

State of the Retail Industry: A Brave New World

The TNS Retail Forward Strategic Outlook Conference is the retail industry's marquee event for global retail and branded supplier executives.

Join hundreds of your peers in strategy, marketing, business development, finance and operations, shopper insights, customer and channel development, and market research at the retail industry's premier event and discover the opportunities that await you in the Brave New World!

- Learn what impact the economy and issues such as the price of oil, global warming, politics, food scarcity and other key forces are having on retail.
- Find out how shopping behavior is changing and identify growth strategies to tap into powerful market segments.
- Determine how to exploit the online retail landscape to your advantage.
- Realize how you can leverage immediate opportunities to position your business for long-term growth.



When and Where:

Tuesday, October 14, 2008
Hyatt Regency Century Plaza
Los Angeles, CA

Thursday, October 16, 2008
Toronto Congress Centre
Toronto, Ontario, Canada

Tuesday, October 21, 2008
Donald E. Stephens Convention Center
Chicago (Rosemont), IL

Wednesday, October 29, 2008
Marriott Marquis
New York, NY



AGENDA

Registration and Continental Breakfast: 8:00 a.m.—9:00 a.m.

Welcome and Opening Remarks 9:00 a.m.

Global Winds of Change

The world has changed dramatically in the year since TNS Retail Forward issued its groundbreaking report on the evolution of the retail landscape through 2015. Food and fuel inflation have accelerated. The U.S. economy is flirting with recession. The green agenda is even more firmly entrenched. China is poised to command a bigger presence on the world stage as it prepares to host its first Olympic Games. These and other "big picture" issues have very real implications for how retailers should operate today and how retailers and suppliers need to plan for the near term. This session looks at the key forces that will challenge companies in the coming years.

**Conference sponsorship opportunities still available!
Take advantage of Retail Executive and Early Bird Discounts!**

Contact Kathy Clarke at 614-355-4009
or kclarke@retailforward.com for further information.

Platinum Sponsor:



Gold Sponsor:

BIG RED ROOSTER
A multi-dimensional brand experience company

Morning Break Sponsor:

ERNST & YOUNG
Quality In Everything We Do

Canadian Event Sponsor:

PRICEWATERHOUSECOOPERS

Other Supporting
Sponsor:



AGENDA (continued)

Morning Break: 10:00 a.m.–10:30 a.m.—Sponsored by Ernst & Young

Future Consumers: Conspicuous or Conscious?

As the economy rebounds, will conspicuous consumption return? Or is a conscientious, environmentally and socially conscious shopping mentality more likely to emerge? This session focuses on the issues that will shape the future of demand.

The Changing Face of Shoppers

As the U.S. population continues its inexorable shift toward becoming more diverse, it is essential for retailers and manufacturers alike to develop relevant strategies. And because these populations are not monolithic, there is no one response that covers them all. This session leverages TNS Shopper360™ research findings to profile Hispanic shopping behaviors and attitudes so retailers and suppliers can identify growth strategies that involve this important market segment.

Lunch: Noon

Multi-Channel Best Practices

Although e-commerce is well into its second decade, the channel remains the fastest growing in the retail sector: TNS Retail Forward forecasts it will continue to register double-digit sales growth through 2012. Additionally, the channel continues to play a significant role as a contributor to sales that ultimately take place in stores. Retailers will need to be increasingly nimble as they navigate the online retail landscape—a landscape that will continue to change as new technologies emerge and as shopper expectations evolve. This session profiles the latest online developments.

Top Opportunities for a Brave New World

In this two-part presentation, learn what category, consumer and competitive opportunities will provide the greatest growth potential for retailers and suppliers in the near term. We also profile what strategies and operating model capabilities—e.g., customer relationship management, the ability to execute locally, leveraging customer-facing technology—will be prerequisites for future success.

Conference Concludes: 3:30 p.m.

**Welcome Retail Forward Intelligence System™
and ShopperScape™ members!**

The TNS Retail Forward Strategic Outlook Conference is a benefit of membership in the Retail Forward Intelligence System™.

About TNS Retail Forward

TNS Retail Forward (www.retailforward.com) is a premier management consulting and market research firm. Recognized as retail strategists, TNS Retail Forward specializes in innovative retail strategies, in-depth industry intelligence and actionable shopper insights.

The Retail Forward Intelligence System™ is a powerful retail research and strategic planning tool that monitors the trends, analyzes the issues and projects the outlook for the retail industry. Executives from more than 150 leading retailers and consumer packaged goods manufacturers gain the insights they need to design strategies and tactics that lead to profitable growth.

Members tap into \$2.5 million of primary and secondary retail industry research conducted annually, track the shopping behaviors and motivations of 50,000 shoppers surveyed annually and access a comprehensive online research portal with vast retailer, channel and category knowledge and insights. For more information about the Retail Forward Intelligence System™ or to subscribe to the company's free newsletter, visit us at www.retailforward.com or contact Katherine R. Clarke at kclarke@retailforward.com

PRESENTERS

Lois Huff

Lois is a Senior Vice President with TNS Retail Forward who specializes in the development of retailer and supplier market positioning and channel strategies. She has more than 20 years of experience in the design, analysis and application of market research to the strategic planning process. Lois also has considerable expertise analyzing consumer demographics, attitudes and behaviors related to the retail shopping process.

James Marsteller

Jim is a Senior Vice President of TNS Retail Forward focusing on issues involving innovation and category reinvention. He is an experienced consumer packaged goods industry veteran of 26 years who has held senior-level positions in domestic and international strategy development, demand creation (marketing and sales) and consulting.

Emil Morales

Emil is Senior Vice President of TNS' Multi-cultural sector. He has more than 28 years of in-depth business consulting, marketing and strategic planning experience in consumer and business-to-business environments. Emil has worked alongside clients on multicultural projects in virtually every business sector and is a sought after speaker and commentator on the multicultural consumer. Emil is a second-generation Latino and an active member of the National Society of Hispanic MBAs.

Dan Stanek

Dan is an Executive Vice President with TNS Retail Forward and has more than 25 years of experience in consumer marketing and retail consulting for Fortune 500 companies. He specializes in marketing strategy, channel strategy and brand development. Dan has extensive experience developing brand and retail market positioning strategies for many of the nation's leading retailers and consumer products companies.

Mary Brett Whitfield

As a TNS Retail Forward Senior Vice President and Director of the Retail Forward Intelligence System™, Mary Brett and her team annually publish more than 200 reports and newsletters that analyze developments in retailing and shopping behavior. She also works with retailers and consumer products companies on strategic planning, analysis of competitive positioning, and industry and company analysis. Additionally, Mary Brett spent four years at retail companies in market research, strategic planning and sales development roles.

ACCOMMODATIONS

Guests are responsible for their own transportation, hotel reservations and room charges. Please make your hotel reservation as soon as possible to ensure availability.

Tuesday, October 14, 2008
Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067
Phone: 310-551-3384 Fax: (310) 551-7548
<http://www.centuryplaza.hyatt.com> »

A block of rooms has been reserved at the Hyatt Regency Century Plaza for the evening of Monday, October 13, 2008 at a discounted rate of \$285 (single/double) per night. All reservations must be made individually through the Hotel's Reservation Department by calling (310) 228-1234, 800-233-1234. All guests must ask for the Retail Forward group rate. Reservations must be made by **Tuesday, September 15, 2008** to qualify for the discounted room rate. Cancellation of the individual reservations must be made 72 hours before arrival in order to not incur cancellation charges. Check-in—3:00 p.m. Check-out—1:00 p.m.

Thursday, October 16, 2008
The Toronto Congress Centre
650 Dixon Road
Toronto, Ontario, M9W 1J1, Canada
Phone: 416-245-5000 Fax: 416-245-4923
<http://www.torontocongresscentre.com> »

A block of rooms has been reserved at the Radisson Suite Hotel Toronto Airport for Wednesday, October 15 and Thursday, October 16. A corporate rate of \$139 (plus taxes) is available for this event. The hotel is adjacent to the Toronto Congress Centre and is approximately a 3-minute walk.

To reserve your room, please call (416) 242-7400 or 1-888-201-1718 and identify yourself as part of the PWC TNS Retail Forward Conference to receive the corporate rate. Reservations must be made by **September 15, 2008** to qualify for the corporate rate. Cancellation of the individual reservations must be made up to 48 hours prior to check-in date. Check-in—3:00 PM Check-out—12 noon.

Radisson Suite Hotel Toronto Airport
640 Dixon Road
Toronto, Ontario, Canada
Reservations: Toll free 1-888-201-1718
Telephone: (416) 242-7400 Fax: (416) 242-9888
http://www.radisson.com/torontoca_airport »

Tuesday, October 21, 2008
Donald E. Stephens Convention Center
5555 North River Road
Chicago (Rosemont), IL
Telephone: 847-692-2220
Fax: 847-696-9700
http://www.rosemont.com/meeting/meet_desc.shtml »

The Donald E. Stephens Convention Center is connected to four hotels via the Rosemont Skybridge System. The Convention Center's proximity to O'Hare Airport allows for an array of hotel options. Please contact the hotel of your choice directly. Hotels connected to the Donald E. Stephens Convention Center (<http://rosemont.conventioncenterhotels.net/>) include:

Doubletree Hotel Embassy Suite Hotels
Phone: 847-292-9100

Embassy Suites
Phone: 847-678-4000

Hyatt Regency Hotel
Phone: 847-696-1234

Sofitel
Phone: 847-678-4488

Wednesday, October 29, 2008
New York Marriott Marquis
1535 Broadway 3rd Floor
New York, NY 10036
Phone: 212-930-1171 Fax: 212-412-9069
<http://www.nymarriottmarquis.com> »

NOTE: A block of rooms has been reserved at the Crowne Plaza Times Square for the evening of Tuesday, October 28, 2008 at a discounted rate of \$399 (single/double) per night. The hotel is a short walk from the New York Marriott Marquis. **There is no room block available at the New York Marriott Marquis.**

All reservations must be made individually through the Crowne Plaza's reservation department by calling 800-243-6969. Reservations must be made by **September 27, 2008** to qualify for the corporate rate. Cancellation of the individual reservations must be made up to 24 hours prior to check-in date. Check-in—3:00 p.m. Check-out—12:00 noon.

Crowne Plaza Times Square Manhattan
1605 Broadway
New York, NY 10019
Reservations: Toll free 1-800-243-6969
Tel: (212) 977-4000 Fax: (212) 333-7393
<http://manhattan.crowneplaza.com> »

Retail Forward Intelligence System™

2008 Strategic Outlook Conference Registration Form

State of the Retail Industry: A Brave New World

ATTENDEE INFORMATION

Please complete registration form (One form per person)

Indicate which conference you will be attending:

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Marriott Marquis
New York, NY

Are you a Retail Forward Intelligence System™ member?

Yes No

Not sure whether you're a member of the Retail Forward Intelligence System™? Visit our Web site at <http://www.retailforward.com> or contact Maybelle Trocio-Ball at mtrocioball@retailforward.com.

Retailer Non-Retailer

Name on Badge _____

Name _____

Title _____

Company/Organization _____

Address _____

Address 2 _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

E-Mail _____

Guest of _____

How did you hear about this event?

Retail News Today™ E-mail Colleague
 Web Site Other

Registration Type	Early Bird	Registration
	Registration	Registration
	(before 9/14/2008)	Fee
Retail Forward Intelligence System™ Member (Up to 10 FREE, based on membership type*)	FREE	FREE
Retail Forward Intelligence System™ Additional Attendees	\$250 (US)	\$250 (US)
Retailer (Non-member)	\$295 (US)	\$395 (US)
Other (Non-member)	\$895 (US)	\$995 (US)

PAYMENT METHOD

Total Amount Due _____

Cardholder Name _____

Credit Card Type _____

Credit Card Number _____

Credit Card Expiration _____



Bank Wire Transfer Information:

Citibank
111 Wall Street
New York, NY 10043
ABA # - 021000089
Account # - 30618688
Account Name – TNS Custom Research
Please fax a copy of your bank wire transfer to TNS Retail Forward at 614-355-4059.

Note: Registrations will not be processed without FULL PAYMENT. Registration payment must be made by credit card or bank wire transfer. Payment in U.S. dollars only. A confirmation of your registration will be sent immediately upon processing of your registration fee.

Cancellation Policy

Refunds, less an administrative fee of \$50.00, will be made for all cancellations received in writing before **October 1, 2008**. No refunds will be made after that date, but a substitution of attendee(s) may be made by notifying TNS Retail Forward.

PLEASE RETURN THIS COMPLETED FORM VIA FAX OR E-MAIL TO:

Maybelle Trocio-Ball
TNS Retail Forward
Fax: 614-355-4059
mtrocioball@retailforward.com

*QUESTIONS OR TO VERIFY MEMBERSHIP TYPE

Contact Maybelle Trocio-Ball at mtrocioball@retailforward.com or 614-355-4002