

**NEW
IN 2007**

Retail Technology 2007 CONFERENCE

APRIL 18-20 2007

ROYAL PACIFIC RESORT, ORLANDO, FLORIDA

CONFIRMED '07 RTC REGISTRANTS

- Director of Corporate Systems - **Belk, Inc**
- Director of Store Systems - **BI-LO/Bruno's**
- Director, Business Strategy - **Food Lion**
- Lead Project Manager - **Gap Inc.**
- SR. Development Manager - **Hollywood Entertainment**
- IT Business Development Director - **Hallmark Cards**
- Senior Director of Merchandising Systems - **The Children's Place Retail Stores Inc.**
- VP-Information Technology - **The Children's Place Retail Stores Inc.**
- CIO - **The Children's Place Retail Stores Inc**
- Director Retail Systems - **The Children's Place Retail Stores Inc**
- IS - **B&H Photo & Video**
- Manager POS Development - **The Home Depot**
- Project Control Director - **JCPenney, Inc.**
- CFO - **Northern Group Retail**
- Vice President & CIO - **7-Eleven Inc.**
- Director Technical Services - **Kirkland's Inc.**
- VP Store Operations - **Macy's Central**
- Manager Payment Card Operations - **CITGO Petroleum**
- Systems Administrator - **Elie Tahari, LTD**
- CIO - **Elie Tahari, LTD**
- Director of Network Operations - **Elie Tahari, LTD**
- Web Business Analyst - **Sgt. Grit**
- Director IT - **Sgt. Grit**
- Sales Manager - **Giant Eagle, Inc.**
- CEO - **Marshall Trading Limited**
- General Manager - **Automotive Art**
- IS Manager - **Art Holdings, Inc.**
- Director of Infrastructure & IT Operations - **Academy Sports & Outdoors, Ltd.**
- VP of IT - **Academy Sports & Outdoors, Ltd.**
- Director Store Systems - **Burlington Coat Factory**
- VP of IT - **Modell's Sporting Goods**
- IT Solutions Research Manager - **Lowes Companies**
- Business Solutions Manager - **Brick Warehouse Corp.**
- Director - **AutoZone**
- Director Loss Prevention - **AutoZone**
- Senior Operations Coordinator - **Genesco, Inc.**
- Manager, Retail Systems - **Genesco, Inc.**
- Senior Programmer/Analyst - **Genesco, Inc.**
- Director, Retail Projects - **Genesco, Inc.**
- Manager of Store Systems - **BI-LO/Bruno's**
- Retail Systems Director - **Associated Grocers Inc.**
- Information Systems - **Bob's Stores**
- VP IT Operations - **Family Dollar**
- SVP & CIO - **Smart & Final, Inc.**
- VP Technology & Infrastructure - **JCPenney, Inc.**
- Senior Manager, Store Systems - **The Home Depot**
- Senior Manager, Back of House Systems - **The Home Depot**

RIS News proudly announces the inaugural **Retail Technology Conference** – a new conference that addresses a clear need in the marketplace for an event, focused around actionable content and networking, to connect IT teams and their line of business counterparts focusing on cross-channel growth, new concepts, brand extensions and specialty retail for a unique mix of strategic insight, tactical analysis and intimate networking.

This new format incorporates three main retail tracks throughout the conference agenda coupled with ample networking time in an environment suitable for evaluating technology and networking in the same room.

Session tracks feature timely topics including:

- **Cross-Channel Retailing**
- **Fast-Growth Strategies**
- **Store and Operations Innovation**

AGENDA INCLUDES THESE HIGHLIGHTS:

- The exclusive debut of the *17th Annual RIS Tech Trends Study* presented by **Jeff Roster**, Research Vice President of **Gartner Research**. *This will be the FIRST and ONLY live presentation of findings and analysis of our Tech Trends Study!*
- Retail strategist **Jim Dion**, Founder of **Dionco**, will provide practical tips on "What it Takes to Win in Retail Today—Trends & Strategies That Build Amazing Retail Concepts." In a presentation sure to get you energized, Dion will address all aspects of the retail environment, from inventory and pricing to the in-store experience and staff motivation.
- Bring along your team! This conference allows the opportunity to re-group with your company team in our team meeting room – book your space now!
- **PLUS**, hear speakers from **The Home Depot**, **Northern Group Retail**, **IHL Consulting** and **AMR Research**.

JOIN INDUSTRY PEERS FROM:

Belk, Inc • BI-LO/Bruno's • Food Lion • Gap, Inc. • Hollywood Entertainment • Hallmark Cards • The Children's Place • B&H Photo & Video • AND MORE!

As a tier 1 executive or mid-market retailer, REGISTER TODAY to ensure your place at this one-of-a-kind event.

Go to www.risnews.com for more information.

Produced by:

RIS

Wednesday, April 18, 2007

7:00 – 8:00 pm | Welcome Cocktail Reception in Exhibit Hall

Thursday, April 19, 2007

7:30 – 8:30 am | Networking Breakfast in Exhibit Hall

8:30 – 9:40 am

OPENING KEYNOTE SESSION: RIS RETAIL TECH TRENDS STUDY: RESULTS PRESENTATION, ANALYSIS & DISCUSSION



Moderator: Joseph Skorupa,
Group Editor-in-Chief, *RIS News*

Presented by: Jeff Roster, Research Vice President, **Gartner**

Speaker: Sharon Stufflebeme, VP/CIO, **7-Eleven**

Our keynote session will begin with expert analysis and highlights from the industry's most comprehensive IT benchmark study – RIS News' 17th Annual Tech Trends Study. Three leading executives will also share real-world insights in a discussion of study trends. This is the FIRST and ONLY live results presentation.

9:40 – 10:30 am | Networking Coffee Break

10:30 – 11:15 am | Concurrent Sessions

1-A: CROSS-CHANNEL RETAILING	1-B: FAST-TRACK STRATEGIES	1-C: STORE AND OPERATIONS INNOVATION
<p>Using Customer Intelligence to Increase ROMI</p> <p>The new focus on return on marketing investment (ROMI) means that the era of gut-level marketing, or depending more on art than science, is rapidly coming to an end. Smart retailers are carefully measuring the effectiveness of high-cost, high-risk marketing plans. In response, smart marketing executives are using customer intelligence data to improve the success metrics of their go-to-market promotions and sales plans. Here's how.</p>	<p>Payment Card Security: Building the Case for Mid-Size Retailers</p> <p>The internal costs associated with repairing ID theft and customer privacy breaches are high enough per incident to warrant placing payment card security at the top of every retailer's priority list. This session tells you what you need to know to deal with one of the top challenges facing retailers today.</p>	<p>Beyond POS</p> <p><i>Speaker: Patrick Forney, Manager of POS Development, The Home Depot</i></p> <p>Taking a store systems approach to the traditional POS enables retailers to transform the shopping experience. As the nerve center of the store, modern POS systems go beyond speed and accuracy, delivering customer-centric information to sales associates when and where it's needed to answer questions, close sales and offer cross-selling opportunities. In this session, learn how one major retailer is approaching this change at the POS.</p>

11:20 – 12:05 pm | Concurrent Sessions

2-A: CROSS-CHANNEL RETAILING	2-B: FAST-TRACK STRATEGIES	2-C: STORE AND OPERATIONS INNOVATION
<p>Inventory Management/ Fulfillment</p> <p>Effective fulfillment manages inventory from the distribution center to the customer's hands with the goal of meeting or exceeding expectations through product availability and delivery while maximizing net profits by minimizing costs. In this case study presentation, you will learn how one industry leading retailer is approaching this topic across channels.</p>	<p>Turning Loss Prevention into Bottom-Line Results</p> <p>To be effective, loss prevention systems need to prevent and deter outside and internal theft by providing accountability at all points of the investigative cycle through various business processes and tools. It's especially critical for fast-growth retailers who must maximize bottom-line results to further growth. In this session, you will hear from a fast-growth retailer that is keenly focused on limiting loss to maximize growth.</p>	<p>Cost Benefits of Reducing Turnover</p> <p>Estimates of the cost to retailers for turnover begin at 50% of the salary per staffer being replaced and go up from there. To begin reducing this drain on capital, leading retailers are reformatting hiring procedures, increasing training and improving employee satisfaction. In this session learn how.</p>

12:05 – 1:45 pm | Topic Table Luncheon in Exhibit Hall

Ten topics will be assigned to tables of 10 during today's luncheon allowing like-minded retail executives to share insights with peers around a variety of topics. Pre-registration is required.

1:00 – 1:45 pm | Vendor Demos in Exhibit Hall

1:45 – 2:35 pm | General Session:

CONVERGING LINE-OF-BUSINESS WITH I.T.: PAIN & PROFITABILITY

Moderator: Joe Skorupa, Group Editor-in-Chief, *RIS News*
Speaker: Michael Stanek, CFO, **Northern Group Retail**

The last frontiers to be aligned with IT are line-of-business operations in the marketing and merchandising realm. These are so critical to the success of retailers that in many cases they have demanded – and received – autonomy to a degree unparalleled by other departments. The result has been IT silos and patchwork application architecture. This session explores pathways and strategies for convergence.

2:40 - 3:30 pm | Concurrent Sessions

3-A: CROSS-CHANNEL RETAILING

*Moderator: Rob Garf, Research Director/
Retail, AMR Research*

In this session a leading retailer presents a case study of one of its recent technology implementations and is then joined by AMR retail research director Rob Garf for candid discussion and analysis of the implementation's challenges and success.

3-B: FAST-TRACK STRATEGIES

In this session a leading retailer presents a case study of one of its recent technology implementations and is then joined by IHL Consulting president Greg Buzek for candid discussion and analysis of the implementation's challenges and success.

3:30 - 4:10 pm | Networking Coffee Break in Exhibit Hall

4:10 - 5:00 pm | General Session:

I.T. SECURITY

With customer trust and confidence on the line and the risk of your store's name making headlines associated with an identity breach, there has never been a more important time to secure the IT perimeter and tighten up internal and external business processes than now. This session will deliver what you need to know today when waiting until next year is not an option.

5:00 - 6:00 pm | Cocktail Reception in Exhibit Hall

After 6:00 pm | Sponsor Dinners

Friday, April 20, 2007

8:00 am - 12:30 pm | Registration Open

8:00 am - 12:30 pm | Continental Breakfast in Exhibit Hall

9:00 - 9:50 am

Second Day Keynote

WHAT IT TAKES TO WIN IN RETAIL TODAY - TRENDS AND STRATEGIES

Speaker: Jim Dion, President, Dionco

Today's opening keynote speaker is Jim Dion, retail strategist and consultant to companies including Successories, Altitunes and Man Alive. Dion also consults with many Tier 1 retail and non-retail clients



including Harley-Davidson. In today's keynote Dion will take you through key trends and strategies that retailers must understand to win in retail today.

Highlights to include:

- Using inventory as a competitive weapon
- Making the store environment an incredible experience
- Pricing: It does not have to be lower
- Consistently exceeding customer expectations
- Motivating, rewarding and disciplining staff
- Creating a black apron experience

9:50-10:40 am | Networking Coffee Break in Exhibit Hall

10:40-11:30 am | General Session

THE ADVANCE OF MOBILE & WIRELESS TECHNOLOGIES IN RETAIL

The mantra for retailers that want to streamline store processes, supercharge the supply chain, boost customer satisfaction, and generate additional sales while contributing to savings is to provide better wireless tools for associates, which unleash a new level of flexibility, mobility and efficiency within the store and the organization. This panel of retail executives will examine the advance and impact of mobile and wireless technologies in various areas of the retail enterprise.

11:35 am - 12:25 pm | Closing Session

TECHNOLOGY 2010: ASK THE EXPERTS

Presented by: Greg Buzek, President, IHL Consulting and Rob Garf, Research Director, AMR

Five-year plans are out of vogue these days because so much changes so fast. But smart CIOs make long-range plans anyway to meet challenges they can control while laying the groundwork to deal with the unexpected. This panel explores insights into emerging IT and business trends impacting store systems, e-business, enterprise systems, cross-channel retailing, customer expectations, the supply chain and more.

12:25 pm | 2007 Retail Technology Conference Concludes

**REGISTER TODAY!
SPACE IS LIMITED.**

For registration information, please contact Linda Coombs at (973) 252-0100, ext. 217 or log on to **www.risnews.com**

Produced by:



Retail Technology

2007 CONFERENCE

APRIL 18-20, 2007
ROYAL PACIFIC RESORT,
ORLANDO, FLORIDA

This one-of-a-kind event will bring together 150+ Tier 1, Mid Market Retail Technology and Line of Business Teams.

REGISTER TODAY! SPACE IS LIMITED.

For registration information, please contact Linda Coombs at (973) 252-0100, ext. 217 or log on to www.risnews.com

SPONSORS

PLATINUM

EPSON[®]
EXCEED YOUR VISION

Microsoft[®]

GOLD


3COM

SILVER

LAWSON[™]

 **exstream**
software

SPECIAL CONFERENCE DISCOUNT:
Save \$50 on the regular room rate! Price is good 3 days before or after the event based on availability. Just mention you are attending the Retail Technology Conference. The discounted rate of \$209 per night expires MARCH 6, 2007.

PLEASE NOTE: Attendance is limited to end-user or subscribers of *RIS News* magazine. If you are a technology solution or service provider to the industry, please contact Cathy Marder about available sponsorship opportunities at cmarder@edgellmail.com. *RIS News* reserves the right to decline any event registration attempt if its criteria for attendance are not met.



BRING ALONG YOUR FAMILY!
Luxurious and family-friendly hotel amenities and benefits include:

- 15 minutes from Orlando International Airport
- Exclusive theme park benefits and privileges:
 - Receive **FREE THEME PARK TICKETS** for up to two (2) adults when you stay 4 or more nights (contact hotel directly for special offer)
 - Bypass regular attraction lines at both Universal Orlando[®] theme parks (contact hotel for details)
 - Complimentary shuttle to Sea World[®] and Wet n' Wild
- Within 15 minutes of Sea World[®] Orlando and Walt Disney World[®]
- Lagoon-style swimming pool
- The Mariner's Club supervised children's activity center
- The Gymnasium - a 5,000 square foot fitness center featuring cardio theatre, whirlpool, steam room and sauna
- Croquet lawn and sand volleyball court
- Game room
- Spectacular luaus featuring authentic food and entertainment
- Business Center
- Nearby award-winning golf courses
- World-class Mandara Spa[®] and salon located on-site
- Five minute drive from Mall at Millenia and International Drive

Produced by: **RIS**

4 Middlebury Boulevard • Randolph, NJ 07869

WWW.RISNEWS.COM