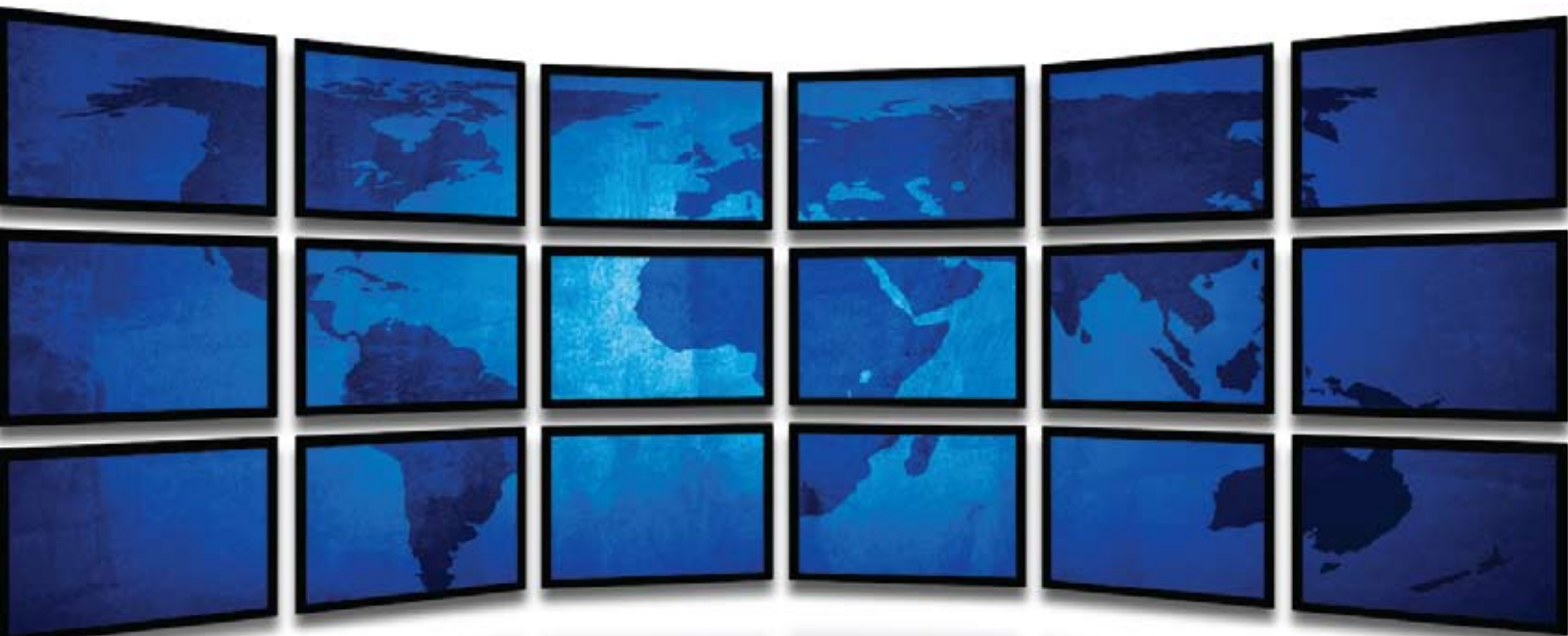


Jonathan Grad,
Managing Partner,
Parthenon Capital, LLC

Moderator:



Robert Nolan Jr., Managing Partner,
Halyard Capital





10:30 AM Mid-Morning Networking Break

11:00 AM CEOs and Founders Roundtable on Raising Money

Hear war stories from those who have gone through the challenging experience of raising money and succeeded. Benefit from their learning curve!

- ▶ Mentors, partners and factors for success
- ▶ Unexpected surprises (good/bad) and questions
- ▶ What would have been done differently

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



Art Williams,
President & CEO,
Arena Media Networks



David Teichner,
CEO,
Channel M



Rob Gorrie,
President & Founder,
Adcentricity

Moderator: Sanjay Chadda, Managing Director,
PetskyPrunier

11:45 AM Deals Done and Multiples Being Paid in the Digital OOH Media and Digital Signage Networks Industries

There has been a tremendous increase in M&A activity in the digital OOH media and narrowcasting space. Capital is flowing, deals are done, scale is being achieved, and a vision is unfolding. Hear information that will put you at the leading edge.

- ▶ Valuation outcomes
- ▶ Multiples being paid
- ▶ Areas of traction and opportunities

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



Kevin Covert,
Managing Director & Co-Head of Media Investment,
Montgomery & Co.

12:30 PM Networking Luncheon

1:45 PM Keynote Address

Beyond Push Messaging: Igniting Opportunity



Conor Brady,
VP Creative, **Organic**

2:30 PM Billboards:

Digital Conversion Opportunities and Outlook

Digital billboards are becoming a significant part of the mix for traditional billboard companies. Some companies are more active than others in jumping in as niche players, hoping to gain six times the revenue than static. Get the details!

- ▶ When to convert or when not to
- ▶ The costs and economics to conversion
- ▶ Why convert and expected implications

Learn where the investment opportunities are so you can leverage this change.



Lou Giacalone Jr., Senior Vice President,
Titan Digital Worldwide

3:15 PM Mid-Afternoon Networking Break

3:30 PM Digital Display Manufacturers:

Insights on Prices, Quality and the Future Business Potential

Hear from leading hardware providers on predictions of the future related to their businesses and the products they supply. These include LED, plasma and other display providers.

- ▶ Pricing – how much and how quickly will it drop
- ▶ R&D – what is in the pipeline and expected rollout
- ▶ Growth – what sectors are buying, and drivers

Better understand how pricing and R&D will affect investment financial models.



Register Today!

Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com today.

4:15 PM Case Study: Pharmacy Health Network™

Corporate-Sponsor Business Model, Value Proposition & How Capital Was Raised

A joint venture between a marketing service firm and pharmaceutical distribution powerhouse will result in a pharmacy network of 4,000 locations across North America. Hear the story of how capital was raised.

- ▶ Corporate-sponsor structure and associated benefits
- ▶ Putting the pitch together for venture capitalists
- ▶ Optimal value proposition for all parties involved

Learn how a corporate-sponsor model fits with your investment requirements.



Ian Stone,
President & Chief Experience Officer,
Respario

5:00 PM Conference Adjourns



Hear from these Industry Leaders...



Christian Vaglio-Giors,
CEO & President,
Neo Advertising Group (Switzerland)



Bruce F. Failing,
Partner,
Alerion Partners



Conor Brady,
Executive Creative Director,
Organic



Kevin Covert,
Managing Director & Co-Head of Media Investment,
Montgomery & Co.



Mark Wienkes,
Analyst,
Goldman Sachs



Virginia Cargill,
CEO,
CBS Outernet



Suzanne Alecia,
President,
OVAB



Jason Mendelson,
Co-Founder & Managing Partner,
Foundry Group



Aravindh Vanchesan,
Program Manager – Retail Systems Unit,
Frost & Sullivan



Robert Nolan Jr.,
Managing Partner,
Halyard Capital

Exceptional Networking Opportunities

All the stakeholders – companies looking for funds, investors, dealmakers, analysts, and advisors – will be in one place, at one time. Be at the center of the action!

Take this opportunity to meet and exchange business cards with strategic partners that will help you make money, achieve growth and capitalize on a booming industry.



About Strategy Institute

Strategy Institute is a world leader in digital media education, working together with industry leaders to develop five annual summits across North America in Las Vegas, Chicago, New York, and Toronto. An independent, research-based organization, the Institute's objective is to educate and bring together key players to source funding, facilitate partnerships and maximize return-on-investment.

Combining both out-of-home and digital – two major growth areas – digital OOH is providing new engagement opportunities for advertisers.

What are the drivers?

1 Shift in Advertising Spending

Within five years, marketers will shift up to \$40 billion of media spending from traditional to new media including digital OOH. Ad-buying leader MediaVest is currently working with clients (Kraft Foods, Capital One, Activision) to move \$20–\$30 million from broadcast to cinema.

2 Outdoor 2.0 Emerges and Brings Interactivity

Mobile has transformed and reinvented the oldest media. Interactivity involving wireless devices, digital billboards, Bluetooth, and SMS are providing a closed-loop system for marketers to evaluate the effectiveness of marketing efforts in real-time.

3 Advertisers Are Adopting

Leading marketers and agencies have experimented with this new channel. Advantages over traditional media include measurable sales impact, point of purchase proximity, demographic and lifestyle targeting, and local relevance.

4 Technological Advances

New technology investment is enabling companies to launch digital ad platforms that generate higher returns than the conventional format they replace.

Mobile, facial recognition, gesture-based, 3D, and other innovations are taking measurement and engagement to the next level.

5 Consumer Engagement Application

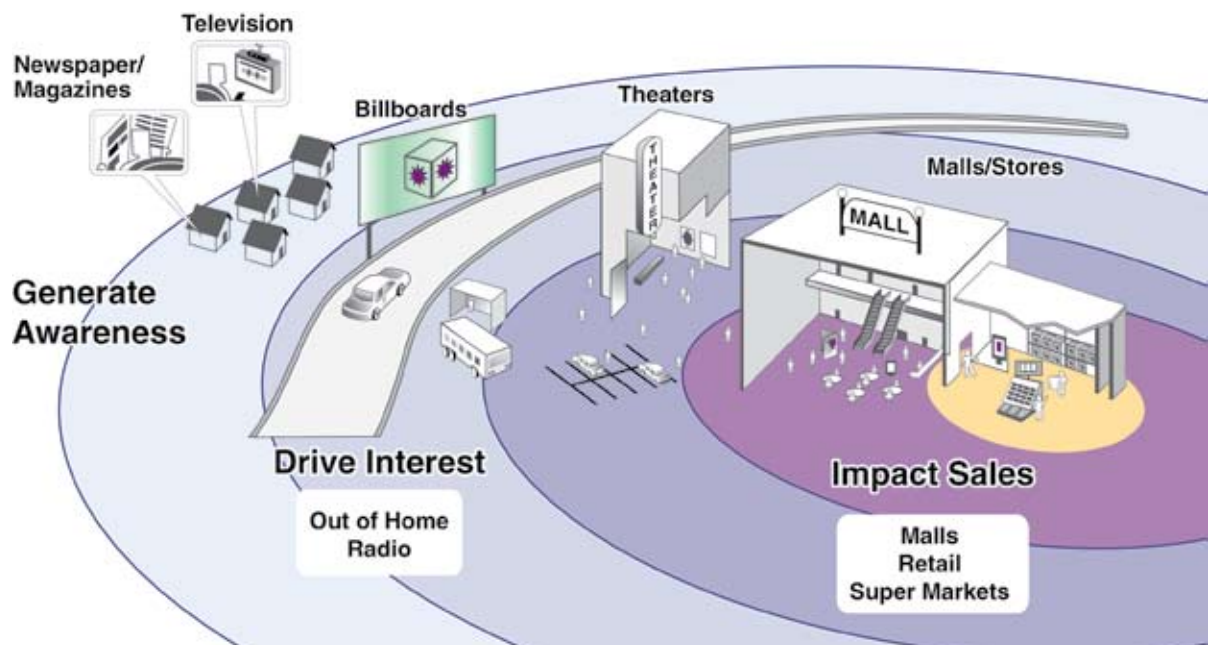
Digital OOH is “TiVo-proof” and research shows the vast majority of consumers view alternative out-of-home media as favorable and educational. It is a high-level engagement medium that offers contextual ad messaging in new and creative ways.

6 “First Moment of Truth” Rings True

Research shows that 70% of final retail purchase decisions are made in-store, at the time of sale. The concept of “first moment of truth” is resonating. Wal-Mart, Tesco (UK), Best Buy, McDonald’s (Europe), and more are driving promotions, sales, and branding with the platform.

7 People Spending More Time Out-of-Home

Exposure to and recall of digital OOH is growing as people spend more time commuting to work, walking in urban areas, waiting in transit hubs, and shopping at retail outlets. Reaching consumers on the move has become more important than ever.



All Indicators are Pointing to Major Deal Flow...

"The Deal Flow is not slowing... There were 5 acquisitions in March and 6 VC deals done in April. The industry is proving that there is still plenty of appetite for our sector out there, even if the general economy is slowing." – June 2008, aka.tv

"In my estimation, place-based media offers a value proposition unique to our media community – and I cannot impress upon its members the significance of owning an environment for a marketer to share with the inhabitant for the period of time they cohabitate." – April 2008, MediaPost's TV Board by Mitch Oscar

"Microsoft Takes Digital Ads to Grocery Isles." – January 2008, AdWeek



"Screen wars: As advertisers find it harder to reach consumers in a fragmented media world, some are turning more often to the outdoors. Television screens are increasingly popping up in grocery and department-store aisles, elevators and even gas pumps – all blaring clips of TV programs, accompanied by ads." – January 2008, The Wall Street Journal

"Of the 15 reported acquisitions, many have seen established companies from other market sectors snapping up digital signage assets to gain a foothold in our industry."

– June 2008, aka.tv

"Networks continue to chase scale... Solo Health, Captive Media, Modiv and Adwalker all raised venture funding to grow their networks. Zoom Media consolidated its position in the US restaurant sector by reaching 20,000 ad sites with the purchase of Alloy's Insight business. Retec in the UK acquired Liquid Digital to develop its point of sale presence."

– June 2008, aka.tv

The Hilton New York

is a sophisticated hotel steps away from Radio City Music Hall, Museum of Modern Art (MOMA) and Fifth Avenue shopping. Located in Manhattan's media district, this Hilton surrounds famous landmarks of Central Park, Rockefeller Center, Carnegie Hall, Lincoln Center and Times Square.

Hilton New York hotel guestrooms are spacious and stylish with a comfortable work area, high-speed Internet access, multiple-line phones, voicemail and data port, alarm clock radio with MP3 connection, and complimentary newspaper Monday through Friday. Reserve your room before September 2nd by calling 1-800-HILTONS and mention Strategy Institute to receive our conference rate of \$349/night. Space is limited– book now before the block sells out.

Hilton New York

1335 Avenue of the Americas | New York, NY 10019
Direct: 212-586-7000 | Reservations: 1-800-HILTONS



Third Annual

Digital Out-of-Home Media Investor Conference

Opportunities & Risks • Financing • M&A • Business Models
Valuations • Exit Strategies • Forecasts

Tuesday October 7th & Wednesday October 8th, 2008 | Hilton New York | New York City

Why You Should Attend:

- Opportunities & Risks
- Financing
- M&A
- Business Models
- Valuations
- Exit Strategies
- Forecasts

How to Register:



E-Mail:

registrations@strategyinstitute.com



Telephone: 416-944-8833

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



Fax: 416-944-0403

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



Mail: Strategy Institute

10th Floor, 230 Park Avenue

New York City, New York 10169

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

Please register this person for:

Third Annual Digital Out-of-Home Media Investor Conference

Save \$200!*

*Register by
July 25th

1

Conference Pricing

CONFERENCE CODE: 108024	Regular Investment
Early Bird Rate – Register by July 25 th	<input type="checkbox"/> \$1795*
Early Bird Rate – Register by August 29 th	<input type="checkbox"/> \$1895*
Conference	<input type="checkbox"/> \$1995*
*Conference Binder (\$495 Value) INCLUDED	

2

Contact Details

Delegate Name: _____ Title: _____

Company/Firm: _____

Address: _____

City: _____ Prov/State: _____ Postal Code: _____

Telephone: () _____ Fax: () _____ Mobile: () _____

E-mail: _____

Approving Manager's Name: _____

Title: _____

3

Method of Payment

VISA MasterCard American Express

Payment Enclosed Please Invoice Me (Invoice due upon receipt) GST#R138790662

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 30th, 2008. 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.