

**Retail Forward Intelligence System™
2009 Strategic Outlook Conference**

Retail Renewal

The Retail Forward Strategic Outlook Conference is THE retail industry's marquee event for executives of leading global retailers and branded manufacturers.

If you direct your company's strategy, operations, marketing, shopper insights, category management or market research initiatives, this event is one you shouldn't miss! Join hundreds of senior executives for a day of inspiration. Take away practical solutions and innovative ideas that will make an immediate and meaningful impact on your business as we head into an era of *Retail Renewal*.

- Explore the short-term and long-term implications of key macroeconomic issues for the retail sector. **ASK FRANK! NEW Q&A FORUM!** Retail Forward Senior Economist, Frank Badillo, will answer attendee questions about the economy, the outlook and the impact of macroeconomic forces on your business. Watch for our "Call for Questions" in your conference registration confirmation.
- Discover the crucial challenges that lie ahead in the post-recession retail landscape and find out how retailers' and manufacturers' growth strategies will need to align.
- Understand how to leverage the proliferation of social networking and the evolution of in-store technologies to create more meaningful and actionable dialog with your target shoppers.
- Take a tour of new retail business models and innovations.
- Learn how to maximize your digital marketing strategy today to win online tomorrow.

Where and When:

Thursday, September 10, 2009
Donald E. Stephens Convention Center
Chicago (Rosemont), IL

Thursday, October 15, 2009
Toronto Congress Centre
Toronto, Ontario, Canada

Wednesday, September 30, 2009
Marriott Marquis
New York, NY

Tuesday, October 27, 2009
Embassy Suites Hotel, Spa & Convention Center
Rogers, AR

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

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Morning Break Sponsor:
New York & Chicago



Morning Break Sponsor:
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Presenting Sponsor:
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AGENDA

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

Welcome and Opening Remarks 9:00 a.m.

Top Macroeconomic Effects on the Retail Economy

The future of the retail economy is clouded by myriad macroeconomic issues: Are global financial markets sufficiently healed to set the stage for economic recovery? Will that recovery be plagued by inflationary side effects of government market intervention? Will inflation fears also be fed by renewed price pressures on food and fuel? Will business investment and hiring rebound enough to support a recovery? Will household budgets drive economic growth in the same way they did in the past?

This session explores the short-term and long-term implications of these key macroeconomic issues for the retail sector and includes a question-and-answer segment with Retail Forward's Senior Economist, Frank Badillo.

Morning Break: 10:00 a.m.–10:30 a.m.

Retail Landscape Redefined

The economic shocks of the past two years have accelerated the end of many long-term cycles. They've also created greater urgency for retailers and suppliers to understand and respond to new marketplace realities. **This session explores these and other fundamentals of the post-recession retail landscape and their implications for suppliers and retailers: WHO—New roles for Boomers, Gen X, Gen Y and Millennials in the recovery; WHAT—New reasons for purchasing and new success requirements for products and services; WHY—Behaviors and attitudes that will survive the recession and underpin new shopping norms; and WHERE—Changes in shopping patterns and emerging competitive dynamics for mall-based retailers, off-mall superstores and multi-channel providers.**

Winning Online: How to Maximize Digital Marketing to Achieve Competitive Advantage

Despite challenging economic conditions, many marketers are winning and growing online by going where the shoppers are and finding creative ways to engage them and drive online and offline purchases. See how to connect the dots from what consumers are doing online to concrete business decisions that drive marketing ROI. **This session will highlight three digital marketing programs in action: 1) assessing online advertising effectiveness, 2) couponing and 3) driving online to offline conversion.**

Lunch: Noon

Fresh Thinking on Shopper Engagement

With the increase of smartphone ownership, the proliferation of social networking participation and the evolution of in-store technologies (in terms of functionality as well as price and size), retailers and suppliers have unprecedented options for communicating with shoppers, both inside and outside the store. **This session looks at how retailers and suppliers can use these tools to create a more meaningful and actionable dialog with target shoppers.**

A Tour of New Retail Business Models and Innovations

Tighter capex budgets and more stringent ROI requirements have checked the rampant proliferation of new formats and concepts by both retailers and brands during the past few years. The renewed focus on improving performance in existing businesses has yielded innovations in marketing and distribution strategies, including new iterations of the branded manufacturer retail model, new expectations for social shopping and collective purchasing, and an unprecedented level of collaboration between retailers and suppliers. **This session showcases the best of these innovations and innovators.**

Conference Concludes: 3:30 p.m.

PRESENTERS

Frank Badillo

Frank is Senior Economist and Vice President at Retail Forward. He also is Manager of the Global Retailing Program of the Retail Forward Intelligence System™. He specializes in forecasting and analysis of economic, consumer and retail trends. He holds bachelor's degrees in journalism and political science from Kent State University and master's degrees in economics from The Ohio State University and the University of Miami.

Lois Huff

Lois is a Senior Vice President with 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.

Matt Pace

Matt heads the Retail and Consumer Products practice at Compete, Inc., a TNS Media company and leading provider of Web analytics and digital intelligence. For the past five years Matt has helped marketers develop and optimize their digital strategies through the analysis of online consumer behavior. Matt's industry insights have been featured in publications such as *Internet Retailer*, *AdAge* and *Investor's Business Daily*. Matt holds an MBA from the University of Maryland and a BS from Brigham Young University.

Dan Stanek

Dan is an Executive Vice President with 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 Retail Forward Senior Vice President and Director of the Retail Forward Intelligence System™, Mary Brett and her team annually publish more than 200 reports that analyze developments in retailing and shopping behavior. She has worked 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.

Thursday, September 10, 2009

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

Rosemont Hotel at O'Hare
Phone: 847-678-4488

Wednesday, September 30, 2009

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

A block of rooms has been reserved at the **New York Marriott Marquis** for the evening of Tuesday, September 29, 2009 at a discounted rate of \$280 (single/double) per night.

To reserve your room, please call 1-800-266-9432. Reservations must be made by August 28, 2009 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.

About Retail Forward

Retail Forward (www.retailforward.com) is a leading management consulting and market research firm. Recognized as retail strategists, 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. Executive members 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.

Thursday, October 15, 2009

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 14, 2009 at a discounted rate of \$134 (single/double) per night. 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 Retail Forward Conference to receive 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 27, 2009

Embassy Suites Hotel, Spa & Convention Center
3303 Pinnacle Hills Pkwy
Rogers, AR 72758
479-254-8400
<http://www.embassysuitesnwa.com/home.aspx> »

A block of rooms has been reserved at the **Embassy Suites Hotel** for the evening of October 26, 2009 at a discounted rate of \$129 per night.

All guests must ask for the Retail Forward group rate. Reservations must be made by October 9, 2009 to qualify for the discounted room 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.

Retail Forward Intelligence System™

2009 Strategic Outlook Conference Registration Form

Retail Renewal

ATTENDEE INFORMATION

Please complete registration form (One form per person)

Indicate which conference you will be attending:

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Chicago (Rosemont), IL
- Wednesday, September 30, 2009
New York Marriott Marquis
New York, NY
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The Toronto Congress Centre
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Rogers, AR

Are you a Retail Forward Intelligence System™ member?

- Yes No

- Retailer Non-Retailer

Name on Badge _____

Name _____

Title _____

Company/Organization _____

Address _____

Address 2 _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

E-mail _____

Registration Type	Registration Fee	Early Bird Discount (Register before Aug 31, 2009)
Retail Forward Intelligence System™ Member (Up to 10 seats included in membership, based on membership type)	FREE	FREE
Retail Forward Intelligence System™ Additional Attendee	\$250 (US)	\$250 (US)
Retailer (Non-member)	\$395 (US)	\$295 (US)
Other (Non-member)	\$995 (US)	\$895 (US)
Bentonville Chamber of Commerce Member	\$250 (US)*	\$250 (US)*

*discount applies to Bentonville conference only.

Guest of:

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- Compete PricewaterhouseCoopers
- MasterCard Other (please specify): _____

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Note: Registrations will not be processed without FULL PAYMENT. Registration payment must be made by credit card or check. 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 **August 31, 2009**. No refunds will be made after that date, but a substitution of attendee(s) may be made by notifying Retail Forward.

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

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

FOR QUESTIONS OR TO VERIFY REGISTRATION TYPE:

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.

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