ENGAGE
NOVEMBER 9-10 2011
JAVITS CONVENTION CENTER
NEW YORK, NY

REGISTER NOW
WWW.CETWORLD.COM

Featuring:
KioskCom
The official show of the
digital signage
screen media

THE EVENT FOR MULTI-CHANNEL ENGAGEMENT STRATEGIES & SOLUTIONS
Why Customer Engagement Technology World?

Because we’ve got it all. From kiosks to digital signage, from mobile marketing to social media… CETW is focused on leveraging the integration of emerging media across multiple channels to activate customer engagement.

Your customers are constantly consuming information, through a variety of channels, often simultaneously and whether they realize it or not. They are engaging with each other and their favorite brands in new ways every day.

CETW delivers a first-hand look at emerging technologies and gives you access to case studies and experience from thought-leaders across the industry.

Roll up your sleeves and get ready to experience the newest technologies and innovative thinking behind some of today’s multi-channel campaigns and experiences.

Register Now!

Use VIP Code CET15F to get your free pass. See page 11 for details.

www.cetworld.com
Special Keynote Presentations include:

Wednesday, November 9, 9:00 - 10:00 AM
Driving Customer Engagement through Digital Experiences
B. Joseph Pine II
Co-founder, Strategic Horizons LLP

Thursday, November 10, 9:00 – 10:00 AM
MetLife at the Meadowlands: The Next Level of Customer Engagement
Jeff Damon
Vice President, MetLife

Thursday, November 10, 3:15 – 4:00 PM
Ten Mobile Social Trends for 2012 and Beyond
David Berkowitz
Senior Director of Emerging Media & Innovation, 360i

Industry leaders set to share their insights include:

- Brian Ardinger, Nanonation; Digital Screenmedia Association
- Amanda Batista, Retail Touchpoints
- Ron Bowers, Frank Mayer & Associates
- Jenny Brinkley, ASCENTIUM
- Gerald Buchko, Jump.ca
- Lyle Bunn, BUNN Co.
- Jeff Busch, Coca-Cola North America
- Michael Chase, St. Joseph Content
- Jeff Collard, Omnivex
- Laura Davis-Taylor, BBDO/Proximity Network
- Kari Hume, Cabela’s
- Asif R. Khan, Location Based Marketing Association
- Jeremy Lockhorn, Razorfish
- Lucas Peltonen, OOH Pitch
- Bob Plante, BMW LLC
- Patrick Quinn, PQ Media
- Chris Rezendes, VDC Research Group
- Pay Rotolo, Posterscope
- Tim Ruban, Radical Computing Corporation
- Kimberly Sarubbi, Saddle Ranch Productions
- Chuck Simmons, Amtrak
- Graeme Spicer, NEC Display Solutions of America
- Ian Stewart, Colonial Downs
- Jennifer Tattenbaum, The Shubert Organization
- John Turato, Avis Budget Group
- Danna Vetter, ARAMARK
- Bradley Walker, Nanonation
- Janet Webster, Creative Solutions Consulting, LLC
- George Yunis, ARAMARK Strategic Assets

www.cetworld.com/keynotes.asp
www.cetworld.com/speakers.asp
Mobile Strategies Forum

**Wednesday, November 9, 1:00 - 3:00 PM**

The Mobile Strategies Forum is a face-to-face small group setting of brands, venues and agencies to have candid interactive discussions with like-minded colleagues regarding their mobile strategies & campaigns. Attendees must be pre-approved.

**Discussion topics include:**

*in-venue customer experience, mobile content, mobile payments and the mobile app ecosystem.*

[www.cetworld.com/mobileforum.asp](http://www.cetworld.com/mobileforum.asp)

Self Service Strategies Forum

**Thursday, November 10, 1:00 - 3:00 PM**

The Self-Service Strategies Forum is a face-to-face small group setting of venues, brands and other deployers candid interactive discussions with like-minded colleagues regarding their self-service and kiosk initiatives. Attendees must be pre-approved.

**Discussion topics include:**

*self-service's impact on customer loyalty, purchase patterns, operational efficiencies, brand awareness and product reach.*


SPEED II ... separate registration required

You’ve heard about it … You’ve seen it online …. Now, in a live setting, the acclaimed SPEED II training workshop will be delivered from November 9-10, 2011 in New York City

SPEED II delivers in-depth analysis and strategies for organizations deploying dynamic place-based signage. SPEED II will be delivered in two 2-hour long sessions at CETW:

- **Part One (Wednesday, Nov. 9, 10:30 am -12:30 pm)** focuses on Project, Network and Business Planning
- **Part Two (Thursday, Nov. 10, 10:30 am -12:30 pm)** focuses on Content Strategy and Ad Revenue Achievement

*Separate Registration Fee – Not Included in Full Conference Pass.*

SPEED II attendees receive 4 renewal units (RU) for InfoComm CTS. An in-depth SPEED II curriculum outline can be found at [http://lylebunn.com/speed.aspx](http://lylebunn.com/speed.aspx)

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[www.cetworld.com](http://www.cetworld.com)
Relevant Programming and Dynamic Session Topics Include:

- **Upgrading Your Customer Experience Through Self-Service Technologies**
  - Creating a Kiosk They Will Use: Customer Centric Design
  - Understanding the Landscape of Customer Engagement Technology 101: Tutorial & Tour
  - The Tablet Factor in Customer Engagement
  - How to Succeed with Multiple-Facility Digital Signage Deployments

- **Integration: How to Achieve Intelligent Customer Interaction**
  - Producing Content for Distribution across Multiple Platforms and Channels
  - A Match Made For Engagement: Digital Signage and Location-Based Mobile Marketing

- **ROI vs. ROE: The New Benchmark of Emerging Technologies**
  - 3D DOOH: Ready for Takeoff?
  - Developing Compelling Branded Content for DOOH
  - ROI Analysis as a Critical Project Element
  - Positioning Advertising-Supported Networks for the Ad Buy
  - Precision Targeting – Getting Your Message Out Through Digital Place-Based Media

- **Hybrid Experiences – the Holy Grail for Customer Engagement?**
  - Building Customer Relationships Through Mobile Applications
  - Mobile In-Store – How Smartphones are changing the Retail Environment
  - Choreographing Consumer Touchpoints: Mapping the Path to Purchase

- **Hopping on the Mobile/Social Shopping Bandwagon**

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Something for Everyone

- Agencies
- Marketers
- Service & Operations
- Digital Signage Networks
- Systems Developers/Integrators
Special Events

The DSA Dinner Cruise in San Francisco was a big hit, so make plans to be in New York November 8! You won’t want to miss the pre-show party Tuesday night hosted by the Digital Screenmedia Association. The venue in NYC will be announced shortly. To get a feel for the last event, check out the “DSA Dinner Cruise” on YouTube. Keep an eye on digitalscreenmedia.org for developing details.

**Do you have the Next Big Idea for a kiosk?**
Coinstar, Inc. is awarding $10,000 at the 2011 New York event for the best new concept in retail-based kiosks. Entries are due September 30, 2011. Entry forms and complete contest rules, judging criteria, odds of winning and prize description are available at www.coinstarinc.com/ideas. No purchase or payment of any kind is necessary to enter or win. Void where prohibited.

**Wednesday, November 9, 4:00 PM**
**Thursday, November 10, 3:00 PM**
Join us in the Exhibit Hall for refreshments with all attendees. Unwind with your peers, compare notes, meet more exhibitors and make your dinner plans!

Not sure where to start? Take one of these tours of the CETW Exhibit Hall:

**Mobile Engagement Technologies Tour:** Tips, Tricks and Apps You Can’t Engage Without

**Digital Signage Connections Tour:** Understand How Digital Signage Accomplishes Your Engagement Strategy

**Self Service Tour:** Need-to-Knows for Your Kiosk Technology Deployment

**Multi-Channel Customer Engagement Technologies Tour:** How the Puzzle Pieces Fit
Educational Sessions in the Tech Talk Theater

All attendees are welcome to attend our popular Tech Talks in the theater in the CETW exhibit hall. Topics include:

- What You Don’t Know (and People Won't Tell You) About Digital Signage
- Maximizing Your Cash Management through Intelligent Technology
- Choosing the Right Digital Signage Solution for Your Business
- Automating the Cash Room: Self-Service Strategies to Achieve
- Maximizing Your Technology Investment and Reaching ROI Faster
- The Top 7 Criteria for Successful Display Technology Purchases and Integration
- The 11 Do’s & Don’ts of Creating Compelling, Engaging Content
- How Connectivity can Cripple Your Project: The Top Five Pitfalls to Avoid
- Launching a Mobile Payment Strategy: Myth vs. Reality
- The Hows and Whys of a Successful Mobile Marketing Campaign
- Expanding Customer Reach through Integrated Engagement Technologies
- How Self-Service Kiosks Improve Operational Efficiencies and Reduce Expenses
- How to Know When You Need a Self-Service Kiosk Program

Tech Talks will be presented by:

Register Now!

Use VIP Code CET15F to get your free pass. See page 11 for details.

www.cetworld.com
Expo Features

The **Out-of-Home Zone** provides attendees with insights into the engagement opportunities for advertisers, agencies and locations through digital-out-of-home media networks and digital placed-based media. Stop by to understand how to take advantage of this emerging media technology to engage with your customers and prospects.

*Sponsored by CARE Media and Saddle Ranch Productions*

The **Mobile Solutions Center** provides attendees with a focused area for mobile solutions. From mobile marketing to payment, from apps to SMS advertising, engage with solutions that can help develop your mobile engagement program.

In the **SocialSphere**, chat with a media relations specialist about maximizing social media tools for your business… get tips and tricks for Twitter, Facebook, LinkedIn, YouTube and more … see what people are posting live from CETW and tweet, share links, update your status, blog, post photos and/or video to share your event experience in real time!

*Sponsored by CARE Media and Edelman*

In the **Blogger Zone**, leading electronic journalists/bloggers will have a home base to update their followers on all of the content and announcements at the show. Observe this virtual newsroom in action!

*Sponsored by CARE Media*

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**Exhibit Hall Hours**

**Wednesday, November 9**  
10:00 AM - 5:00 PM

**Thursday, November 10**  
10:00 AM - 4:00 PM
Visit hundreds of exhibitors at the CETW Expo!

Solutions you’ll find include:

**Digital Signage Solutions**
- Digital Signage Hardware
- Digital Signage Software (Content/Application Creation & Management)
- Content Production & Strategies
- Screen Manufacturers (Touch Screens and other Monitors)
- Media Players
- Mounting Solutions
- Installation & Maintenance Services
- Transportation, Logistics and Shipping

**Interactive Solutions**
- Interactive Multimedia
- Interactive Tablet Computing
- Wayfinding
- Content Creation, Management and Production
- Interactive Retailing/Interactive Vending
- Hand Held Devices
- Installation & Maintenance Services

**Digital Out-of-Home & Place Based Media Networks**
- Digital Advertising Creation and Hosting
- Content Creation
- Content Management & Scheduling Software
- Cross Channel Marketing Solutions

**Mobile Solutions**
- Mobile Payments/Mobile Commerce
- Mobile Marketing/Advertising
- App Providers
- Content Creation, Management and Production

**Kiosks & Self-Service Terminals**
- Application/Content Creation & Management Software
- Enclosures/Enclosure Design
- iPad Kiosks
- Automated Retailing/Automated Vending
- Cash Acceptors, Dispensers, Recyclers, Validators & Security
- Credit/Debit Card Readers
- Keyboards/Keypads
- Printers
- Screen Manufacturers (Touch Screens and other Monitors)
- Payment/Transaction Processing
- Installation & Maintenance Services
- Equipment Leasing & Rental
- Connectivity Solutions
- Barcode Readers
- Safety/Security & Locks

Exhibitors include:

Accuview, Inc.
Aci Technology, Inc.
Actineon, Inc.
ARCA
Bi-Search International, Inc.
Black Box
Care Media Holdings
Chetu Inc
Citizen Systems America Corporation
Code Corporation
ComQi
Custom Intercept Solutions
DFI Technologies
Dynasign
Eastman Kodak Company
Edelman
Epson America
Esprida Corporation
Frank Mayer & Associates, Inc.
Fujifilm
Fujitsu Components America
GLORY (U.S.A.) INC.
Innovative Office Products
Kaba Mas
KidCARE TV
K ioware Kiosk Software
Livewire Digital
Lumio Inc
MagTek, Inc.
Manage Mobility
McLean/Pentair Technical Products
Nanonation
NCR Netkey
NEC Display Solutions
Nippon Primex
Northeast Lock
Olea Kiosk Inc
Omnivex
Panasonic Solutions
Parabit Systems, Inc.
Pay-Ease Inc
Peripheral Dynamics, Inc
PetCARE TV
Powerhouse Retail Services
Practical Automation
Radical Computing
Reality Interactive LLC
RedDotNet
Reflect
RewardMe
Saddle Ranch Productions
Samsung
Screeneed - The Digital Signage Content Store
Screenreach Interactive Ltd
Seatac Digital
Seiko Instruments
Seneca
Shenzhen Threestars Kiosk Co., LTD
Sierra Wireless
SocialSphere
Southern Specialties
Sprint
Symon Communications
Touch Revolution
TSD Electronics Technology Co., Ltd.
ULTIMedia USA
Verizon Wireless
Visilogix
Women’s HealthCARE TV
You Crate, an R&L Carriers Co.

Visit www.CETWorld.com/exhibitors.asp for a current list of exhibiting companies.
CET World is the official show of the Digital Signage Association.
Register & Save

Full Conference Pass (includes admission to exhibit hall, all conference sessions, Tech Talks Theater, keynotes and receptions)

Qualified End-Users* (see qualification details below) .......................... COMPLIMENTARY
Please use the VIP Code CET15F when registering.  Register Now!

Non-End-User Professionals: ......................................................... $695/795/995
(requiring on date of registration)

Exhibit Hall Only (includes admission to exhibit hall, Tech Talks Theater and keynotes):

Through 10/11/11 ......................... Free
After 10/11/11 ............................ $50

For all questions regarding CETW registration, please call 203-371-6322.

Why is it free?
It is the goal of CETW to ensure that meaningful connections are made between you (the attendee) and your peers, our speakers and our exhibitors. We make every effort to remove roadblocks, like the cost to attend, so that professionals like you from brands, locations, agencies, networks and more can engage face-to-face with strategy and solutions providers to in turn engage YOUR customers. In short, we practice what we preach!

Hotel/Travel Information:
For special hotel/travel rates and information, please visit www.CETWorld.com/travel.asp

COMPLIMENTARY FULL CONFERENCE PASS*: Qualified professionals are employed by a brand in an industry such as retail, financial services, food service, travel, hospitality, government, healthcare, CPG, etc. or an advertising/marketing agency.

COMPLIMENTARY EXPO PASS*: Qualified professionals meet the criteria listed above for free full conference admission OR you demonstrate to show management that: You represent a DOOH (digital out-of-home) Media Network (Network Owner/Operator); You are responsible for purchasing digital advertising for your company or clients; Your company has place-based media deployments in your organization; You are a systems/AV integrator or reseller; You are attending specifically to purchase necessary technology for your kiosk/digital signage/mobile deployment networks.

You MUST provide a company web site on your application to qualify for either complimentary pass. Visit www.CETWorld.com/register.asp for complete qualification details. Email us at info@jdevents.com with any questions.

* All complimentary pass requests will be reviewed and qualified individually, and you will be notified within 10 days if your registration has been approved. Customer Engagement Technology World reserves the right to decline complimentary conference or expo passes at its own discretion.

Register Now!
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