

At-Retail Media

Conference & Product Showcase

Press Release

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2006 AT-RETAIL MEDIA CONFERENCE & PRODUCT SHOWCASE HIGHLIGHTS NEW INNOVATIONS, MEASUREMENT STRATEGIES

Attendees To Learn How To Impact Consumers' 21 Billion Annual Retail Visits

New York, NY (July 31, 2006) – Developed by POPAI (the Global Association for Marketing At-Retail) and produced by VNU Expositions, the second annual At-Retail Media Conference & Product Showcase takes place September 26-27th at the American Conference Center in New York City. This coincides with Advertising Week, the largest networking and educational event in the industry with over 50,000 participants last year.

The event will provide participants with information on the latest innovations for engaging and targeting consumers in the retail environment. The leaders from companies such as Best Buy, 7-Eleven, Premier Retail Networks, and InStore Broadcasting Network will present their insight and strategies to capitalize on this growing market.

With \$19 billion in annual expenditures, the in-store channel has continued to experience rapid growth over the past year. Some of the new changes include leading brands creating departments that focus solely on in-store media, as well as deploying in-store digital signage networks and widespread media measurement in the at-retail channel. This year's conference aims to address many of the new issues within the industry.

“Billions of consumer trips are made to retail yearly, so marketers must not only seek out more innovative methods to reach these consumers but also measure the effectiveness of their programs as well,” said Doug Hope, Retail Group Vice President for VNU Expositions. “The conference provides a great opportunity for marketers to gain a better understanding of how leading retailers and advertisers plan for, and track, in-store media and other effective techniques.”

The At-Retail Media Conference is the industry's only educational conference built entirely around the concept of at-retail marketing. The conference features eight different sessions with an emphasis on methods, implementation, and tracking.

Some of the topics include, among others:

- Key Learnings from Promotion Tracker and Other In-Store Measurement
- Insight for Digital Signage
- Breakthrough Technologies for the Last Touch Point
- The Digital Network: Reach, Touch and Engage the Consumers in the Act of Shopping

The At-Retail Media Conference & Product Showcase is an essential forum for those involved in measurement branding, media buying or impacting consumers in this critical media channel. More information can be found at www.atretailmediaexpo.com, or you may contact Tim Fearney, At-Retail Media Show Director, at 770-291-5421 or tfearney@vnuexpo.com.

About VNU Expositions

VNU Expositions produces more than 50 conferences and trade shows annually for professions in fields ranging from construction and design to jewelry and retail merchandising. VNU Expositions' events reach thousands of industry leaders each year in collaborative environments designed to inspire, inform, and entertain. For more information, please visit www.vnuexpo.com

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