

Fourth Annual

Building Your Digital Signage Business

Wednesday November 19th and Thursday November 20th, 2008
Holiday Inn Chicago Mart Plaza • Downtown Chicago, IL

**Make Money ✦ Boost Revenue ✦ Lower Costs
Drive Growth ✦ Maximize Profit**



Mike Bosman,
CEO,
One Digital Media
(South Africa)



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



Richard Fisher,
President, Worldwide,
**Premier Retail
Networks (PRN)**



Marc Malovany, *Managing
Director – US, Hispanic
and Multi-cultural & Latin
America & Caribbean,*
ALCANCE/ Kinetic



Strategies From These Networks and Case Studies:

- ✓ One Digital Media (South Africa)
- ✓ Librium.TV (The Netherlands)
- ✓ Premier Retail Networks (PRN)
- ✓ InStore Broadcasting Network
- ✓ Submedia and The University Network
- ✓ REACH Sports Group
- ✓ Neoti Broadcast Network
- ✓ VA Medical Center
- ✓ Houston Airport System
- ✓ TV Mulher & Mae (Brazil)

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



Make money and grow your business!

The opportunities are ripe for the taking.

Do you have the game plan in place to take your digital signage business to the next level?

Will you be a part of this wave as the industry surges?

According to Northern Sky Research, the industry is poised to grow from an estimated installed global base of 200,000+ sites to more than 850,000 sites in the next five years.

Learn how to take part in this growth!

During the **ONLY** industry event to show you how to make money and grow your digital signage business, you will take away practical solutions that will help you:

- **MAKE** money with new market opportunities
- **DRIVE** growth by understanding what venues want
- **AVOID** costly mistakes with lessons learned
- **BOOST** revenue with sound business strategies
- **MAINTAIN** a competitive edge and maximize your profit

Exceptional Networking Opportunities

All the stakeholders will be in one place, at one time. Take this opportunity to meet with strategic partners that will help you make money, achieve growth and capitalize on a booming industry.

Learn From These Networks & Case Studies:

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

Take part in the critical discussion on strategies to make your digital signage network a success! Call 1-866-298-9343 or e-mail registrations@strategyinstitute.com today.

Practical tools and strategies specifically designed for:

- **OOH Digital Networks:** Source new ad dollars and build out your network. Benchmark against the competition and learn from the leaders
- **Traditional Billboard and Street Furniture Companies:** Learn how your company needs to adjust and capitalize on the vast digital opportunities
- **Integrators, Systems Contractors and Turnkey Solutions Providers:** Partner with key players and win new business for upcoming major digital signage deployments
- **Software Suppliers:** Get your latest software and content management applications noticed. Connect with networks, integrators, and venues, and grow your business
- **Flat Panel Display Suppliers:** Highlight your latest technology and win new business
- **Mobile, Interactive, Touch Screen, and RFID Technology Providers:** Get a piece of the pie and learn how you can collaborate with the next digital signage deployment
- **ISP, Satellite, Cable, and Wireless Providers:** Pitch your case to decision-makers on why your media transport solution is the best
- **Content Providers and Creators:** Form strategic partnerships and generate awareness for your offerings
- **Retailers, Hotels, Hospitality and Entertainment Facilities:** Enhance the visitor experience and generate revenue from partners who want to advertise on your network

About the event

The fourth year of this prestigious event will once again bring together all the stakeholders who are serious about building and growing their digital signage business. With expanding end-user verticals and increasing acceptance for digital out-of-home advertising, this event makes a marked difference in contributing to best practices, strategies, and tools for success.

Hear from these leaders:



Tim Hanlon,
EVP, Ventures,
Denuo (Publicis)



Kris R. Vollrath,
VP/GM,
Advanced AV – ATG



Kelly McGillivray, *President & Chief Methodologist,*
Peoplecount



Robert Brazell,
CEO,
InStore Broadcasting Network



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

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

Andre Kazakov, *Andyk Video*

"Well rounded information base."

Rich Hoffman, *Rhombus Services*

"Great case studies and diversity of speakers."

Mark Upsdell, *Hewlett Packard*

"Exceeded expectations!"

Jeff Cohen, *Chyron Corp.*

"Great conference. Speakers were top-notch 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*

Ensure Your Leadership with a Customized Sponsorship/ Exhibit Package

Showcase your company as an industry LEADER. Be visible. Select sponsorship packages are still available. To learn more, contact **Himani Dureja** at 1-866-298-9343 x269, or e-mail dureja@strategyinstitute.com.

Day One

Wednesday November 19th, 2008

7:15 AM Registration Opens & Continental Breakfast

8:30 AM Opening Comments From the Chairperson
Keith Kelsen, *Founder & Executive Chairman, MediaTile*

8:45 AM

Opening Address:

The Future of In-Store Media



Richard Fisher, *President, Worldwide, Premier Retail Networks (PRN)*

9:15 AM

World's Top Digital Signage Networks: Emulate Their Success!

Profitable bottom-lines and scale – join the leaders who have been strategic in their thinking and driven success to the limits. Hear how these networks climbed to the top.

- Growth and partnership strategies
- Winning revenue/business models
- Unique market opportunities

Be armed with critical information so you can emulate their successes.



Mike Bosman, *CEO, One Digital Media (South Africa)*



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

10:15 AM

Demand Forecast:

Pinpoint Growth Areas to Build Your Business

The opportunities are ripe for the taking. Do you have a game plan in place to take your digital signage business to the next level? Hear critical information on:

- Key trends and growth drivers
- Industry size, segmentation, and forecast
- Areas of opportunity and trends among vendors

Learn where skyrocketing growth is taking place and pinpoint your opportunities.



Christopher Baugh, *President, Northern Sky Research (NSR)*

11:00 AM Mid-Morning Networking Break

11:30 AM

Building Relationships With Integrators and Winning New Business

As the hub-of-the-wheel, integrators are the center of influence in a digital signage deployment. Understanding what they are looking for is key to winning new business! Join this one-of-a-kind session as integrators speak out.

- Areas for improvement
- What is working well
- Biggest mistakes being made

Get honest feedback to help you improve your service and win new business.



Kris R. Vollrath, *VP/ GM, Advanced AV – ATG*



Jim Huber, *Director of Sales & Business Development, NOR-COM*



Mike White, *President, Multi-Media Solutions Inc.*

12:15 PM

Healthcare Case Study

Selecting the Right Software and Hardware to Match Your Network Objectives

You will spend thousands of dollars on a digital signage deployment! A practical understanding of the best fit is critical. Hear how a leading medical network developed from the ground up and learnt from its experience.

- Objectives of a digital signage network and factors for success
- Key criteria for vendor selection and differentiation
- Perspective from the software and hardware supplier

Make an informed choice when it comes to your software and hardware suppliers.

Gregg Tarquinio, *Founder, MedCenterDisplay*
Sanjay Manandhar, *Founder & CEO, Aerva, Inc.*

12:45 PM Networking Luncheon

Sponsored by: 

2:00 PM

Keynote Address:

In-Store Media, Digital OOH and Madison Avenue



Robert Brazell, *CEO, InStore Broadcasting Network*

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2:30 PM **Case Study**

Convincing Locations and Building the Business Case for Ad-Driven Networks

Location owners need a convincing and persuasive business case as to why they ought to invest and partner on a digital signage network. Hear how one network makes it work.

- Business model validation with real evidence
- Characteristics of a successful situation
- Templates and check lists to make your pitch

Source insights to help you make the case and win contracts.



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

3:00 PM **Venue Panel**

Understanding What End-Users, Venues and Public Spaces Expect from Networks, Integrators, and Hardware and Software Providers

How can you exceed expectations and win new business? Listen to your customers! Hear what decision makers are looking for when it comes to digital signage.

- Recognize the needs of different markets
- Identify barriers to buy-in and ways to overcome them
- Hear what's working well and what can be improved

Use this critical market research information to better your service offerings and win new business.

Tony Barnett, *A/V Specialist, VA Medical Center*

Glenna Greer, *Public Affairs Officer, VA Medical Center*

Jerry Roberts, *Director of Technology, Cincinnati Public Schools*

Cal Barksdale, *President, Smart City Initiative/First Response (SCIFR, Inc.)*

3:45 PM Mid-Afternoon Networking Break

4:15 PM **Top Developments of 2008:**

Leaders, New Business Won, and Predictions

As digital signage continues to charge full steam ahead, new business developments are unfolding. Keep your finger on the pulse of the industry and exploit areas of growth.

- Who the leaders were and who won new business
- Find out about new installations planned for 2009
- Review mergers and acquisitions

Pinpoint industry opportunities and adjust your business strategy accordingly.



Bill Yackey, *Editor, Digital Signage Today*

4:45 PM **Exclusive Cocktail Reception**

Be at the center of the action and rub shoulders with all the digital signage players. Bring your business cards!



Day Two

Thursday November 20th, 2008

7:30 AM Registration Opens and Continental Breakfast

8:35 AM Opening Comments From the Chairperson

Keith Kelsen, *Founder & Executive Chairman, MediaTile*

8:45 AM **Keynote Address:**

Engaging the Increasingly Elusive Hispanic & Consumer: Challenges and Opportunities



Marc Malovany, *Managing Director - US, Hispanic and Multi-cultural & Latin America & Caribbean, ALCANCE/ Kinetic*

9:15 AM **Interactive Media Panel:**

Successfully Pitching Media Executives and Hearing Real Time Feedback From Decision Makers

In this interactive session, hear two network operators pitch to a panel of media executives who will then provide real time, real life feedback! Operators will have 15 minutes each to make the pitch on why THEIR digital signage is the right placement. Media buyers (acting as judges) will provide constructive feedback and perspectives.

Take away critical information to make your next media planner pitch and win new business.

Media Agency:



Tim Hanlon, *Executive Vice President, Ventures, Denuo*



Patrick Moorhead, *Director of Emerging Media, Avenue A | Razorfish*

Network:



Peter Corrigan, *President, Submedia & The University Network*



Darren Wercinski, *CEO & Co-Founder, REACH Sports Group, Inc.*

Agenda Continues (see next page)

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

Day Two (continued)

Thursday November 20th, 2008

10:00 AM

Measurement & Pricing:

Quantifying and Communicating Value for Your Digital Signage Network

As the digital out-of-home industry continues to grow, best practices and standards are emerging on network measurement and pricing. Hear how the industry can continue to achieve acceptance and growth by speaking the same language.

- Metrics available and methodologies
- Correlate metrics to pricing
- Set the rate card and justify price

Use the data to ensure you price your network accordingly and maximize your profit.



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



Kelly McGillivray,
President & Chief
Methodologist,
Peoplecount

10:45 AM Mid-Morning Networking Break

11:15 AM

Airport Case Study

How to Build a Sustainable Network: Best Practices, Know-How and Strategies

Effective digital signage gives the audience the information they need and enhances the experience along the way. Find out how the Houston Airport System built its network to assist in the safe flow of over 50 million passengers each year.

- Choosing digital signage in place of static
- Exploring operational conditions for digital signage displays
- Selecting the vendors for hardware and software

Take away insights on how you can improve way-finding and lower costs.

Ulf Lueders, *Manager Terminal Services Group, Public Safety and Technology Division, Houston Airport System*

Mike Davis, *President, Infax*

12:00 PM

Future of Digital Signage

Capitalizing on Technological Advances to Enhance the Value of Your Network

New technologies, including directional sound, RFID, interactive screens, and mobility are creating "smart" signage. Hear how new developments can maximize engagement.

- Review current applications and what's to come
- Rationalize the investment in technology
- Learn best practices in adopting technology

Stay competitive by incorporating the latest technology within your business strategy.

Allan M. Olbur, *Vice President,*
In-Store Merchandising Solutions, Inc.

More to come...

12:45 PM Networking Luncheon

2:00 PM

Case Study

Selecting a Niche and Building a Successful Local Network

While many networks are chasing national footprints and scale, there are great opportunities in community networks and selling to local advertisers. Hear how one network with screens in Indiana and Ohio is making it work.

- Value proposition for local advertisers
- Convincing location owners
- Pros and cons of community focus

Boost your network's revenue and maximize the value proposition to local advertisers.



Derek Myers,
CEO,
Neoti Broadcast
Network



Justin Clupper,
Program & Public
Relations Manager,
Neoti Broadcast
Network



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2:30 PM

Power Panel

Media Transport and Software Strategies: Driving Excellence in How Your Digital Signage Network Operates

Be prepared for one of your most important investment calls. Join this session on the step-by-step decisions for selecting or switching your software and media delivery method, no matter how many sites.

- Content creation, management and reporting capabilities
- Security and scalability
- Network connectivity and bandwidth control

Ensure your investment is the right one to help you lower costs and maximize quality.

3:15 PM Mid-Afternoon Network Break

3:30 PM

Content Showcase:

Captivating and Exciting Creative to Drive Ad Sales

As a way to foster innovation and growth in content production, the "Fourth Screen Award" was established to celebrate the most innovative and effective ads. Join this interactive session to review past winners and discuss:

- The makings of "good" digital signage content
- Achieving results with creative content
- Understanding the ad creation process

Take away ideas to drive creativity and meet your objectives.



Jake Lambert, *Content Director*,
Draftfc

4:15 PM

Fail to Plan and Plan to Fail:

Understanding the Key Success Factors of a Digital Signage Project

A must-attend session breaking down the key factors of a digital signage deployment. As technology is no longer driving the installs, hear an industry leader share what needs to be done so your project doesn't fail.

- Setting objectives and creating a budget
- Managing client expectations
- Strategies to avoid costly mistakes

Get a clear understanding of the game so you can maximize your profit.

Bill Gerba, *President & CEO*, WireSpring Technologies

5:00 PM Conference Adjourns

Conference Venue:

Holiday Inn Chicago Mart Plaza



As a guest at this Chicago hotel, you'll have it all within walking distance: great restaurants, intimate wine bars, exotic art galleries, stunning architecture, and a wealth of other cultural attractions. This Chicago hotel is also only a short ride or walk to Michigan Avenue and the exclusive 'Magnificent Mile' shopping district, is adjacent to the Merchandise Mart, and minutes from the Loop, Downtown Chicago's business center.

Reserve your room before October 19th by calling 312-836-5000 and mention Strategy Institute to receive our conference rate of \$199/night plus taxes.

Holiday Inn Chicago Mart Plaza
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How to Register (see next page) →

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



Why You Should Attend:

- ✓ Make Money
- ✓ Boost Revenue
- ✓ Lower Costs
- ✓ Drive Growth
- ✓ Maximize Profit

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 USA 10169

VIP Code: A

Please register this person for: **Building Your Digital Signage Business**

1 Conference Pricing

Early Bird Rate: <i>Register by September 19th</i>	<input type="checkbox"/> \$1397*
Early Bird Rate: <i>Register by October 12th</i>	<input type="checkbox"/> \$1497*
Regular Conference Investment	<input type="checkbox"/> \$1597*

2 Contact Details

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Registration: The regular fee for the Summit is \$1597.00. 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, 4 (or more) 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 November 5th, 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.

CONFERENCE CODE: 108030