

Grow Your DS Business!

5th Annual

**BUILDING YOUR**

**Digital  
Signage**



# Business

Wednesday, November 18<sup>th</sup>, & Thursday, November 19<sup>th</sup>, 2009 | Swissôtel Chicago | Chicago, IL

**Make Money | Boost Revenue | Improve Operations  
Drive Growth | Maximize Profit**

**GAIN EXCLUSIVE  
INTELLIGENCE ON  
10 TOPICS  
most affecting you:**

- ❶ Media Agency Adoption
- ❷ Value Proposition
- ❸ Higher Education End-Users
- ❹ Digital Shopper Marketing
- ❺ Realities and Growth Strategies
- ❻ Future of Advertising
- ❼ Network Operations
- ❽ Software-as-a-Service VS Self-Hosted
- ❾ Chasing Digital OOH Ad Sales
- ❿ User-Generated and Localized Content

### Hear from these leaders:



John Ross,  
*President,*  
**IPG Emerging Media Lab**



Kim Luegers,  
*Director of Media Innovations,*  
**MC Media (Draftfcb)**



Michael Hoffberg,  
*Associate Director, Strategic  
Planning & Consulting, University  
Information Technologies,*  
**Villanova University**



Michael Winton,  
*President & Co-Founder,*  
**Indoor Direct**

### HEAR FROM 9 trailblazers and practitioners in digital signage:

- |                            |                           |                        |
|----------------------------|---------------------------|------------------------|
| 1. Healthy Advice Networks | 4. University of Illinois | 7. MC Media (Draftfcb) |
| 2. Indoor Direct           | 5. Villanova University   | 8. Moxie Interactive   |
| 3. Onsite Network          | 6. IPG Emerging Media Lab | 9. Catapult Marketing  |

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# Make Money and Grow Your Digital Signage Business



***Be where leaders connect, visions are created, decisions are made and relationships are formed!***

Hear from digital signage veterans who have “been there, done that.” Get inspired and make long lasting relationships. Now is the time to determine how your business will grow and make money in 2010.

***Your first step: This conference!***

## **Gain exclusive intelligence on 10 topics most affecting you:**

- |   |   |
|---|---|
| <b>❶ Media Agency Adoption:</b><br>Get the scoop on ad budget allocations                   | <b>❹ Future of Advertising:</b><br>Maximize engagement and interaction        |
| <b>❷ Value Proposition:</b><br>Quantify and demonstrate a network’s worth                   | <b>❺ Network Operations:</b><br>Hardware trends and connectivity strategies   |
| <b>❸ Higher Education End-Users:</b><br>Meet expectations and win their business            | <b>❻ Software-as-a-Service VS Self-Hosted:</b><br>Pros and Cons               |
| <b>❹ Digital Shopper Marketing:</b><br>Empowering the Shopper                               | <b>❼ Chasing Digital OOH Ad Sales:</b><br>Challenges and successes            |
| <b>❺ Realities and Growth Strategies:</b><br>Building niche networks and national footprint | <b>❽ User-Generated and Localized Content:</b><br>Improve workflow management |

## **About This Conference:**

Strategy Institute is proud to host the 5th Annual Building Your Digital Signage Business Conference, an industry must-attend. We are building on the success of our past events and will once again bring together all the stakeholders who are serious about building and growing their digital signage business.

In a think tank atmosphere, industry thought leaders share their best practices, strategies and tools for success. A well regarded event with unparalleled networking opportunities - including the digital signage YEAR-END SOCIAL - it is where industry movers and shakers gather.

## **Hear from 9 trailblazers and practitioners in digital signage:**

- ❶ Healthy Advice Networks
- ❷ Indoor Direct
- ❸ Onsite Network
- ❹ University of Illinois
- ❺ Villanova University
- ❻ IPG Emerging Media Lab
- ❼ MC Media (Draftfcb)
- ❽ Moxie Interactive
- ❾ Catapult Marketing

## **Take away 7 ADDITIONAL benefits from this exclusive event:**

- ❶ Face-to-face interaction
- ❷ Q&A opportunities with top speakers
- ❸ Structured networking with peers and senior leaders
- ❹ Industry case studies
- ❺ Complimentary “Digital Signage Tour” “NEW”
- ❻ 15+ top industry speakers
- ❼ Exclusive industry year-end social

## **Register Today – Space Is Limited And Sure To Sell Out**

Don’t miss your chance to participate in these critical discussions and to network with the leaders in the burgeoning digital signage industry. Register for our limited spaces by calling 1-866-298-9343 or emailing [registrations@strategyinstitute.com](mailto:registrations@strategyinstitute.com) today.

**This conference is specifically designed for:**

## Digital Signage & Digital Out-of-Home Network Operators

President | CEO | VP of Sales | VP of Business Development | Senior Vice President

- **Benchmark** against the competition and stay on top of the game
- **Create** profit by emulating the success of industry trailblazers
- **Drive** growth through expansion and partnerships
- **Improve** content generation and workflow management process
- **Source** insights on agency adoption and ad sales strategies

## Integrators, Systems Contractors, Pro AV, Dealers & Distributors

President | CEO | VP of Sales | VP of Business Development | Digital Signage Manager

- **Connect** with network operators/end-users and grow your business
- **Learn** business models for digital signage
- **Realize** the value proposition of digital signage for your clients
- **Tap** into new verticals and source strategies to reposition your offerings
- **Keep** your finger on the pulse of industry developments

## Software Suppliers, Hardware Providers, Media Transport & Industry Consultants

- **Get** on the short-list when decision-makers are considering their options
- **Spread** the word on your latest products, features and solutions
- **Gauge** the competition and determine opportunities for growth
- **Learn** what buyers are looking for and meet their needs
- **Form** new alliances and collaborate with industry stakeholders

### Bring your team and benefit from special pricing: Develop your DS growth strategy

Ensure all members and staff of your organization understand the latest developments in digital signage by sending your team to this conference. Take this opportunity to develop a shared vision with them. Send your entire team and increase the potential success of your next challenge!

### About Strategy Institute

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. The Institute pioneered educational programming for the industry and constantly identifies ways for organizations and DS companies to build a profitable business.

The Institute supports and fosters growth of the industry through our annual conferences, including "Digital Signage Investor Conference", "Digital Signage Technology Summit" in conjunction with InfoComm, "Content Strategies Summit" and more.

## 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 ext. 269, or email [dureja@strategyinstitute.com](mailto:dureja@strategyinstitute.com).



### Here's what past delegates of this annual event had to say...

"Most informative at all levels."

*Dorn Beattie, President & CEO, Solara Technologies*

"Right people at the right place. Excellent networking and useful information."

*Andre Kazakov, Andyk Video*

"Well rounded information base."

*Rich Hoffman, Rhombus Services*

"I think it has been very informative and it is nice to hear the success stories in the business."

*Scott Homan, Director of Public Displays, AccuWeather, Inc.*

"Great case studies and diversity of speakers."

*Mark Upsdell, Hewlett Packard*

"Exceeded expectations!"

*Jeff Cohen, Chyron Corp.*

"Great conference. Speakers were topnotch and shared very detailed information. Compared with other conferences, this is much more intimate, informative and applicable for building a digital signage company. A+."

*Josh Coffman, Digital Signage Forum*

# DAY ONE

WEDNESDAY  
Nov. 18, 2009



**7:45 AM** Registration Opens & Continental Breakfast

**8:30 AM** Opening Comments From Chairperson



**Keith Kelsen,**  
*Chairman of the Board,*  
**5th Screen**

**8:45 AM KEYNOTE ADDRESS**

## Engagement and Interaction: The Future of Advertising and the Brand Experience



**John Ross,**  
*President,*  
**IPG Emerging Media Lab**

**9:30 AM CASE STUDY**

## Realities, Benefits and Success Factors in Developing a Niche Network

One way to go about building a digital signage network is through targeting specific demographic groups or lifestyle activities, such as business professionals, teens, health clubs or bars. Hear how one network operator selected a niche in physician waiting and exam rooms.

- Business model for differentiation and success
- Selling endemic advertising and proving effectiveness
- Content, operations and technology considerations

*Maximize your value proposition to advertisers and run a successful niche network.*



**Tom Campbell,**  
*EVP, Program Management & Development,*  
**Healthy Advice Networks**

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

Interact with conference speakers and fellow attendees. Secure important new business contacts and catch up with industry peers.



**10:45 AM Panel**

## Media Buyers and Planners Speak Out on Digital Out-of-Home

Like many emerging media channels, digital OOH has been striving for adoption by brands and agencies. As awareness, education and industry growth continues, where does the space stand? Get the scoop on:

- How digital OOH compares to other digital/emerging media
- Ad budget allocation in today's economy
- Ways for digital OOH to get on the buy

*Hear first hand where brands and agencies stand so you can better prepare your pitch.*



**Kim Luegers,**  
*Director of Media Innovations,*  
**MC Media (Draftfcb)**



**Matthew Olivieri,**  
*CEO,*  
**AdSemble**



**Rhiannon Apple,**  
*Senior Account Executive,*  
**Moxie Interactive**

## 11:30 AM Digital Signage Advertising: New Industry Approaches and Overcoming Challenges

Despite the increasing focus on message relevance, localization and dynamic ad content, digital signage advertising remains an "experimental" medium. Join the discussion on how the industry can win over media agencies and move forward.

- Addressing current challenges
- New approaches to digital signage advertising
- Tools, metrics and platforms to facilitate ad buy

*Explore how advertising will successfully grow in digital signage.*



**Pierre Richer,**  
*President and COO,*  
**NEC Display Solutions Americas**

**12:15 PM** Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon. Share your thoughts on the program and exchange the latest industry news.



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**1:30 PM CASE STUDY**

**Strategies to Develop a National Footprint and Maximize Your Network Reach**

Industry consolidation has arrived for digital signage and digital OOH! The current economy has accelerated and enhanced the need for networks and companies to look beyond its current structure. Hear the story of how one network is going about its growth.

- Choosing the right candidate for partnership
- Mergers and acquisition VS joint venture
- Challenges, benefits and realities with network growth

Source strategies to help you establish your network position and national footprint.



**Bill Myers,**  
COO & Co-Founder,  
Indoor Direct

**2:15 PM PEER-TO-PEER/DEBATE**

**Software-as-a-Service VS Self-Hosted: Advantages, Drawbacks and Service Channel Strategies**

While the concept of SaaS has been around for a decade, it is still considered a relatively new model in digital signage. With software playing a critical role in network deployments, this is a hotly debated topic. A not to miss panel covering:

- Understanding the characteristics, pros and cons of each model
- Drivers and limiting factors for adoption
- Implications to digital signage provider: business model, pricing and strategies

Be armed with the right information and tools to help your clients decide between SaaS vs. self-hosted.



**Greg Argyle,**  
COO,  
GoGo Cast



**Sanjay Manandhar,**  
Founder & CEO,  
Aerva, Inc.

**3:00 PM Mid-Afternoon Networking Break**

Interact with conference speakers and fellow attendees.

**3:15 PM Quantifying and Demonstrating the Value of Digital Signage to Make Your Case**

An on-going and always difficult issue for digital signage providers, users and buyers centers on the ROI. How can the value of a network be demonstrated? Get a refresher on how analysis and calculations are currently being done.

- Ad-based networks: key data to gather and methodology
- Types of research and effectiveness studies available for digital OOH
- Non-ad networks: identify what to measure and ways to prove results

Take away insights to help you determine the value of your network and win new business.



**Bryan Meszaros,**  
Director, Strategy and  
Development,  
OpenEye



**Rob Winston,**  
Senior Accounts Manager,  
Arbitron TV/Out-of-Home

**4:00 PM Top Developments & Highlights of 2009: Leaders, New Business Won, and Predictions**

Despite a challenging year for media, advertising and business all around, the digital signage industry held on for the bumpy ride. Look back at the top developments of the year and predictions for the upcoming year.

- Who the leaders were and why
- Mergers, acquisitions, and partnerships and implications on industry
- New installations and projects expected

Pinpoint industry opportunities and adjust your business strategy accordingly.



**Bill Collins,**  
Principal,  
DecisionPoint Media Insights

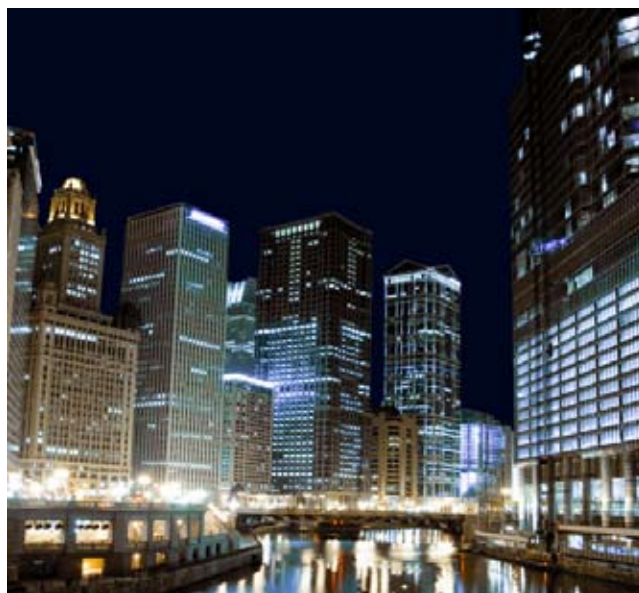
**4:30 PM Evening Social Activities – Industry Year-End Gathering**

Network with industry movers and shakers while enjoying some of the best Chicago has to offer. Start by joining fellow delegates and speakers for complimentary appetizers in the hotel lounge \*\*



**6:00 PM Chicago Digital Signage Tour**

After hearing and learning about the latest in building your digital signage business, it's time to see it in action! Join us for a comprehensive onsite look at successful network deployments in the Windy City. This is your opportunity to get the scoop on the masterminds behind the projects, rationale for investment and how it all came together. Gain a greater understanding of what it takes to start, implement and manage a network. Evaluate for yourself the effectiveness of the network.



# DAY TWO

THURSDAY  
Nov. 19, 2009

**8:00 AM** Registration Opens & Continental Breakfast

**8:45 AM** Opening Comments From Chairperson



**Keith Kelsen,**  
*Chairman of the Board,*  
**5th Screen**

**9:00 AM KEYNOTE ADDRESS**

**Digital Shopper Marketing (SM) – Putting Power in the Hands of the Shopper (and Marketers)**



**Jason Katz,**  
*EVP, Emerging Media,*  
**Catapult Marketing**

**9:45 AM END-USER PANEL**

**Identifying the Needs of Higher Education Clients to Meet Expectations and Win Business**

Colleges and universities have demonstrated great interest in the use of digital signage on campus. This is a growth area not to be missed! Hear what end-users look for from industry providers.

- Understand applications required and rationale for investment
- Discover what decision-makers expect from providers and RFP process
- Learn how digital signage information and vendors are sourced

*Use this critical market research information to better your offerings and grow your business.*



**Tom Kunka,**  
*Coordinator of Network Systems and Operations,*  
**University of Illinois**



**Michael Hoffberg,**  
*Associate Director, Strategic Planning & Consulting, University Information Technologies,*  
**Villanova University**

**10:30 AM** Mid-Morning Networking Break

Enjoy a cup of coffee or tea with your peers. Discuss highlights from the year-end social plus this morning's content.

**11:00 AM User-Generated and Localized Content: Understanding the Factors for Success**

While common and popular on the web, user-generated content has not yet been widely (and successfully) implemented in digital OOH. Given content sourcing and creation can be a major time and cost commitment, explore ways to leverage UGC.

- Create a workflow to accept, vet and upload user-content
- Explore the types of relevant user-generated and local content
- Understand the resources and factors required for localizing content

*Develop the workflow and resources to successfully implement user-generated and local content.*



**Manolo Almagro,**  
*Interim CTO,*  
**Show & Tell Productions**

**Chris Bias,**  
*Communications Consultant & LillyTV Manager, Internal Communications,*  
**Eli Lilly and Company**

**11:45 AM Keeping Abreast of Hardware and Technological Advancements to Remain Competitive**

New developments in hardware and technology can have a significant impact on your network. The effects on your cost structure, network operations and engagement factor are not to be undermined. Get the quick and dirty on where the industry is headed.

- Display advancements, trends and innovations
- Media transport strategies, risks and rewards
- Costs, set-ups and success stories

*Be informed so you understand how your business structure and offerings may be affected.*

**12:30 PM** Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon. Share your business strategies and goals for the new year.

**1:45 PM Chasing the Ad Dollar: Challenges and Successes in Selling Digital OOH**

Ad-based networks have a tremendous challenge in getting marketers and agencies to buy into the digital OOH space. Awareness for the medium appears to be increasing, but the sales are slow coming. Join this session to explore all the things to try.

- Getting the right person and presenting the right information
- Identify risks and benefits of going to the brand directly
- Educating clients and going beyond the pilot

*Learn and compare what sales leaders can do to close the deal and get the buy.*



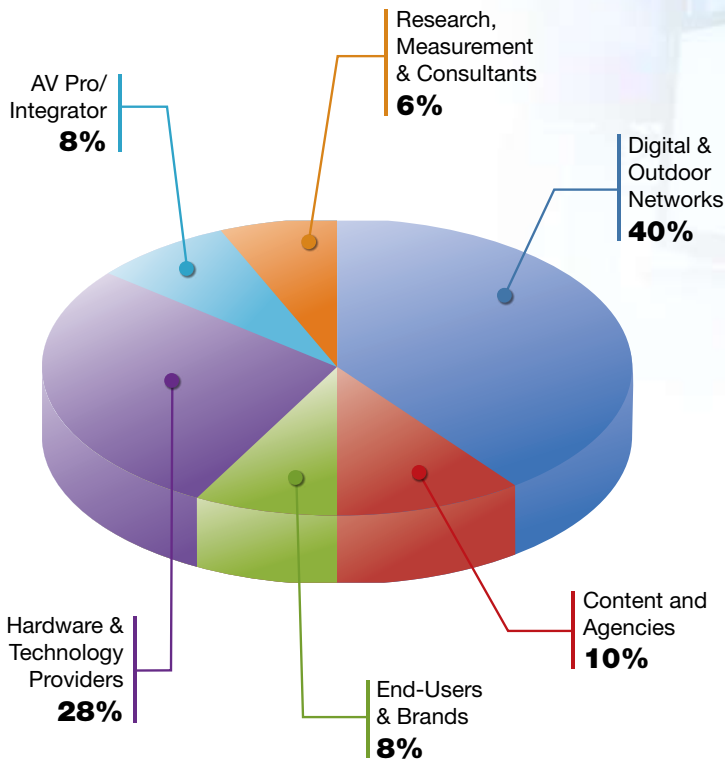
**Don Berardini,**  
*SVP, Sales & Marketing,*  
**OnSite Network, Inc.**

**2:30 PM** Conference Adjourns



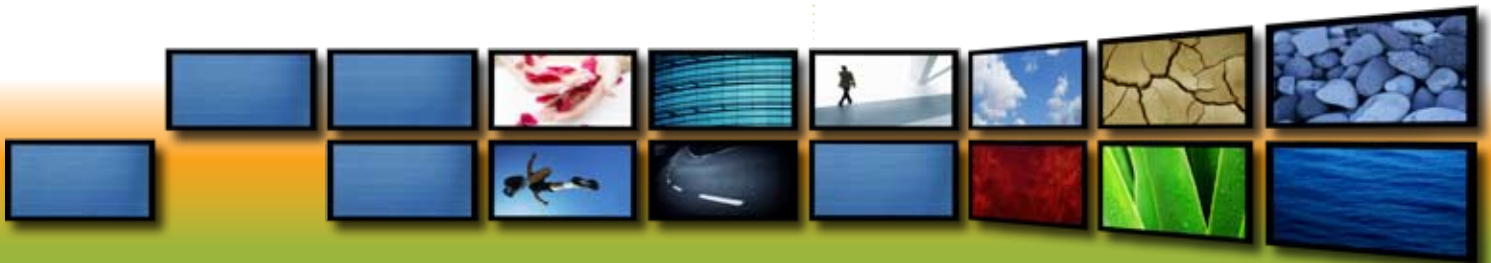
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# Who You'll Meet



## Past Attendees Include:

- Adcentricity
- AdSpace Networks
- AVI-SPL
- The Beer Store
- Bell Canada
- Captivate Network
- CBS Outdoor
- Darftfcb
- EnQii
- First National Bank
- Hyperspace
- Intel Corporation
- Maple Leaf Sports & Entertainment
- Neoti Braodcast Network
- Netsirk Digital Media
- Playnetwork Inc
- PRN
- SeeSaw Networks
- Spinitar
- Target
- Woodbine Entertainment
- Zoom Media



## Our Venue: swissôtel CHICAGO



Swissôtel Chicago is an all-glass triangular hotel, situated in the confluence of the Chicago River and Lake Michigan. The hotel has fabulous wrap-around views from Navy Pier to Millennium Park and is close to many Chicago attractions, including Navy Pier and The Magnificent Mile.

Swissôtel Chicago offers tastefully decorated and generously oversized rooms designed by noted Chicago architect, Harry Weese. Be sure to visit the 42nd-floor penthouse fitness centre and pool (fee applies). 24-hour room service and express checkout.

Swissôtel Chicago offers a variety of cultural and shopping weekend packages and provides a smoke-free environment.

Call 1-888-73-SWISS (79477) and book your room prior to **October 30<sup>th</sup>** to receive our conference rate of **\$209/night**.

<http://www.swissotel.com>

**Swissôtel** | Chicago 323 E. Wacker Drive Chicago, IL 60601-9722, USA



## Staying at the hotel has advantages for you!

- 1 The entire conference will take place inside the Swissôtel. You will be just steps away from all the sessions and networking action!
- 2 Specially arranged evening SOCIAL ACTIVITY to facilitate peer-to-peer interaction and networking will be taking place in the hotel.
- 3 Save \$30.00 per night! With the special room block mention "Strategy Institute" you will pay only \$209/night for a standard room in this luxurious hotel.
- 4 Bring your spouse & kids and enjoy a mini vacation while attending the conference.

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Wednesday, November 18<sup>th</sup>, & Thursday, November 19<sup>th</sup>, 2009 | Swissôtel Chicago | Chicago, IL

ATTENTION MAILROOM: If undeliverable to addressee, please forward to: President, CEO, Sales or Business Development Director

WHY YOU SHOULD ATTEND

- Make Money, Boost Revenue, Improve Operations, Drive Growth, Maximize Profit

HOW TO REGISTER

- E-Mail: registrations@strategyinstitute.com, Telephone: 1-866-298-9343, Fax: 1-866-298-9344, Mail: Strategy Institute, 230 Park Avenue 10th Floor, New York City, NY, 10169

Please register this person for: 5th Annual Building Your Digital Signage Business Conference

1 CONFERENCE PRICING

Table with 3 columns: Register by Sep. 30 (SAVE \$200! \$1,397), Register by Oct. 16 (SAVE \$100! \$1,497), Regular (\$1,597)

2 CONTACT DETAILS

Form fields for Delegate Name, Title, Company/Firm, Address, City, Prov/State, Zip Code, Telephone, Fax, Mobile, Email, Approving Manager's Name, Title

3 METHOD OF PAYMENT

Form fields for Payment Method (VISA, MasterCard, American Express, Payment Enclosed, Please Invoice Me), Card Holder's Name, Card Number, Expiration Date, Signature

Disclaimer: Strategy Institute reserves the right to change or adjust the agenda without notice.

REGISTRATION

The regular fee for the Summit is \$1,597.00. This investment includes luncheon, receptions, refreshments, networking breaks, continental breakfast, and original course materials.

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.

CANCELLATIONS

Cancellations must be received in writing by November 4th, 2009. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 administration fee.

\*\*EVENING SOCIAL ACTIVITIES: You are responsible for your own consumption costs.

CONFERENCE CODE: 109030