

# Mobile Marketing Summit

Capitalizing on the massive consumer shift to mobile devices – how other organizations are successfully marketing to consumers via smartphones and tablets – and the pitfalls to avoid

January 24, 25 & 26, 2012, Toronto

## Optional workshops

### DEVELOPING A MOBILE APP

Rami Lama, Director Marketing Strategy Analysis, Mobile, **SapientNitro**

### THE IMPULSE ECONOMY: DRIVING MEASURABLE MOBILE ROI

Gary Schwartz, President & CEO, **Impact Mobile Inc.**

## Participating organizations

BELL MEDIA  
CANADA'S OLYMPIC BROADCAST MEDIA CONSORTIUM  
CARTILAGE INC.  
CIBC  
HILL & KNOWLTON  
IMPACT MOBILE INC.  
LG ELECTRONICS CANADA  
MASTERCARD WORLDWIDE  
MCDONALD'S RESTAURANTS OF CANADA  
MOTRICITY  
PELMOREX MEDIA INC. - THE WEATHER NETWORK  
POSTMEDIA NETWORK INC.

RBC FINANCIAL  
RESEARCH IN MOTION  
ROGERS MEDIA INC.  
SAPIENTNITRO  
SCOTIABANK  
SEARS CANADA  
SECUREKEY TECHNOLOGIES INC.  
SUN LIFE FINANCIAL  
THE BAY & HOME OUTFITTERS  
TRANSCONTINENTAL INTERACTIVE  
UNIVERSAL MUSIC CANADA INC.  
VISA CANADA

## Conference highlights

- Discover how McDonald's Restaurants of Canada engages consumers via mobile devices
- Hear how Sears Canada developed its e-commerce strategy via the mobile platform
- Discover how Sun Life determined the right mobile platform to maximize its mobile success
- Learn how Postmedia Network determined whether to use a browser or app for its mobile strategy
- Learn how Bell Media developed meaningful metrics for measuring success in its mobile advertising campaigns
- Hear how RBC Financial successfully developed its mobile app
- Discover how Universal Music links its mobile strategy and social media

## Who should attend

Vice-Presidents  
Directors & Managers of Marketing  
Branding  
Advertising & Brand Management  
Communications  
Research & Corporate Development  
and professionals involved in mobile marketing and social media

Dear Colleague,

You know you should be making moves in the mobile space. You know that smartphone and tablet usage has gone up by 60% over the past year, according to some estimates.

Although you may be aware of this massive shift towards mobile devices, you need to find a way of understanding it and capitalizing on this sea change in consumer behaviour—before it's too late.

But where to start? What are the best ways of engaging consumers via mobile? Do you build an app or use a web browser? What types of marketing messages work best via mobile? What about geo-targeting and mobile payments? And most of all, how do you cut through the complexity of options and technologies available and get some concrete answers?

We think the best way is to learn from senior Marketing Vice-Presidents and Directors who are already marketing to consumers via smartphones and tablets and find out how they are doing it.

Join these leading Canadian companies who are effectively engaging consumers via the mobile platform. Find out how they did it, why they chose one option over another and how to avoid common mistakes:

- McDonald's Restaurants of Canada
- RBC Financial
- The Bay & Home Outfitters
- Sears Canada
- Sun Life Financial
- LG Electronics Canada
- Postmedia Network
- Bell Media
- The Weather Network
- Canada's Olympic Broadcast Media Consortium
- And many more

Discover how they are:

- Integrating mobile as part of the multi-channel mix
- Offering mobile discounts, coupons and buyer rewards for purchasing specific products
- Developing smart messaging and QR code initiatives
- Developing effective marketing content for the smartphone and tablet
- Targeting the right platform: from phones to tablets, iOS to Android

Whether your organization has a mobile strategy or is still "looking in to it," get practical advice from experienced Canadian marketing executives on how they are marketing to consumers via mobile devices.

With the level of practical experience at this conference, this is one event you cannot afford to miss.

P.S. Don't miss our optional workshops on how to develop a mobile app and measuring the ROI of your mobile strategy.

# It's All About the Strategy

Rami Lama, Director Marketing Strategy Analysis,  
Mobile, SapientNitro

SESSION 1

Tuesday, January 24<sup>th</sup>

## 9:00-9:30

### CREATING DAILY BRAND INTERACTIONS THROUGH MOBILE MARKETING AT MCDONALD'S

*Mel Savage, Director of Marketing,  
McDonald's Restaurants of Canada*

McDonald's is increasingly engaging their consumers directly through a wide range of mobile devices and realizing the power of "mobile-influenced" customer engagement. This discussion details how the world's largest restaurant chain is using mobile as an integrated strategy to increase customer satisfaction and engagement.

- McDonald's location-based and nutrition calculator iPhone apps
- Measuring the response to mobile campaigns
- Outlining a roadmap for mobile marketing in the QSR space

## 9:30-10:00

### LINKING MOBILE STRATEGY AND SOCIAL NETWORKING AT UNIVERSAL MUSIC

*Janis Nixon, Director, Brand & Strategy, Universal Music Canada Inc.*

Mobile social networking is predicted to more than double between 2011 and 2015, as more and more consumers access social media sites through their smartphones. Capitalizing on this growing trend is why Universal Music Canada has integrated social media and mobile device technology. This discussion details how Universal Music Canada has developed its mobile social media strategy to reach out to customers and engage them in meaningful discussions.

- Developing an effective mobile and social strategy
- Using social media to drive mobile traffic
- How to best combine the power of social media and mobile to reach the target audience
- Offering mobile discounts, coupons and buyer rewards for purchasing specific products or for downloading mobile applications

## 10:00-10:30

### HOW ROGERS MEDIA DETERMINED THE BEST TECHNOLOGY FOR THEIR MOBILE STRATEGY

*Marc Dinsdale, Director and General Manager, Sports,  
Rogers Media Inc.*

This discussion details how Rogers Media determined the best technology for their mobile strategy, including:

- How the goals of your mobile strategy will dictate your choice of technology
- Determining what consumer needs are best met over a browser
- Developing an integrated strategy across tablets, mobile web and apps

## 10:30-11:00 NETWORKING BREAK

## 11:00-11:30

### OVERCOMING THE CHALLENGES OF GOING MOBILE AT THE BAY

*Tanbir Grover, Director, eCommerce, The Bay & Home Outfitters*

This discussion details key challenges in developing a mobile strategy for the e-commerce retailer and how they were overcome, including:

- Determining whether there was a need to go mobile as an e-commerce retailer
- Understanding where mobile fits into the marketing strategy: should it replace e-commerce?
- Determining the real purpose of the mobile strategy
- Providing a unified customer experience
- Incorporating the latest mobile technologies

## 11:30-12:00

### HOW SEARS CANADA CONDUCTS E-COMMERCE VIA A MOBILE PLATFORM

*Anwar Sumar, Divisional Vice-President, Direct Marketing,  
Sears Canada*

Mobile commerce is rapidly changing how consumers shop and engage with retailers. Sears Canada has launched a number of mobile commerce initiatives to capitalize on the growing consumer adoption. This discussion details how Sears Canada developed its mobile commerce initiative.

- How Sears Canada developed its mobile commerce strategy
- Smart messaging and QR code initiatives
- Launching mobile coupons
- The future of location-based marketing at Sears Canada
- Leveraging mobile across all channels to increase customer loyalty and learn more about in-store buying behaviour

## 12:00-12:30

### MONETIZING THE MOBILE CHANNEL

*Simon Conlin, Executive Producer / Strategist, Cartilage Inc.*

Using mobile technology to get your message out to consumers is one thing. But how can companies and brands take better advantage of monetizing strategies to generate revenue? This discussion details key monetization strategies in the mobile space.

- Monetizing mobile content: strategies and combinations
- Tapping into geo targeted data to learn more about consumer behaviours
- Usage trends and revenue opportunities in advanced mobile applications
- Engaging the mobile consumer through advertising
- Selling products through the mobile channel
- Forecasting and predictions for the future of mobile

## 12:30-1:30 LUNCH

# It's All About Content

Carrie Linton Lysenko, Director, Application Services, Pelmorex Media Inc. - The Weather Network

Tuesday, January 24<sup>th</sup>

## 1:30-2:00

### DEVELOPING MEANINGFUL MOBILE ADVERTISING & ANALYTICS AT BELL MEDIA

*Jonathan Dunn, Associate Director, Mobile Sales & Marketing, Bell Media*

Supported by a mix of fresh qualitative and quantitative Canadian research, this discussion will detail the scope of mobile advertising's current potential and how publishers like Bell Media will be enabling enhanced brand experiences in the near future.

- Using performance benchmarks to develop an effective mobile campaign & mapping the appropriate mobile advertising solution to marketing objectives
- Key methodologies to measure consumer response to mobile advertising
- Targeting beyond country, carrier and handsets: developing more granular location, demographic and contextual measurement

## 2:00-2:30

### CONTINUITY OF CONTENT: INTEGRATING MOBILE CONTENT WITH THE OVERALL MARKETING STRATEGY AT CANADA'S OLYMPIC BROADCAST MEDIA CONSORTIUM

*Mark Silver, Senior Director, Digital Media, Canada's Olympic Broadcast Media Consortium (CTV Olympics)*

Hear how Canada's Olympic Broadcast Media Consortium learned from its award winning broadcast and digital coverage of the Vancouver 2010 Olympic Winter Games and its plans for coverage of the London 2012 Olympic Games.

- Understanding your content: what makes you special?
- Identifying user moments of truth: why and when do users visit you?
- Selecting your screens: where do you invest?
- Aligning with sales: how does monetization affect you?

## 2:30-3:00

### HOW THE WEATHER NETWORK ENGAGES CONSUMERS VIA MOBILE

*Carrie Linton Lysenko, Director, Application Services, Pelmorex Media Inc. - The Weather Network*

This discussion details how The Weather Network taps into behaviours, usability and personalized content to engage their consumers on mobile.

- How to develop content worthy of the home screen
- The importance of the device
- Increasing customer engagement and frequency
- Traditional and digital media platforms can work together and drive more business
- Measuring mobile success

## 3:00-3:30 NETWORKING BREAK

## 3:30-4:00

### DEVELOPING MARKETING CONTENT FOR THE SMART PHONE VS. TABLET: DOES IT MAKE A DIFFERENCE?

*Phil Barrett, Senior Director Marketing, Research in Motion*

When developing content for smartphones and tablets, one must consider how each device is used by consumers and tailor the content accordingly. This discussion details:

- Best practices for delivering content across mobile devices
- What are the content needs of a tablet user?
- How to develop effective marketing messages to meet those needs
- Typical smartphone usage: implications for marketing messages
- How organizations are evolving their marketing messages for tablet apps and re-thinking content architecture

## 4:00-4:30

### WHAT'S ON THE HORIZON WITH MOBILE PAYMENTS

*Derek Colfer, Business Leader - Global Mobile Product Innovation, Visa Canada*

Mobile payments are poised to become a growing feature of the mobile marketing landscape. This discussion details the latest directions in mobile payments and how to capitalize on them.

- What is the current state of mobile payment technology and how can you take advantage
- Developing a mobile payment strategy integrated with your overall mobile marketing strategy
- Creating value: analyzing consumers' real needs when developing a mobile payment strategy
- Getting consumer buy-in: overcoming jitters about payments over mobile devices

## 4:30- 5:00

### INTEGRATING MOBILE WITHIN ESTABLISHED MARKETING CHANNELS

*Hilda Kinross, Vice-President - Technology Communications Practice, Hill & Knowlton*

This discussion details how to effectively integrate mobile into the marketing mix by leveraging the correct mobile channel and offering a compelling mobile marketing message.

- Leveraging the right mobile channel
- What marketing tactics work best in mobile
- Linking your mobile channel with off-line channels, including billboards, print, radio and TV
- Developing cross-channel loyalty programs
- Key types of mobile messages and how to use them
- Coupons
- Text messaging of sales or special offers
- Banner ads

# It's All About Tools and Tactics

Brady Murphy, Vice-President,  
Mobile, Transcontinental Interactive

Wednesday, January 25<sup>th</sup>

## 9:00-9:45

**BROWSER OR APPS: WHICH TECHNOLOGY IS THE BEST WHEN IT COMES TO DELIVERING CONTENT ACROSS MULTIPLE PLATFORMS**

*Edward de Groot, Director of Digital Innovation, Postmedia Network Inc.*

When it comes to choosing the right vehicle for disseminating your mobile marketing message, which delivery mechanism is best, the browser or the app? The choice for the consumer is really whatever is the easiest and fastest to use. With a stream of new platforms being introduced, the choice for companies hoping to grow a mobile presence can be complicated. This discussion details the differences between these two approaches and how to determine which is the right one.

- From phones to tablets, iOS to Android, which platforms and devices should you target?
- Integrating with more traditional channels such as web sites, search and email marketing
- Beyond mobile: how does your mobile strategy address tomorrow's challenges?
- Having your cake and eating it too: a strategy for targeting browsers and apps together

## 9:45-10:30

**DEVELOPING A MOBILE MARKETING STRATEGY AT SUN LIFE FINANCIAL**

*Michelle Mundick, Director of Marketing and Communications for Group Retirement Services, Sun Life Financial*

Developing a mobile marketing strategy to support a workplace benefit and pension plan app is more complex than simply coming up with a catchy ad. A host of factors must be considered, including design decisions, technology choices and strategic marketing issues. This discussion details how Sun Life Financial developed its mobile marketing strategy for the mobile application for members of a workplace plan.

- Choosing the right platform to maximize mobile success
- Integrating mobile as part of the multi-channel mix
- Developing an effective campaign to market the new mobile app

## 10:30-11:00 NETWORKING BREAK

## 11:00-11:30

**DEVELOPING A MOBILE APP AT RBC FINANCIAL**

*Sharad Ojha, Head, Mobile Channel Strategy, RBC Financial*

RBC has offered mobile services to its clients since 2008 and has recently launched apps for smartphones and tablets to complement their existing mobile strategy. Learn how they developed their mobile app and how it is integrated with their established distribution channels.

- The importance of determining consumer needs before developing an app
- Focusing on what clients want to do to create an app that leverages the capabilities of the smartphone and existing mobile banking functions
- The importance of scalability when developing the app: creating an app you can build on, making it an even better experience for the customer

## 11:30-12:00

**THE EVOLVING MOBILE PLATFORM AT CIBC**

*Kevin Faragher, Senior Consultant, Mobile Banking Strategy and Planning, CIBC*

Learn how CIBC drives value for its brand and connects with its customers through a branded mobile marketplace, digital branches and mobile content, including:

- Building a mobile marketing site
- Measuring mobile success

## 12:00- 12:30

**HOW TO GET CONSUMERS TO ACTIVATE THE MOBILE RELATIONSHIP AND ACTUALLY USE YOUR MOBILE CONTENT**

*Brady Murphy, Vice-President, Mobile, Transcontinental Interactive*

Getting the consumer to activate the mobile relationship is a lot like dating—you have to create a good first impression and follow it up if you want to create a relationship that grows over time. This discussion details how Transcontinental Interactive activates consumers to their mobile channel.

- What's your mobile strategy: discover a methodology designed to unlock the consumer value
- Point-of-sale calls to action: use of QR codes, SMS calls to action and emerging technologies like NFC
- Content is still king, however context in the mobile world is equally important
- The marriage of context and content for various stages of the consumer life cycle

## 12:30-1:30 LUNCH



# It's All About Building Relationships

JP Casino, Director, Mobile Marketing Strategy,  
Motricity

Wednesday, January 25<sup>th</sup>

## 1:30-2:15

### ENGAGING CONSUMERS WITH MOBILE FOR MAXIMUM BRAND IMPACT AT SCOTIABANK

*Matt Zufelt, Vice President, IBS Channels, International Banking, Scotiabank*

As often happens with new technology, we are often mesmerized by the shiny gadgets and apps and fail to incorporate the technology into a strategically meaningful marketing strategy, a strategy based on customer experience and brand impact. This discussion details Scotiabank's strategic approach to mobile marketing technology.

- Designing and optimizing content specifically for mobile devices
- Consumer engagement through effective content: use of SMS, MMS, mobile websites, widgets /applications and RSS
- Providing value through mobile channels: helping customers reach their goals in convenient and achievable ways
- The importance of marketing integration to drive mobile effectiveness

## 2:15-3:00

### MAINTAINING RELATIONSHIPS WITH CONSUMERS WITH MOBILE COUPONING AT MASTERCARD WORLDWIDE

*Nicolas Dinh, Director e-Commerce/Mobile, MasterCard Worldwide*

Consumer interest in mobile coupons continues to grow, giving brands, merchants and marketers a powerful new opportunity to establish and maintain relationships with consumers. This discussion details how MasterCard Worldwide has developed its mobile couponing strategy.

- Understanding the power, reach and opportunities for success that mobile coupons provide marketers
- Using coupons to support traditional marketing activity with redemption data
- Facilitating viral campaigns in which users can forward coupons to friends, which in turn creates new CRM data opportunities
- Creating brand loyalty through coupon reward points systems and develop brand entanglement via loyalty promotions or rewards

## 3:00-3:30 NETWORKING BREAK

## 3:30-4:00

### DEVELOPING A GEO-TARGETING AND PLACE-BASED COMMUNICATIONS STRATEGY

*JP Casino, Director, Mobile Marketing Strategy, Motricity*

Through geo-targeting and place-based communications, marketers can now reach their target audience at the point of purchase, thus increasing their message's relevancy and subsequently, consumer action and loyalty. This discussion details how to develop a geo-targeted mobile communication strategy.

- Short message service and proximity marketing: delivering content targeted based on the location of the consumer
- How to develop quick response codes
- Key considerations for place-based marketing
- Avoid pestering consumers with too many messages, even if relevant
- Delivering value in every message
- Developing unique rewards through use of a mobile code

## 4:00-4:30

### BUILDING RELATIONSHIPS AND ENGAGING CONSUMERS WITH MOBILE AT LG CANADA

*John Kennedy, Vice President, Mobile Communications Sales & Marketing, LG Electronics Canada*  
*Raj Patel, Digital Brand Manager, LG Electronics Canada Inc.*

Brands are beginning to recognize the opportunities available from implementing mobile tactics and technologies that peak customer attention whether consumers are at home, at the office or on the street. This discussion details how to avoid simply mirroring the brand's web site to design and operate a high impact mobile experience for consumer engagement.

- Choosing the applications and development content designed to build customer relationships
- Optimize consumer engagement through a 360-degree view of the consumer experience
- Delivering breakthrough integrated promotions using mobile/social media mix integration
- Making your mobile site deliver an app-like experience

## 4:30-5:00

### LEVERAGING MOBILE WALLETS AND NEAR FIELD COMMUNICATION (NFC) PAYMENTS

*Chris Gardner, Vice President, Partner Engagement, SecureKey Technologies Inc.*

NFC payment models allow consumers to purchase goods and services directly via mobile devices without the need for credit or debit cards, allowing organizations to develop even more innovative and convenient services to consumers. This discussion details the impact of NFC payment models on mobile marketing.

- Understanding the developing contact-less payment models
- Identifying benefits it can have on revitalizing sales at in-person point-of-sale channels
- Benefits of NFC for non-point-of-contact sales

## OPTIONAL WORKSHOP A

Thursday, January 26<sup>th</sup> - 9:00-noon

### DEVELOPING A MOBILE APP

*Rami Lama, Director Marketing Strategy Analysis, Mobile, SapientNitro*

Having consumers interact with the organization directly via a mobile app is an extremely alluring prospect for most companies. Done right, apps are highly effective marketing tools, providing additional features and functions that engage consumers. But just having mobile apps is not enough—they need to be part of a well-thought-out mobile strategy. Expand on what you have learned in the conference and find out how to develop a mobile app that is integrated into the overall marketing strategy and provides additional features, functions and value. Join Rami Lama, Director Marketing Strategy Analysis, Mobile at SapientNitro for a detailed look at how to develop a mobile app that will keep consumers coming back:

- Exploiting the global power of mobile apps
- Determining what the application should do and what type of functionality would best contribute to overall marketing goals
- Integrating apps into the overall consumer experience to maximize customer satisfaction
- Developing mobile apps for multiple devices and platforms
- Deciding whether to develop apps internally or with external partners
- Delivering quality video content across multiple platforms and devices
- Comparing the different business models for mobile apps: paid apps, apps on subscription, free apps driven by advertising revenue or sponsored apps

Rami Lama is Director Marketing Strategy at SapientNitro. He has been involved in multiple channels in telecommunications and media for over 16 years. Rami helps to create mobile strategies and experiences for a spectrum of international clients. Grounded in wireline, ISP and wireless, developing strategies and building products, Rami ultimately elevated his focus to media. He recently consulted for one of Canada's largest media companies, building strategies for mobile content distribution, advertising and user experience. Rami's approach to mobile is straightforward—allowing him to translate complex scenarios into simple models that focus on the user journey and can integrate with the overall ecosystem.

## OPTIONAL WORKSHOP B

Thursday, January 26<sup>th</sup> - 1:30-4:30

### THE IMPULSE ECONOMY: DRIVING MEASURABLE MOBILE ROI

*Gary Schwartz, President & CEO, Impact Mobile Inc.*

The increase in smartphone usage, the speed of the new 4G networks, the hype of impulse transaction with proximity and quick checkout wallet technologies are compelling marketers everywhere into a headlong dash into mobile; however, measuring ROI needs to be the critical indicator of success. Mobile needs to effectively and demonstratively add value to your existing retail touch points.

Mobile screen are with your consumer at all times. They are portable, handheld - they live in the store but they also live in the kitchen, bedroom...This screen is the new battleground for media this decade. The retailer and brand better be fluid, frictionless across these screens. Creating a consistent experience across these screens is key to unlocking revenue and essential for any long-term strategy. Expand on what you have learned in the conference and find out how to enter complex and emerging mobile channels in a profitable way.

- How to connect the dots back to driving revenue
- The importance of analytics for measuring mobile campaigns
- Benchmarking mobile advertising and marketing investment back to POS and online sales

Over the past nine years, Gary has played a leadership role in the mobile industry, founding Impact Mobile in 2002 running the first cross-carrier short code campaign in North America. In 2006, Gary founded the mobile committee for the Interactive Advertising Bureau (IAB) ([www.iab.net](http://www.iab.net)) (for which he received an IAB award for industry excellence in 2009). In 2010, Gary was elected as the Chair of MEF North America ([www.m-e-f.org](http://www.m-e-f.org)) with a remit to develop mobile commerce best practices and advance commerce security and privacy (for which he received a MEF award for industry excellence). In 2011, in partnership with MEF and a number of industry groups including the X9.org security standards body, Gary is working to develop m-commerce security and privacy guidelines. Gary is the author of the mobile industry book, *The Impulse Economy*, published by Simon & Schuster, Aria Imprint. [www.theimpulseeconomy.com](http://www.theimpulseeconomy.com).

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# Mobile Marketing Summit

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January 24, 25 & 26, 2012, Toronto

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