



TNS Retail Forward's 2008 Strategic Outlook Conference is the premier annual retail industry conference for senior-level executives in the retail and consumer products sectors. Hundreds of senior-level executives attend this conference each year. TNS Retail Forward announces three dates and locations in 2008:

- **Los Angeles, Tuesday, Oct. 14**
- **Chicago, Tuesday, Oct. 21**
- **New York City, Wednesday, Oct. 29**

TNS Retail Forward has unparalleled retail strategy consulting and shopper insights experience and is a trusted advisor to many leading retailers and their suppliers. We are globally recognized by the business press for our expertise in retail and shopper insights and unique forward-thinking point of view.

Through our consulting and syndicated suite of products and services, TNS Retail Forward delivers access to senior-level executives of national and global retailers and consumer goods companies. Our unique position will help you build brand recognition with your target audience and prospective clients.

2008 Strategic Outlook Conference – Sponsorship Opportunities

Sponsorship of the Strategic Outlook Conference series gives you the opportunity to position your company and brands before an audience of key executives with decision-making authority. Our conference series attracts:

- Senior-level executives representing:
 - Marketing
 - Strategy
 - Shopper Insights
 - Business Development
 - Finance and Operations
 - Customer and Channel Development
 - Market Research
- Decision makers representing:
 - The C-Suite
 - Executive and Senior VP's
 - Director-level and Managerial Staff

Benefits of Sponsorship:

- Association with a leading retail authority
- Exposure and access to senior-level executives of national and global retailers and consumer goods brands
- Connection with potential clients
- Build brand recognition with your target audience
- Complimentary seats for clients and staff
- Additional exposure through Retail News Today™ daily newsletter reaching 14,000+ retail executives



Platinum Sponsorship Benefit

Executives from leading retailers and suppliers attend our conferences—.Ann Taylor, Best Buy, Bloomingdale's, BP, Circuit City, Coca Cola, Food Lion, Gap, The Home Depot, JC Penney, Kohl's, Lowe's, Nike, Pepsi, Pfizer, SC Johnson, Target, VF Corporation, Wal-Mart, and many more!

Past Sponsors Include:

- Abacus
- Acxiom
- Diners Club
- IBM
- MasterCard
- Mosaic Sales Solutions
- The Integer Group
- Tracy Locke
- PricewaterhouseCoopers
- Xerox

Sponsorships Levels:

- Platinum
- Gold
- Luncheon
- Morning Break
- Survey Prize
- Exclusive Conference Sponsorship*



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Sponsorship Levels	Platinum	Gold	Luncheon	Morning Break	Survey Prize
Cost	\$30,000	\$25,000	\$35,000	\$15,000	\$10,000
Category Exclusivity	Yes	Yes	Yes	Yes	Yes
Prominent recognition on TNS Retail Forward Web Site	Yes	Yes	Yes	Yes	Yes
Significant recognition in all electronic and print marketing	Yes	Yes	Yes	Yes	Yes
Complimentary conference seats for sponsor clients and staff	24	24	24	10	4
Advertising in TNS Retail Forward's daily newsletter, <i>Retail News Today</i>™	4 weeks	4 weeks	4 weeks	No	No
Recognition in TNS Retail Forward's weekly client communication (10,000+)	Yes	Yes	Yes	Yes	Yes
Recognition in conference documentation, signage and slide presentation	Yes	Yes	Yes	Yes	Yes
Inclusion of promotional materials in conference documentation distributed to all attendees	Yes	Yes	No	No	No
Booth Space	Yes	No	No	No	No
Personal introductions to industry executives before, during and after events	Yes	Yes	No	No	No
Opportunity to sponsor private cocktail party, dinner and/or breakfast	Yes	Yes	No	No	No
Opportunity to distribute marketing materials at morning break to guests including signage	No	No	No	Yes	No
Opportunity to distribute marketing materials to luncheon guests including signage and brief welcome message/introduction	No	No	Yes	No	No
Recognition (logo placement) on post-conference survey form and promotional signage	No	No	No	No	Yes

Cocktail Party*	New York	\$7,500
	Chicago	\$5,000
	Los Angeles	\$5,000
Executive Dinner*	New York	\$7,500
	Chicago	\$5,000
	Los Angeles	\$5,000
Breakfast*	New York	\$7,500
	Chicago	\$5,000
	Los Angeles	\$5,000

*Requires Platinum or Gold Sponsorship commitment. Limited to one sponsored event per city.

*Sponsor is responsible for all related function costs, including facility charges, food and beverage. TNS Retail Forward provides marketing support.

Sponsorship pricing includes three conference venues (Los Angeles, Chicago, and New York City) unless otherwise noted.

Additional conference sponsorship opportunities include: Memory Stick, Lanyard and Water Bottles. Sponsorship pricing varies depending on cost of item(s). Other sponsorships of TNS Retail Forward events, products and services are available including: Retail News Today™ Newsletter, Webinar Series and White Papers.

***Ask us about Exclusive Conference Sponsorship designed specifically for prospects and potential clients!**