

3 out of 5

Directors, VPs
& CEOs

2nd Annual Internet Marketing Strategies 2006

A Frost & Sullivan Interactive Symposium

An Interactive Two-Day Symposium for Maximizing Internet Marketing Effectiveness Through New Techniques, Technologies and Management Strategies

January 26-27, 2006

**Pointe Hilton Squaw Peak Resort
Phoenix, AZ**

CUTTING-EDGE CONTENT

- Integrated campaign management
- Web analytics
- Behavioral targeting
- Leveraging blogging
- Segmentation strategies
- Promotion and PR strategies
- Boosting email response rates

Industry Insights and Case Histories By:

- Dow Corning
- Fidelity Investments
- Hitachi Data Systems
- iBasis
- Intuit Inc.
- Kelley Blue Book
- Kraft Foods, Inc.
- Live Nation
- National Semiconductor Corp.
- Starwood Hotels and Resorts Worldwide, Inc.
- United Online, Inc.
- Verizon

OPTIONAL UPGRADE:

**Sales & Marketing 2006, West:
A Frost & Sullivan Executive MindXchange
January 22-25, 2006**

**Pre-Event Workshop
January 25, 2006
Bringing Meaning into Monday™:
A Customer-Centric Approach to
Succeeding in a Flat World**

- Custom Content

- ThinkTanks

- Roundtable Discussions

- Ask the Experts Panel

- Q&A Discussions

- Ice Breakers

- Thought Leader - Hosted Luncheon Tables

- Solutions Wheel

- Peer Councils

- Mindshares

INTERNET MARKETING STRATEGIES SPONSORS AND EXHIBITORS

netconcepts®
get found

DigitalGrit™
More Effective Web.

SEO inc
Search Engine Optimization

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company founded in 1961, partners with clients to create value through innovative growth strategies. The foundation of this partnership approach is our Growth Partnership Services platform, whereby we provide industry research, marketing strategies, consulting and training to our clients to help grow their business. A key benefit that Frost & Sullivan brings to its clients is a global perspective on a broad range of industries, markets, technologies, econometrics, and demographics. With a client list that includes Global 1000 companies, emerging companies, as well as the investment community, Frost & Sullivan has evolved into one of the premier growth consulting companies in the world.

Frost & Sullivan's Events division was launched in the 1970s. Frost & Sullivan Executive MindXchanges are uniquely designed to integrate training, research and strategic growth consulting skills with communication among the players in the industry. The events provide senior-level management executives with insights into market opportunities, competitive threats, technical trends, emerging markets and competitive strategies. Frost & Sullivan offers participants unique strategic content, competitive benchmarking insights, and opportunities to network with key industry executives in an 80% interactive format.

Guaranteed Participant Take-Aways:

- Business peer networks: Join an intimate group of online decision-makers building and leveraging their knowledge, contacts and resources
- Inspiration: Listen to cutting-edge ideas, embrace new techniques, and find out what works and what doesn't at other companies
- Validation: Compare roadmaps with, and get practical advice from a panel of experts as they share thought leadership and expertise
- Product and service knowledge: Instantly expand your toolkit and get information first-hand from leading consultants and vendors at our solutions wheel, exhibition and product showcases

Who Should Attend

- CEOs, COOs, CMOs, CSOs, Presidents, General Managers
- VPs & Directors of Sales, Marketing, Channel Sales, Distribution
- Senior Managers of Sales, eBusiness, Brand/Product, Internet Marketing, Direct Marketing, Branding, Promotions, Corporate Communications
- Strategic Sales, Marketing, and Business Development Management

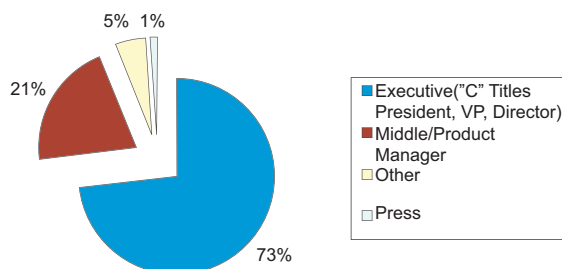
Media Sponsors



PARTIAL PARTICIPANT LIST FROM PREVIOUS INTERNET MARKETING STRATEGIES SYMPOSIUMS:

20-20 Technologies, Inc. • Accenture • Aliant Telecom • American Suzuki Motor Corporation • Autobyte Inc. • Basell North America, Inc. • bcgi • Boston Scientific Corporation • Careerbuilder • Clarity • Clear Channel Communications, Inc. • Compucom Systems • Computer Associates • Corporate Express, Inc. • Cummins Corporation • Discover Financial Services • Dow Corning • Earthlink, Inc. • Fairmont Hotels & Resorts, Inc. • Fidelity Investments • Fluke Networks • GlaxoSmithKline • Hershey Food Corporation • HiEnergy Technologies, Inc. • Hitachi Data Systems • iBasis, Inc. • Kelley Blue Book • Kraft Foods, Inc. • Lennar Corporation • Marriott International, Inc. • Medrad, Inc. • Michelin North America • Mitsubishi Electric Automation • Neff Corporation • ON Semiconductor • Optech • PartnerCentric • PlattForm Advertising • Schneider Electric • Siegel & Gale • The Medipattern Corporation • TIMCO Corporation • TransAmerica • W.L. Gore & Associates, Inc. • Western Union

Participant Profile





Schedule at-a-glance

WEDNESDAY, JANUARY 25, 2006

OPTIONAL AFTERNOON WORKSHOP

Bringing Meaning into Monday™: A Customer-Centric Approach to Succeeding in a Flat World

12:00pm Registration and Networking Luncheon

1:00pm Workshop Begins

5:00pm Workshop Concludes

THURSDAY, JANUARY 26, 2006

INTERNET MARKETING STRATEGIES SYMPOSIUM

8:30am Registration, Continental Breakfast, and Exhibition

9:00am INTERACTIVE - Ice Breaker, Welcome, and Introduction

9:15am EXECUTIVE INSIGHTS - Lions and Tigers and...Podcasts? Oh My!

10:00am CASE HISTORY - Extracting Greater ROI for Online Efforts: Strategies & Lessons from Measuring End-to-End Customer Interactions

10:45am Networking, Refreshments and Exhibition

11:15am INTERACTIVE - Concurrent Peer Councils

Tackle new concepts and challenges with like-minded peers in these practitioner-led discussions.

Choose one of the following:

1. Audience Segmentation through Design and Analytics
2. Marketing's Balancing Act: Personalization vs. Privacy

12:15pm SOLUTIONS WHEEL

Play the "wheel" and join a series of rapid-fire one-on-one meetings with leading solution providers.

12:45pm The Power Lunch: Networking Roundtables
Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

1:45pm INTERACTIVE - Concurrent ThinkTanks

Work with your peers in structured interactive sessions on approaches to solving common challenges and pain points.

Choose one of the following:

1. CAN-SPAM Compliance
2. Leveraging the Explosive New Blogging Trend in Your Integrated Marketing Mix

3:15pm Networking, Refreshments and Exhibition

3:45pm EXECUTIVE INSIGHTS - Advertising on the "Next Generation" Internet...A Marketer's Perspective

4:30pm INTERACTIVE - Ask the Experts! Panel, Questions, and Answers
Online Promotion and PR Strategies

5:15pm Networking Reception

FRIDAY, JANUARY 27, 2006

INTERNET MARKETING STRATEGIES SYMPOSIUM

8:30am Continental Breakfast and Exhibition

9:00am Ice Breaker and Overview

9:15am INTERACTIVE - Vendor/Audience Crossfire: Organic & Paid Search Strategies: Which to Use and When

10:15am Networking, Refreshments and Exhibition

10:45am INTERACTIVE - Concurrent Mindshares

Benefit from the combines expertise of a Thought Leader panel as they address real-world issues and your related questions.

Choose one of the following:

1. Practical Strategies for Boosting Email Response Rates
2. Web Analytics

11:45am INTERACTIVE - Concurrent Roundtable Discussions

Participant-driven discussions focusing on your key issues and concerns.

Choose one of the following:

1. Conversion Strategies - Turning Traffic into Leads
2. Optimizing for Best ROI

1:00pm Luncheon

2:00pm Networking, Refreshments and Exhibition

2:30pm Symposium Concludes

Wednesday

January 25, 2006

BRINGING MEANING INTO MONDAY™: A CUSTOMER-CENTRIC APPROACH TO SUCCEEDING IN A FLAT WORLD

12:00pm Registration and Networking Luncheon

1:00pm Workshop Begins

1:15pm The Case for Change

2:45pm Refreshment Break

3:15pm Focusing on the Customer

5:00pm Workshop Concludes

"... failure to navigate the rapid changes brought about in the marketplace may be a warning to all the businesses, institutions, and nation-states that are facing inevitable, even predictable, changes but lack the leadership, flexibility, and imagination to adapt - not because they are not smart or aware, but because the speed of change is simply overwhelming them".

Thomas L. Friedman
Author
The World Is Flat

Customers hold the key to sustainable success - profit and people. Yet, unfortunately, many organizations continue to struggle with serving them ... *effectively*.

Organizations require productivity and creativity, while **people** require motivation and energy. Customers provide focus and sense-of-purpose to an organization, which improves the quality of the social atmosphere, and, as a result, increases financial performance, productivity, creativity, teamwork, morale, and responsiveness to change. As the world flattens and becomes more interconnected, successful organizations must be skilled at managing increasingly complex interdependencies. Customers provide the north star.

A recent Gallup survey discovered that employee disengagement is costing the country more than \$300 billion a year in lost productivity.

Increased meaning develops from a shared purpose that aligns individual agendas with organizational priorities; **organizational priorities that are focused on delivering value to customers.**

This inspiring, interactive, and pragmatic workshop is directed toward individuals and organizations seeking answers in today's turbulent times. The workshop focuses on:

- Business implications of a flatter world
- Strengthening the business case and/or sense-of-urgency for customer-centricity
- Improving organizational alignment, collaboration, and purpose
- Organizational characteristics that either enable or derail customer-centricity

WORKSHOP LEADER:

Mark D. Sauter
Principal
GTP Associates, Inc.



With over 24 years of corporate leadership experience, Mark's work, while with Dow Corning Corporation, was featured in *Value Based Marketing for Bottom-Line Success*, McGraw-Hill, 2003. Mark was globally responsible for developing customer relationship strategies, processes, and skills focused on improved delivery of customer value and service level performance.

Mark established GTP Associates, Inc. in 2002, which assists organizations with customer-centered transformation.

Thursday

January 26, 2006

INTERNET MARKETING STRATEGIES SYMPOSIUM

8:30am Registration, Continental Breakfast, and Exhibition

Interactive

9:00am Ice Breaker, Welcome, and Introduction

Patrick Nugent
Executive MindXchange Chairman
Frost & Sullivan

Executive Insights

9:15am Lions and Tigers and...Podcasts? Oh My!

Ross Ozer
Vice President - Marketing
Fidelity Investments

For information delivery, organizations often see rich media as a successful approach for breaking through the clutter to create a compelling experience beyond the traditional static content of email and websites. Presently, many users on-the-go want their content to 'go portable' with them. Enter podcasting. Come hear a discussion on how audio content via podcasts is creating an opportunity to reach audiences beyond the comfort of their workstations - to travel with them wherever they go and be accessible whenever they want.

- Explore the array of rich media solutions and how best they can be applied to support information delivery objectives
- Understand the new frontier behind podcasting and how corporate goals can be achieved through this new delivery approach
- Discover various approaches to building an audio library and various distribution options

Case History

10:00am Extracting Greater ROI for Online Efforts: Strategies & Lessons from Measuring End-to-End Customer Interactions

Avinash Kaushik
Senior Manager, Web Research & Analytics
Intuit Inc.

The past few years have seen massive increase in opportunity to target, segment, source, spend and attract customers. This has been coupled by a corresponding difficulty in actually measuring the impact for online efforts, a job not made any easier by complexity of systems, data & tools. Intuit's "Trinity" Strategy & Platform allows for a significantly enhanced understanding of customer interactions on its websites by combining qualitative and quantitative data to make optimal decisions.

- Current challenges with Analytics tools and metrics
- Learn about a different way of looking at data and measuring end-to-end interactions

- How to optimize your websites so that you understand Customer Experience on the sites to influence right Customer Behavior

10:45am Networking, Refreshments and Exhibition

Interactive

11:15am Concurrent Peer Councils

Tackle new concepts and challenges with like-minded peers in these practitioner-led discussions.

Choose one of the following:

1. Audience Segmentation through Design and Analytics

MODERATOR:

Stephen Henson
Executive Vice President, Sales, Marketing & Products
Kelley Blue Book

Stephen Henson will walk the participants briefly through the changes made to Kelley Blue Book's kbb.com over the last year in design, segmentation and analytics. Additional time will be spent discussing best practices for analytics and why marketers may be using the wrong metrics to determine next steps online.

- How small changes in Web design can significantly affect ROI
- Why segmentation is important, knowing your demographic
- The metrics that matter most to your bottom line

2. Marketing's Balancing Act: Personalization vs. Privacy

MODERATOR:

Brian P. Price
Executive Director Online Marketing
Verizon

Visitors to your website are telling you something about themselves and their interests by their behavior on your website. Combined with other technology that identifies parameters such as geography, connection speed, ISP, and demographics, you can personalize your marketing message and product offerings in real-time to visitors on your website and in your online advertising.

In this interactive session, you will learn to reach your potential and current customers more effectively online - all while respecting the user's right to privacy.

- Increase acquisition conversion rates by delivering targeted, personalized messaging and offers to prospects on your website
- Increase cross-sell and up-sell capabilities by delivering relevant offers to current customers
- Increase response rates and decrease online advertising costs by optimizing the delivery of online ads

12:15pm Solutions Wheel

Play the "wheel" and join a series of rapid-fire one-on-one meetings with leading solution providers.

12:45pm The Power Lunch: Networking Roundtables

Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

Interactive

1:45pm Concurrent ThinkTanks

Work with your peers in structured interactive sessions on approaches to solving common challenges and pain points.

Choose one of the following:

1. CAN-SPAM Compliance

FACILITATOR:

Joshua Baer

Founder and CEO

SKYLIST and UnsubCentral

This interactive session will begin with a high-level overview of CAN-SPAM as it generally applies to brand marketers. Participants will then be asked to break into groups and be assigned a CAN-SPAM case study to "solve". Upon conclusion, the group "leader" will present the "solution". The facilitator will then advise the participants on how their "solutions" might truly fare in today's regulatory and deliverability environments.

2. Leveraging the Explosive New Blogging Trend in Your Integrated Marketing Mix

FACILITATOR:

Gene Wright

Vice President, Marketing

Netconcepts, LLC

Blogging is one of the hottest tools for new prospect acquisition, client retention, and brand building in the world of marketing. It provides Search Engine Friendly content that works to bring new prospects to your web presence and allows you to tell "your story" in a voice that gets your message across to your target market.

- Learn from actual branded Ecommerce blog case studies
- Collect tips on creating brand building content
- Discover methods for including blog content in the marketing mix
- Discover who, what, and why your company should blog
- Learn how-to get started blogging for profit

3:15pm Networking, Refreshments and Exhibition

Executive Insights

3:45pm Advertising on the "Next Generation" Internet...A Marketer's Perspective

David J. Dowling

Senior Vice President, Media Services Group

United Online, Inc.

Trying to reach the right customers, at the time that they are ready to act, with the right message - all within budget. These are the exhilarating, yet sometimes stomach churning, issues that Marketers face every day. The Internet has changed the way consumers communicate, act and purchase. Consumers now receive messaging with effectiveness marketers previously couldn't have dreamed of. Now the Next Generation Internet is emerging and to be successful, marketers need to not only understand what's changed, but they need know how to be out ahead of what's still to come.

Interactive

4:30pm Ask the Experts! Panel, Questions, and Answers

Online Promotion and PR Strategies

MODERATOR:

Jim Waltz

CEO

Conductive Corporation

PANELISTS INCLUDE:

Katherine Craig

Director, Online Marketing & Distribution

Starwood Hotels and

Resorts Worldwide, Inc.

Robert Reneau

Senior Manager of

Web Business Marketing

National Semiconductor Corp.

Jeremiah Owyang

Manager, Global Web Marketing

Hitachi Data Systems

Rick Sparks

Director, e-Sales

Kraft Foods, Inc.

5:15pm Networking Reception

FOR SPONSORSHIP

OPPORTUNITIES

Contact: 1-877-GO-FROST

E-mail: executivemindxchange@frost.com

Friday

January 27, 2006

INTERNET MARKETING STRATEGIES SYMPOSIUM

8:30am Continental Breakfast and Exhibition

Interactive

9:00am Ice Breaker and Overview

Patrick Nugent
Executive MindXchange Chairman
Frost & Sullivan

Interactive

9:15am Vendor/Audience Crossfire: **Organic & Paid Search Strategies: Which to Use and When**

MODERATOR:

David Berkowitz
Columnist, The Search Insider
MediaPost

PANELISTS INCLUDE:

Andy Beal
President & CEO
Fortune Interactive

Aaron Shear
Chief Technology Officer
SEO Inc.

Jeff Hollowell
Chief Information Officer
iCrossing, inc.

Katherine Craig
Director, Online Marketing & Distribution
Starwood Hotels and Resorts
Worldwide, Inc.

Your most pressing questions and controversial issues are addressed in this lively debate between solution providers and end-users.

- How Internet users behave when using search engines
- When to use natural (or "organic") search marketing techniques
- When to use paid (or pay per click) search marketing techniques
- If there are times when you should use BOTH

10:15am Networking, Refreshments and Exhibition

Interactive

10:45am Concurrent Mindshares

Benefit from the combines expertise of a Thought Leader panel as they address real-world issues and your related questions.

Choose one of the following:

1. Practical Strategies for Boosting Email Response Rates

FACILITATOR:

Ted Murphy
President/CEO
MindComet Corporation

THOUGHT LEADER PANELISTS INCLUDE:

Susan Foley
E-Commerce Manager
Dow Corning

Rick Sparks
Director, e-Sales
Kraft Foods, Inc.

Linda Villwock
National Director of Internet Marketing
Live Nation

Mark Mendelson
Global e-Business Coordinator
Basell North America

Understanding the variables that contribute to e-mail responses is the first step to revealing effective strategies for boosting your campaign results. Learn how to maximize the effectiveness of your email marketing campaign through strategy, tools and evaluation of historical performance.

- Learn about the steps you should take and might be currently overlooking before pressing send
- Enter into a discussion on A/B testing versus multi-variable and the most commonly missed variables when putting together a campaign
- Understand how frequency and relevancy really contribute to the bottom line and return on investment
- Delve deeper into e-mail marketing and how doing so can increase your messaging effectiveness and longevity
- Discover how to incorporate viral and loyalty programs that contribute to the growth of your database and customer relationships

2. Web Analytics

FACILITATOR:

Brett Crosby
Google, Product Marketing Manager
Google Analytics

THOUGHT LEADER PANELISTS INCLUDE:

Katherine Craig
Director, Online Marketing & Distribution
Starwood Hotels and Resorts
Worldwide, Inc.

Edward Weisberg
Vice President, e-Commerce
iBasis

It's simple. Spend on what works, cut what doesn't. That's the premise behind Web Analytics. More businesses are finding they can optimize their

Friday

January 27, 2006

spend and receive a higher return for the effort. It doesn't mean don't try new, unknown things. In fact, the opposite is true. It has never been easier to test to find new ways of reaching audiences. Participants will learn:

- The benefits of Web Analytics
- Which service is right for your business
- Tips from people who have helped make it work for them
- Why testing and optimizing can be so profitable

Interactive

11:45am Concurrent Roundtable Discussions

Participant-driven discussions focusing on your key issues and concerns.

Choose one of the following:

1. Conversion Strategies - Turning Traffic into Leads

FACILITATOR:

Michel G. Thouati, Ph.D.
CEO
Lithium Technologies, Inc.

2. Optimizing for Best ROI

FACILITATOR:

Garry Grant
President & CEO
SEO Inc.

1:00pm Luncheon

2:00pm Networking, Refreshments and Exhibition

2:30pm Symposium Concludes

"The Sales & Marketing MindXchanges are an excellent use of time. Frost & Sullivan attracts speakers and participants from top companies of varied size and industry. The interactive format facilitates networking and fosters discussion on a variety of topics at both a strategic and tactical level. I consistently walk away with new ways of thinking that I can apply to everyday business."

- Laura Shown

Online Acquisition Manager
Sprint Consumer Solutions

"Frost and Sullivan produces one of the best Sales and Marketing events of the year. We especially enjoy the participative nature of most sessions. This format really reinforces the subject and brings out key issues that might never be raised. In addition, the speakers are some of the best in the industry. We definitely would attend again!"

- Lynn Melvin

Director eBusiness-to-Business Strategic Relationships
Michelin North America



Join the Minds of
best-in-class
professionals

Thought Leaders

Featured Thought Leaders

Benefit from the combined experience and expertise of the following Thought Leaders, all of whom will play an active role in stimulating networking and brainstorming at your interactive sessions:

Global e-Business Coordinator
Basell North America

Internet Programs Manager
Boston Scientific Corporation

Vice President, Marketing
Compucom Systems

E-Commerce Manager
Dow Corning

Director, Web Marketing
Hershey Food Corporation

Vice President, e-Commerce
iBasis, Inc.

Director, e-Sales
Kraft Foods, Inc.

National Internet Center Manager
Lennar Homes

National Director of Internet Marketing
Live Nation

Director, Online Sales Programs
Marriott International

Director, Marketing & Business Development
ON Semiconductor

Director, Online Marketing & Distribution
Starwood Hotels and Resorts
Worldwide, Inc.



Sponsors & Exhibitors

INTERNET MARKETING STRATEGIES SYMPOSIUM SPONSORS & EXHIBITORS:

DigitalGrit
Netconcepts
SEO

ABOUT OUR INTERNET MARKETING STRATEGIES SYMPOSIUM SPONSORS AND EXHIBITORS

DigitalGrit

DigitalGrit is an innovative online marketing and Web technology firm. We take a holistic approach to Internet marketing: Developing the strategies, inventing the creative, measuring and optimizing the programs, and building and powering the systems that make it all work. Combining online marketing channels, proprietary and existing technology, and years of marketing expertise, DigitalGrit is dedicated to helping businesses realize the full potential of the Internet.

Netconcepts

Netconcepts provides marketers with industry-leading natural search optimization, web design and ecommerce solutions. We pride ourselves on sharing knowledge with clients regarding web sites, email, blogs and RSS, and preparing them for the ongoing challenge of maintaining a successful internet presence and including the internet as an integrated part of their marketing mix.

SEO

Search Engine Optimization, Inc., the Internet's premier search engine company, leads the industry in achieving top search engine rankings for clients seeking greater online visibility. We improve clients' placement in search engines, and leverage this visibility to help our clients improve their Web branding, increase sales, and maximize ROI. We have produced impressive results for blue-chip clients such as Microsoft, VEGAS.com, IGN.com, Beaches and Sandals, usually yielding an immediate ROI.

EXECUTIVE MINDXCHANGE GLOSSARY

AFTERNOON WORKSHOP

A four hour workshop where participants have an opportunity to address a specific issue in a structured, interactive session. There is a formal agenda set by the facilitator. A segment providing client experiences is a requirement and can be included either in the form of a case study or client panel. Specific group activities and exercises are incorporated to stimulate cross-fertilization of ideas and to allow for participants to begin the process of applying what is being discussed to their own situation.

CASE HISTORY

A practitioner-delivered, in-depth session that addresses a specific project or initiative relevant to Executive MindXchange issues. Case histories are drawn from "real-world" corporate experiences that outline timely business challenges, the steps taken to overcome them and lessons learned, so that best practices may be shared and applied.

EXECUTIVE BRIEFINGS

Briefings and subscription services provide you with comprehensive Executive MindXchange materials to share with others in your business, or to use for reference (word-for-word transcripts of dynamic speaker presentations, professional biographies, complete Q&A sessions, PowerPoint slides and indispensable market intelligence and analysis). Available by event, industry or service area.

EXECUTIVE MINDXCHANGE

An interactive program, offered exclusively by Frost & Sullivan, utilizing the sum of its components to create a whole -- speakers, attendees, vendors and venue each share an equal part in presenting a 360-degree view of the market. A key ingredient to the format is interactivity- over 80 percent of the sessions and events are interactive. Each Executive MindXchange is comprised of four parts: A Networking Day; A General Session; A Half-Day Interactive Workshop; and a Full-Day Executive Symposium.

EXECUTIVE SYMPOSIUM

A six hour intensive symposium where participants have an opportunity to address a specific issue in a structured, interactive session. There is a formal agenda set by the facilitator. A segment providing client experiences is a requirement and can be included either in the form of a case study or client panel. Specific group activities and exercises are incorporated to stimulate cross-fertilization of ideas and to allow for participants to begin the process of applying what is being discussed to their own situation.

FACILITATOR

Leads the interactive session. A qualified expert, responsible for steering dialog and maintaining focus on the issues presented. Encourages balanced interaction among participants.

GENERAL SESSION & MAIN EXHIBITION

The main event, featuring keynotes, panels, roundtables, ThinkTanks and other interactive sessions, as well as networking events, the solutions wheel and a dynamic exhibition hall featuring the industry's leading solution providers and top consulting firms.

MINDSHARE

Interactive panel discussion facilitated by an industry expert. A panel of industry thought leaders address real-world issues and related audience questions pertaining to the topic in review. Panelists, drawn from a qualified pool of Thought Leaders, take an active role in sharing insight and bring a balanced perspective to the discussion. Participants will have gained insight into the topic's scope and breadth, share their challenges and pain points and come to a consensus or closure on key issues.

MODERATOR

Leads a panel or crossfire session. A qualified expert who coordinates panelists' pre-event and introduces, directs, clarifies and guides their discussions and questions from the participants and Thought Leaders.

NETWORKING DAY

An informal, fun-filled, interactive day devoted to making new contacts and fostering the formation of business relationships. The activities range from golf scramble tournaments, sailing excursions and wine tours to networking receptions and dinners.

IPARTICIPANTS

The attendees, highly engaged in sharing knowledge and experiences. The majority of participants are senior- level executive decision makers.

PANEL DISCUSSION

Expert practitioner panelists explore the issues presented to them by the moderator. Floor is open to questions relevant to the discussion theme, addressed to an individual panelist, or the panel as a whole. Participants are given an opportunity to have their "real-world" issues addressed by the experts and benefit from the combined expertise of the panel.

PEER COUNCIL

Informal, practitioner-moderated discussion group. This interactive roundtable gives like-minded peers the opportunity to address issues specific to their particular field and/or business process. Thought Leaders will help promote interaction and bring a balanced perspective to the dialogue.

PRODUCT SHOWCASE

A 10-minute live demonstration of the featured vendor's/consulting firm's solution, located in a mini-theatre within the nearby exhibition hall. A brief amount of time will be allocated for Q&As at the conclusion of the demonstration.

ROUNDTABLE

Informal, interactive roundtable discussions, each focused on topical matters of interest, facilitated by industry experts. The objective of these sessions is to foster networking among the group, capture the primary issues to discuss, promote the cross-sharing of knowledge and achieve consensus or closure on key issues. Thought Leaders will take an active role in these sessions to help promote interaction and bring a balanced perspective to the discussion.

SOLUTIONS WHEEL

Participants will have the opportunity during the general session & main exhibition to participate in a series of rapid-fire one-on-one meetings with leading vendors in the marketplace. Participants are given approximately two minutes, seated in an outer circle of chairs to pose their question(s) to each exhibitor, moving around the wheel to the next exhibitor every two minutes. Participation is limited and will be on a first-come, first-served basis.

SPEAKER

The executive in the trenches, the practitioner and peer. The speakers focus on primary challenges, needs and strategies of executive management. Frost & Sullivan speakers are almost exclusively Fortune 1000 executives that bring cutting-edge insights, examine case histories, and share best practices.

THINKTANK

Structured, interactive brainstorming session following a formal agenda set by the facilitator, an industry expert. A specific issue is addressed through group activities and exercises designed to foster cross-sharing of ideas, allowing participants to offer creative approaches to common problems. Facilitator introduces the key agenda items, and works with the participants in teams. The teams are debriefed by the facilitator at the conclusion of the session. Thought Leaders will take an active role in these sessions to help promote interaction and bring a balanced perspective to the discussion.

THOUGHT LEADER

Executives from Global 2000 organizations in charge of strategic initiatives at their organizations are placed in the audience to stimulate participation and provide a balanced perspective during interactive sessions. Thought Leaders help foster peer learning through active involvement in interactive sessions.

"TOP TEN" BEST PRACTICES

Interactive session during which a facilitator and a practitioner present a case history that illustrates Best Practices, then discusses with the audience ten pragmatic reasons for the distinction. Participants will take away tangible results to apply within their own organizations.

VENDOR/AUDIENCE CROSSFIRE

A CNN-style, moderated, candid discussion. A panel of solution providers faces a panel of Thought Leaders to address a series of pre-determined issues. The audience is given the opportunity to raise questions at an open and/or roving microphone. The most pressing questions and controversial issues are debated in a lively and highly interactive manner. Thought Leaders will take an active role in these sessions to help foster interaction and bring a balanced perspective to the discussion.

WINE & DINE

An informal evening of dinner and drinks for participants to continue networking. Frost & Sullivan will make the reservations and provide transportation to a favorite local restaurant. Each person is responsible for their own meal cost.

7th Annual**Sales & Marketing 2006, West****A Frost and Sullivan Executive MindXchange****January 22-25, 2006****Pointe Hilton Squaw Peak Resort
Phoenix, AZ**

An Interactive Forum for Sales and Marketing Professionals Seeking to Maximize ROI Through Superior Sales, CRM & Marketing Strategies.

2nd Annual**Internet Marketing Strategies 2006, West****A Frost & Sullivan Interactive****Symposium****January 26-27, 2006****Pointe Hilton Squaw Peak Resort
Phoenix, AZ**

An Interactive Two-Day Symposium for Maximizing Internet Marketing Effectiveness Through New Techniques, Technologies and Management Strategies.

13th Annual**Competitive Intelligence 2006****A Frost and Sullivan Executive MindXchange****February 5-9, 2006****Hilton La Jolla Torrey Pines, La Jolla, CA**

Gaining Insight on Your Competitive Landscape to Direct Strategic Decision-Making.

Co-Located With:**9th Annual****Marketing Research 2006****A Frost and Sullivan Executive MindXchange**

High Impact Market and Customer Insights to Drive Growth.

11th Annual**Medical Technologies 2006****A Frost and Sullivan Executive MindXchange****March 12-16, 2006****The Grand Hyatt, San Francisco,
California**

New Industry Dynamics Driving Unique Growth Opportunities.

2nd Annual**Customer Contact 2006, East****A Frost and Sullivan Executive MindXchange****April 23-27, 2006****Disney Boardwalk, Orlando, FL**

An Interactive Forum for Customer Care, Contact Center and Sales & Marketing Executives Seeking to Maximize ROI Through Integrated Technology Innovations and Customer-Focused Strategies.

2nd Annual**Innovations in New Product Development,****Technology and Marketing 2006****A Frost and Sullivan Executive MindXchange****June 11-15, 2006****West Coast Resort**

Profitable Product Life-Cycle Strategies, from Innovation through Commercialization & Product Strategy.

Co-Located With:**2nd Annual Emerging Technologies 2006****A Frost and Sullivan Executive MindXchange**

An Interactive forum pinpointing the top disruptive technologies on the horizon and examines how they will substantially change the business environment of future industry.

7th Annual**Sales & Marketing 2006, East****A Frost and Sullivan Executive MindXchange****July 9-14, 2006 | East Coast Resort**

An Interactive Forum for Sales and Marketing Professionals Seeking to Maximize ROI Through Superior Sales, CRM & Marketing Strategies.

2nd Annual**Internet Marketing Strategies 2006****A Frost & Sullivan Interactive****Symposium****July 13-14, 2006 | East Coast Resort**

An Interactive Two-Day Symposium for Maximizing Internet Marketing Effectiveness Through New Techniques, Technologies and Management Strategies.

Industry Outlook and Growth Strategies**2006: A Frost & Sullivan Executive****Congress on Growth****September 17-21, 2006****West Coast Resort**

Innovative and Practical Strategies for Achieving Your Growth Objectives.

2nd Annual**Customer Contact 2006, West****A Frost and Sullivan Executive MindXchange****October 22-26, 2006****West Coast Resort**

An Interactive Forum for Customer Care, Contact Center and Sales & Marketing Executives Seeking to Maximize ROI Through Integrated Technology Innovations and Customer-Focused Strategies.

CEO CONNECT 2006**A Frost & Sullivan Executive Congress on****Corporate Growth****November 12-14, 2006****West Coast Resort**

An invitation-only event exclusively for CEOs who want to stay ahead of the curve and grow faster than the market growth rate.

Industry Outlooks and Growth Strategies**for the Information and Communication****Technologies Industries 2006: A Frost &****Sullivan Executive Congress on Growth****December 3-7, 2006****West Coast Resort**

Innovative and Practical Strategies for Achieving Your Growth Objectives exclusively for the Information Communications Technologies industry.

2nd Annual

Internet Marketing Symposium 2006

January 26-27 2006 • Pointe Hilton Squaw Peak Resort, Phoenix, AZ

Registration Form and Procedures

 **MAIL**

Registrations will be acknowledged by mail.

(Please include payment):

Frost & Sullivan
7550 IH10 W. Suite 400
San Antonio, TX 78229

 **FAX**

1.888.674.3329

 **PHONE**

1-877-GO FROST (1.877.463.7678)

 **E-MAIL**

executivemindxchange@frost.com

Hotel Information

Pointe Hilton Squaw Peak Resort
7677 North 16th Street
Phoenix, AZ 85020
phone 1800 876 4683
www.pointehilton.com

Frost & Sullivan has reserved a limited number of discounted rooms at the Pointe Hilton Squaw Peak Resort. Please call the hotel directly today for rates and availability - mention that you will be attending the Frost & Sullivan event.

NAME & TITLE

COMPANY/ORGANIZATION

ADDRESS

CITY **STATE/COUNTRY** **ZIP CODE**

TELEPHONE **FAX** **E-MAIL**

SIGNATURE (ORDER INVALID UNLESS SIGNED)

Total amount due (U.S. dollars) \$ _____ (make checks payable to Frost & Sullivan)

VISA AMEX MASTERCARD DINERSCLUB

ACCOUNT NUMBER **EXP. DATE**

NAME ON CARD

SIGNATURE

Payment Procedures

Payment in full is required immediately upon registration, and is non-refundable. If, for any reason, you are unable to attend the Executive MindXchange for which you registered, a one-time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date, and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once, and all unused credit(s) will be forfeited after 90 days.

Attendee fees include reception, refreshment breaks, luncheons and continental breakfasts and substantial Executive MindXchange documentation. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond the organizer's control may occur. Frost & Sullivan is not responsible for notifying registrants of program changes prior to the meeting. Frost & Sullivan reserves the right to refuse any registration for any reason. Your signature below indicates your acceptance of these terms for attendance at a Frost & Sullivan Executive MindXchange event.

<http://www.ourevents.frost.com/IMS>

Registration/Pricing Schedule

- Afternoon Workshop + Executive Symposium (Wed Afternoon-Friday, Jan. 25-27) \$ 1,995
- Executives Symposium (Thur-Friday, Jan. 26-27) \$ 1,595
- Afternoon Workshop: (Wed Afternoon, Jan. 25) \$ 695
- Executive Briefing Transcripts, frees you from taking notes \$ 695

Register me as follows:

Choose one from each timeframe for the following ThinkTanks (TT), Roundtables (RT), Mindshares (MS) and Peer Councils (PC):

- Executive Symposium** (Jan 26-27, '06, Thr-Fri)

Thursday 11:15am

PCI PC2

Thursday 1:45pm

TTI TT2

Friday 10:45am

MSI MS2

Friday 11:45am

RT1 RT2

- Executive Briefings**

Attendees: \$695

Non-Attendees: \$995

Optional Upgrade-Sales and Marketing East 2006

- Complete Series \$ 3995 (Sun-Fri, Jan. 22-27)
- Golf Scramble Tournament \$ 50 (Sunday 10 AM, Jan. 22)
- General Session + Executive Symposium (Sun-Wed 12 PM, Thu-Fri, Jan. 22-27) \$ 3,595
- General Session + Wed. Workshop \$ 2,795 (Sun-Wed, Jan. 22-25)
- General Session \$ 2,295 (Sun-Wed 12 PM, Jan. 22-25)
- Afternoon Workshop + Executive Symposium (Wed afternoon-Fri, Jan. 25 - 27) \$ 1,995
- Afternoon Workshop \$ 695 (Wed. afternoon, Jan. 25)

Attire: Business Casual

Group Discounts Available

Contact: 1-877-GO-FROST for details



Register online !
www.ourevents.frost.com



For sponsorship opportunities,
contact: 1-877-GO-FROST
e-mail: executivemindxchanges@frost.com