

# Digital Signage Networks Investor Conference

## CONFERENCE AGENDA

Wednesday, October 11<sup>th</sup>

7:00 AM      **REGISTRATION OPENS — CONTINENTAL BREAKFAST**

8:20 AM      **OPENING COMMENTS FROM THE CHAIRPERSON**

**David DeGiorgi**  
*Founder & Principal,*  
DEGIORGI GROUP

8:30 AM      **OPENING ADDRESS**

**Daniel Wu**  
*CFO, FOCUS MEDIA HOLDINGS (Hong Kong)*

9:15 AM      **VALUE CHAIN ANALYSIS: OPPORTUNITIES,  
SEGMENTATION AND COMPETITIVE LANDSCAPE  
FOR DIGITAL SIGNAGE NETWORKS**

**Peter Kim**  
*Senior Analyst,*  
FORRESTER RESEARCH

9:45 AM      **EXCLUSIVE DEMAND FORECAST FOR  
THE DIGITAL SIGNAGE NETWORKS INDUSTRY**

**Norman McLeod**  
*Associate Director,*  
INFOTRENDS

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10:00 AM **WALL STREET VISION AND ANALYSIS  
OF THE DIGITAL SIGNAGE NETWORKING SPACE:  
PERFORMANCE, PREDICTIONS AND ANALYSIS**

**Laura Martin**  
*Founder & CEO,*  
MEDIA METRICS LLP

**Laraine A. Mancini**  
*Vice President,*  
MERRILL LYNCH

10:30 AM **MID-MORNING NETWORKING BREAK**

11:00 AM **PUBLIC COMPANY SPOTLIGHT PRESENTATION**

**Michael Hudes**  
*Global Director of Digital Media,*  
CLEAR CHANNEL OUTDOOR

**James Lavelle**  
*CEO,* WATCHIT MEDIA

**Joe Martinez**  
*Chairman & CEO,*  
IMPART MEDIA GROUP, INC.

12:30 PM **SPONSORED NETWORKING LUNCHEON**

1:30 PM **LUNCHEON ADDRESS**

**CONNECTING DIGITAL OUT-OF-HOME  
MEDIA TO EMERGING TRENDS**

**Jack Myers**  
*Editor and Publisher,*  
MEDIAVILLAGE.COM

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2:15 PM      **BUSINESS MODELS FOR DIGITAL  
SIGNAGE NETWORKS: HOW MONEY  
IS MADE IN THIS INDUSTRY, RISKS  
AND OPPORTUNITIES**

**Terry Scannell**  
*President, IP SIGNS*

2:45 PM      **BUYOUT AND STRATEGIC INVESTMENT  
CASE STUDIES FOR DIGITAL SIGNAGE  
NETWORK INDUSTRY PLAYERS**

**Paul Gulick**  
*CEO, CLARITY VISUAL SYSTEMS INC.*

**John Kirkpatrick**  
*Sales Director,*  
3M DIGITAL SIGNAGE

**Stephen Nesbit**  
*President & CEO,*  
REFLECT SYSTEMS INC.

3:30 PM      **MID-AFTERNOON NETWORKING BREAK**

3:45 PM      **MERGER AND ACQUISITION ACTIVITY:  
WHERE HAS IT BEEN, WHERE IS IT GOING  
AND WHERE ARE THE OPPORTUNITIES**

**Roger Aguinaldo**  
*CEO and Publisher,*  
THE M&A ADVISOR

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4:30 PM **EXCLUSIVE Q&A**

**EXCLUSIVE Q&A WITH INDUSTRY ANALYSTS  
AND EXPERTS: GET THE INSIDE INTELLIGENCE  
ON THE POTENTIAL OF DIGITAL SIGNAGE NETWORKS**

**David DeGiorgi**  
*Founder & Principal,*  
DEGIORGI GROUP

**Sanju Khatri**  
*Principal Analyst, Projection & Large Screen Displays,*  
iSUPPLI CORPORATION

**Tony Materna**  
*President & CEO,*  
VISIONEERED IMAGE SYSTEMS

5:00 PM **EXCLUSIVE COCKTAIL RECEPTION**

*Maximize your value at this event! Network with industry  
leaders at this exclusive cocktail reception.*

**Hosted By**



# Digital Signage Networks Investor Conference

## CONFERENCE AGENDA Thursday, October 12<sup>th</sup>

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

8:45 AM      **OPENING COMMENTS FROM THE CHAIR**

**David DeGiorgi**  
*Founder & Principal,*  
DEGIORGI GROUP

9:00 AM      **PRIVATE EQUITY/VENTURE CAPITAL LEADERS  
ROUNDTABLE: DEALS BEING FUNDED, WHY MONEY  
IS FLOWING AND HOW YOU CAN BENEFIT**

**Neal Weinstock**  
*President,* WEINSTOCK MEDIA ANALYSIS

**Steven Fretty**  
*Managing Director,*  
JOHNSEN, FRETTEY & ASSOCIATES

**Brent Rosenthal**  
*Principal,* W.R. HUFF

10:00 AM      **CEO'S AND FOUNDERS' ROUNDTABLE  
ON RAISING MONEY**

**Ken Goldberg**  
*President,* REAL DIGITAL MEDIA

**Jason Kates**  
*CEO & President,* RMS NETWORKS

**Mike Ribero**  
*CEO,* REACTRIX SYSTEMS, INC.

**James Lavelle**  
*CEO,* WATCHIT MEDIA

# Digital Signage Networks Investor Conference

11:00 AM    **MID-MORNING NETWORKING BREAK**

11:30 AM    **YOUR DUE DILIGENCE CHECKLIST:  
AN INVESTOR REALITY CHECK BEFORE YOU  
MAKE YOUR INVESTMENT**

**Rob Wolf, CPA**  
*Vice President, Research and Analytics,*  
IN-STORE BROADCAST NETWORK

12:30 PM    **SPONSORED NETWORKING LUNCHEON**

2:00 PM    **EMERGING TECHNOLOGY IN THE RETAIL  
ADVERTISING SPACE: MARKET ADOPTION FOR  
MILLION DOLLAR DECISIONS**

**Laura Davis-Taylor**  
*Founder and Principal,*  
RETAIL MEDIA CONSULTING

**John Greening,**  
*Integrated Communications Medill,*  
NORTHWESTERN UNIVERSITY

3:00 PM    **OUTDOOR DIGITAL SIGNAGE: THE PLAYERS,  
OPPORTUNITIES AND OUTLOOK FOR 2007**

**Stephen Freitas**  
*Chief Marketing Officer,*  
OUTDOOR ADVERTISING ASSOCIATION OF AMERICA

**Mark French**  
*Senior Director, Strategic Partnerships,*  
NBC UNIVERSAL TELEVISION STATIONS

# Digital Signage Networks Investor Conference

3:45 PM     **THE TRANSACTION PROCESS & MULTIPLES  
BEING PAID IN THE DIGITAL SIGNAGE  
NETWORKS INDUSTRY**

**John H. Doyle II**  
*Managing Director & Founder*  
PEACHTREE MEDIA ADVISORS, INC.

4:30 PM     **CONFERENCE ADJOURNS**