

# RetailVision

CONNECTING THE CONSUMER CHANNEL

**RetailVision and RetailVision Latin America**, co-located in a single venue, are designed to provide Technology Providers of consumer technology the opportunity to engage with North America's top Retailers and Latin America's premier Retailers and Distributors. The proven format is ideal for conducting in-depth partnership meetings, product presentations, idea exchange, and networking. Take advantage of the premier industry Events focused on helping you build market alliances and market share in the North American and Latin American retail channels.

**Target Audience:** North America's premier Retailers, including Top 100-level Mass Merchandisers, Computer Superstores, and Office Suppliers representing brick-and-mortar, e-tail and direct catalog retail organizations; and Latin America's leading Retailers and Distributors from Mexico, Brazil, Venezuela, Colombia, Chile, Uruguay and Central America.

## Keeping Pace with New Technology and Business Opportunities in the Retail Channel

For Technology Providers doing business in today's ever-evolving consumer channel, the selling process never ends. Manufacturers and service providers need to stay on top of what's next – the next product launch, the next new retail account, or the next new buyer from an existing account. That's why successful Technology Providers embrace a well planned strategy that ensures a constant dialogue with their best Retailer and Distributor customers and prospects.

RetailVision is uniquely structured to help you keep your channel momentum going with the leading channel executives from North and Latin America. Designed to be part of a Technology Provider's annual business plan and strategy, RetailVision will help you build and broaden your Retailer relationships on an ongoing basis – in a business-intensive, proven format. It is an important component in developing a sustainable channel strategy to leverage current and potential partnerships, acquire new business and improve profitability.

**To view our list of past attending Technology Providers, view:**

[www.retailvision.com/us2007tp](http://www.retailvision.com/us2007tp)

**To view our list of past attending Decision-Makers, view:**

*For North America: [www.retailvision.com/us2007retailers](http://www.retailvision.com/us2007retailers)*

*For Latin America: [www.retailvision.com/laap2007retailers](http://www.retailvision.com/laap2007retailers)*

[retailvision.com](http://retailvision.com)

**Gartner**

**RetailVision®**  
2007

The audience at RetailVision is represented by key channel Decision-Makers including an invited audience of North America's top 100-Level Retailers and Latin America's premier Retailers and Distributors.

According to our latest Technology Provider customer survey, over 88% of One-on-One Meetings scheduled with the Self-Scheduling System occurred as planned and are likely to lead to future business.

### RETAILVISION FALL

**September 4-7, 2007**

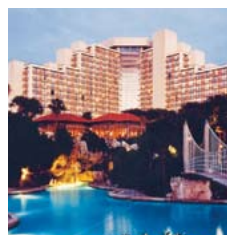
JW Marriott Desert Ridge  
Resort & Spa  
Phoenix, Arizona



### RETAILVISION SPRING

**April 14-17, 2008**

Hyatt Regency  
Grand Cypress  
Orlando, Florida



**ACT  
NOW**

### RESERVE YOUR PRIVATE BOARDROOM APPOINTMENTS:

MARK BIANCO

603-471-4287 or [mark.bianco@gartner.com](mailto:mark.bianco@gartner.com)

JOHN SPEAKER

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September 4-7, 2007

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Phoenix, Arizona

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## The Gartner Vision Events Format: Proven to Build Channel Partnerships

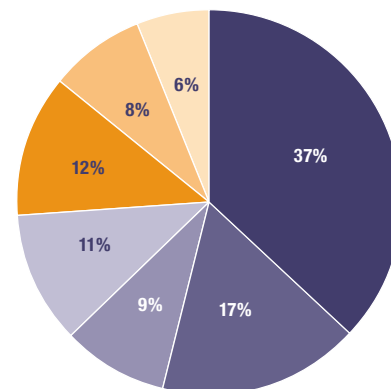
- **Guaranteed Private Boardroom Appointments** give you uninterrupted presentation time to targeted groups of top North and Latin American Retailers and Distributors.
- **Pre-Scheduled One-on-One Meetings** with Senior Decision-Makers using Gartner's unique online Self-Scheduling System. This tool allows Technology Providers, Retailers and Latin Retailers and Distributors to request meetings before and during the Event with who they most want to see. These meetings are also a great follow-up to your Boardroom presentations, and are the best method to build individual relationships and turn contacts into customers.
- **World Premieres** provide you with the high-impact platform of a theater-style presentation to the entire audience at once.
- **The Meeting Place** is the exciting, interactive setting for your live product demonstrations and face-to-face meetings.
- **"What's in Store...?" Merchandising Showcase** – you now have the opportunity to showcase your products and packaging to Retailers in a real store environment in this all-new dedicated area inside The Meeting Place.
- **RetailVision University** will give you valuable insights and market strategies through PowerViews and ChannelViews.
- **Service Provider Central** gives you one-stop shopping access to an aggregation of valuable services for the Technology Provider community.
- **Sponsorship Opportunities** enable you to boost your visibility and mind-share among both North and Latin American retail executives throughout the Event.

**This unique Event invites and hosts only pre-qualified Retailers and Distributors in the consumer technology channel. The highly structured agenda gives you access to your best customers and prospects in pre-scheduled presentations and One-on-One Meetings. Our proven Event model enables you to sell and retain customers through a format that is built upon client feedback as their preferred method to learn, analyze, compare and decide about new technologies and existing partners.**

"RetailVision is still the best way to meet and do business with the top Retailers in North America." — **Tim Thumma**, D&H Distributing

"The best way to maximize success at RetailVision is to attend both shows every year because success at RetailVision BUILDS as you string shows together. The first show, nobody knew us. This second show more Retailers knew us and those friendships made people eager to see us."

— **Alan Hunter**, MGE Company



### ATTENDEE TITLE

- Buyer: 37%
- Merchandise Manager: 17%
- Product Manager: 9%
- Marketing Manager: 11%
- Director: 12%
- VP: 8%
- President: 6%

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EVENT PARTNER



TECHNOLOGY PARTNER



MEDIA PARTNERS



Gartner