



**Business Partner Forum
Registration Form
IBM Retail User Group Annual Conference**

To our IBM Business Partners:

IBM Retail Store Solutions is pleased to host the 2010 IBM Business Partner Forum, which this year will take place at the annual IBM Retail User Group (IRUG) conference on April 28, 2010 in San Antonio, Texas.

This combined event offers IBM Business Partners the opportunity to attend the Retail User Group conference and participate in an educational and strategy forum designed specifically for our Business Partners.

The IRUG conference, April 25 – 28, 2010 is one of the key activities of the User Group, where retail industry leaders from around the world meet to share best practices, attend workshops, explore real life case studies, network with fellow colleagues, learn about IBM solutions, both store-based and beyond, and provide feedback on new IBM products and directions. A unique retail industry event, this conference brings together retailers, IBM executives, and Business Partners for unsurpassed education and networking opportunities.

We encourage our Business Partners to sign up for the User Group conference where they will also be able to attend the IBM BP Forum. We will kick off the Forum on Tuesday evening with a reception at 7:00 PM with IBM Retail Store Solutions sales and executive teams. The Forum begins on Wednesday afternoon after the User Group conference has concluded. This year's IRUG conference theme is "Revitalize the Customer Experience" where you will hear from IBM professionals and industry leaders on technology trends, mobility, operating systems, cloud computing, self-service and POS hardware updates, loss prevention, and more. During the IBM BP Forum, we will continue this theme as we focus on ways IBM can help our Business Partners "Revitalize" their business, increase sales, and meet the needs of their customers. A complete agenda will be sent soon.

We also encourage you to invite your customers to become IBM Retail User Group members and attend the Conference. One of the few independent user groups still in existence, IRUG is an organization run by retailers for retailers, and offers the opportunity for general business retailers to network and share experiences with other IBM retail customers.

Please use the form on the next page to register for both events as well as sign up for exhibit space. There is still space available if you are interested in being an exhibitor.

Check the User Group website for additional details on sponsorship opportunities, specific activities and agenda updates: www.ibmretailug.org.

For further details on the 2010 IBM Business Partner Forum, please contact Nancy Greene at nagreene@us.ibm.com.



**Business Partner Forum
Registration Form
IBM Retail User Group Annual Conference**

REGISTRATION FORM

Participation:

IBM User Group Conference

IBM Business Partner Forum

Exhibiting

Organization Name: _____

Contact Name: _____

Address: _____

City, State: _____ Zip: _____

Telephone: (_____) _____ email: _____

Conference Attendee(s):

Name: _____ email: _____

Name: _____ email: _____

Name: _____ email: _____

Name: _____ email: _____

IBM Business Partner Forum Attendee(s):

Name: _____ email: _____

Name: _____ email: _____

Name: _____ email: _____

Name: _____ email: _____

Registration fee calculation:

Number attending: _____ x \$ 495 = \$ _____ by March 12, 2010

Number attending: _____ x \$ 545 = \$ _____ after March 12, 2010

Total User Group Conference Fees: \$ _____



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IBM Retail User Group Annual Conference**

Exhibit Requirement: (please attach completed exhibitor form)

- A. Booth size required: Table Top @ \$2295 10' Booth @ \$3495
 20' Booth @ \$5995 30' Booth @ \$8995

B. Booth Preferences (indicate specific booth # or group): 1. _____ 2. _____ 3. _____

C. Sponsor Event (reserve event)

Event Preference: _____

Exhibit Space Cost \$ _____

Sponsorship Cost \$ _____

TOTAL COST \$ _____

IBM User Group Conference \$ _____

Total Exhibit Fee \$ _____

Sponsorship \$ _____

Total All Fees \$ _____

If you are exhibiting please attach Exhibit Registration Agreement

Method of Payment:

Check enclosed (U.S. funds only). **Make payable to:** IBM Retail User Group

Registration form sent by FAX. Fax to 440.238.6698

MasterCard payment

VISA payment

AMEX payment

Acct. No. _____ Exp. Date _____

Name on card (please print) _____ Total charged \$ _____

Fax to: 440.238.6698
 Email: issug@roadrunner.com

Mail to:
 IBM Retail User Group
 8421 Lorraine Drive
 Strongsville, OH 44149



SHARE. LEARN. SUCCEED.

Revitalize the Customer Experience

33rd Annual Conference

**April 25 - 28, 2010
San Antonio, TX**



Dear IBM Retail User Group Members

Yes, the economy is certainly challenging indeed – but take heart! Things are in good shape in San Antonio!

The IRUG board has been busy planning a tremendous conference this April – And best of all, it will be in the Texas Hill Country of San Antonio at Marriott's newest resort. The hotel opened last month and is definitely worth making the conference as it's filled with the latest customer interfacing technology available – please check out the latest on the resort at this website - www.jwsanantonio.com

Our theme this year is "**Revitalizing the Customer Experience**". For main tent sessions, we have several excellent topics lined up:

- 1 **Gartner** will share their insight and perspectives on the evolution and future of the consumer retail experience and how retailers are having to change to keep pace.
- 2 **Migros**, a leading Swiss retail super store chain with a steadily growing international presence, will present their technology advances in fresh item management.
- 3 **Dairy Queen** will be presenting their experiences with a recent project rollout of mobile coupons and alternate payment methods.

For the Super Sessions, we have revised the format and will be making these much more interactive. Two are planned as follows:

- 1 **Motorola** will discuss the ROI behind mobile computing and provide details on how consumer interfacing solutions are being implemented with retailers.
- 2 **IBM** will provide their vision on how technology is changing the customer experience, through technologies such as mobile, self checkout, digital merchandising solutions and others.

And, for Deep Dive sessions, we have these offerings :

- 1 **Shootout at the OS Corral** - This session is about operating environments for stores --- Windows, Linux, 4690, and even DOS.
- 2 **Coupon Hoedown** - This panel-led discussion will explore the wide variety of coupons used in today's retail environments --- from scanning coupons on mobile phones to offering in-store promotions from brick-and-mortar and e-commerce venues.
- 3 **Texas Dust Bowl or Fresh Profitable Perishable** - Customers are demanding more technology, even with perishables. Please attend to see how to leverage this technology.
- 4 **Reach for the Clouds, Partner** - Attend this session and learn from those that lead the development of the ARTS Cloud and SOA whitepapers - how you too can increase customer satisfaction at lower costs by implementing Cloud in a SOA infrastructure.

We are also planning to have approximately 24 elective sessions of 45 minutes each. Based on your feedback, fewer sessions were recommended and we're adjusting accordingly. These sessions will be selected based on the research analysis and membership feedback. As always, remember to visit our website at: www.ibmretailug.org.

As you can tell, we are packing lots of fun along with the learning and networking experiences. The IBM Retail User Group is all about **YOU, the USER** – ***So come on out to San Antonio and see how the west was really won!!***

Any member who would like to be a presenter at this year's conference should call the Administrative Office at (440) 238-5880 for more information. ***Without your involvement we cannot be successful!***

Kelly Hewitt
President

Conference Information

IBM Retail User Group 33rd Annual Conference

Date: April 25 - 28, 2010

Location: JW Marriott San Antonio Resort
San Antonio, TX

Host: IBM

Registration:

Register online at www.ibmretailug.org or return enclosed conference registration form by **March 12, 2010**.

Mail to: IBM Retail User Group
8421 Lorraine Drive
Strongsville, Ohio 44149

Registration Fees:

Registration fees include all meeting materials and food and beverage for all scheduled events. Travel and hotel expenses are the responsibility of attendees.

- \$ 495 per person by March 12, 2010
- \$ 545 per person after March 12, 2010
- \$ 595 per person on-site registration

Hotel Accommodations and Meals:

Room reservations and hotel charges, including food and beverage costs (except for scheduled events) are the responsibility of the attendees. The group has reserved a discounted block of rooms at the JW Marriott at the rate of \$199. The group will receive complimentary in-room high speed internet access for all attendees. Hotel reservations must be made by **April 16, 2010**. After April 16th is subject to availability.

Reservations can be made by calling the JW Marriott San Antonio Resort at 210-403-3434 or 866-882-4420. Please request the room rate for: **IBMIBMA**.

For online reservations please visit our website at www.ibmretailug.org. Click on the Marriott logo on the Conference page.

Reminder:

Membership dues and all conference fees must be paid prior to attending the conference.

Air Line Travel:

All major airlines service San Antonio International Airport.

Discount Car Rental:

Discount car rentals are available with **Hertz**. Hertz is located at the airport and onsite. Reservations can be booked with **CV#041Z0004** online at hertz.com or by calling Hertz at 800-654-2240.

Shuttle Service:

The JW Marriott San Antonio Hill Country Resort is 12 miles from the San Antonio International Airport. Transportation to the hotel is available through Airport Express Shuttle. The shuttle runs approximately every 15 minutes between 7 am and 1 am. Shuttle tickets are sold at the baggage claim area in Terminal 1 and Terminal 2. The average cost is \$38 one way, \$63 round trip. Reservations can be made from a link on our website or visit their website at www.saairportshuttle.com for advance reservations. A discounted coupon for Airport Express is available on our website.

Ground Transportation:

Taxi cabs are available at the lower level curbside, outside of baggage claim, at Terminal 1 and at the front curbside of Terminal 2 just outside baggage claim. Estimated taxi fare is \$35.

Conference Attire:

Business casual attire is appropriate for all functions. Meeting rooms tend to be cool, so bring a light jacket or sweater to ensure your comfort.

Cancellation Policy:

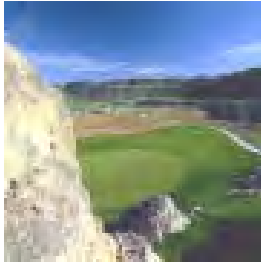
All cancellations must be received in writing by April 1, 2010 for a full refund of registration fees. A 50% refund between April 2nd and April 24th. No refunds after April 25th, however, replacements for registrants may be made at any time without penalty.

Meal Tickets:

Additional meal tickets for lunches and the banquet can be purchased at our registration desk for spouses or guests who would like to attend these functions.

Golf Tournament Registration

IBM Retail User Group Golf Event 33rd Annual Conference



4690World and QVS invite you to play in the annual IBM Retail User Group Golf Outing on Sunday, April 25, 2010, at the Quarry Golf Club. A unique course carved out of an abandoned quarry, it placed among the top ten of "America's Top State Golf Courses" in Golf Digest magazine. Designed by nationally recognized golf course designer Keith Foster, The Quarry is recognized around the country for its unique setting and design. The front nine plays in a links style format and features rolling hills, native grasses, and immaculate greens. Upon making the turn, you quickly find out how the course got its name. Nestled within the abandoned quarry, several holes have greens that are bordered on three sides by 100-foot cliffs, with trouble waiting on the other side. In fact, the names given to two of the holes on the quarry side, "Escape from Alcatraz" and "Reload," pretty much tell the story of the back nine.

Enjoy a morning of golf and networking with other Retail, IBM and IBM Business Partner executives. The outing format will be a four-player shotgun and will begin at 8:30 am sharp. The day will commence with registration at 7:30 am and we will wrap things up around 2:00 pm. A box lunch and transportation to and from the hotel is included. **There is NO cost for this outing for Retailers.** Associate Members will be asked to pay \$130 per participant. Club rental is \$49.00 p/associate player if required. If you would like to participate, please complete the golf registration form.

Please return the lower portion of this form with any necessary fees.

Golf Registration Form

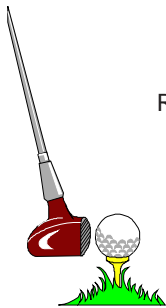
Organization: _____ Phone: _____

Free Golf (Retail)

Name (s): _____ email: _____
_____ email: _____
_____ email: _____

Additional Name(s) @ \$150.00 per person (Associates/Guests)

Name (s): _____ email: _____
_____ email: _____



Requires rental of golf clubs Yes No

Number registered: _____ free
Number registered: _____ x 130.00
Number Club rentals: _____ x 49.00 (Associates/Guests)
Total Fees Enclosed: _____

Please make checks payable to: IBM Retail User Group

Return your registration before April 16, 2010 to:

IBM Retail User Group
8421 Lorraine Drive
Strongsville, OH 44149
Phone: (440) 238-5880 Fax: (440) 238-6698
email: issug@roadrunner.com

Please note: Space is limited and registrations must be received by **April 16, 2010.**

Tour Registration

**IBM Retail User Group
33rd Annual Conference**

San Antonio Tour

Sponsored by *Source Communications*



Explore the best of San Antonio in just a few hours. The first stop is the Alamo, site of the bloody 1836 battle with Mexico over Texas independence. You'll walk the same streets and visit the same buildings as Davy Crockett and Jim Bowie, heroes who died at the Alamo fighting for freedom. From the Alamo, you'll travel to the beautiful, stone mission of San

Jose, with many 200-year-old buildings still standing, including the chapel and its famous, ornately carved Rose Window, one of the finest examples of baroque architecture in North America. Next, you'll stop at Mission Concepcion, the oldest unrestored church in North America, and view original 18th century frescoes that remain in several rooms. Finally, you'll get a chance to visit El Mercado, a traditional Mexican market featuring authentic Mexican handicrafts and other imports. This is a memorable way to experience the history and culture of San Antonio while visiting its most famous sites.

The tour is set up for 25 people, on Sunday, April 25, 2010. The tour is free to retail members. Associate members, spouses, and guests may register at a cost of \$35.00 per person. Boarding time is 15 minutes prior to scheduled departing time. The bus departs from the **JW Marriott San Antonio Hill Country Resort**.

The chartered bus will leave the hotel at 10:00 am for the tour of San Antonio and return to the hotel at 1:30 pm.

Please return the lower portion of this form with any necessary fees or fax to 440.238.6698.

San Antonio Tour Registration Form

Organization: _____

Free Tour

Name (s): _____ email: _____

_____ email: _____

_____ email: _____

Additional Name(s) @ \$35.00 per person

Name (s): _____ email: _____

_____ email: _____

Number registered: _____ **free**

Number registered: _____ **x \$35.00**

Total Fees Enclosed: \$ _____

Agenda

IBM Retail User Group 33rd Annual Conference

Sponsor	IBM Corporation
Platinum Sponsor	SAP
Silver Sponsors	SAM Group, Inc.
Sunday - April 25, 2010	
7:00 am - 3:00 pm	Golf Outing <i>Sponsors: 4690World & QVS</i>
10:00 am - 1:30 pm	San Antonio Tour <i>Sponsor: Source Communications</i>
3:00 pm - 3:30 pm	Associate Meeting in Exhibit Hall
4:00 pm - 7:00 pm	Registration
4:30 pm - 5:30 pm	1 st Time Attendees
5:00 pm - 7:00 pm	Opening Reception <i>Sponsor: Agilysys</i>
Monday - April 26, 2010	
7:30 am - 8:00 am	Continental Breakfast <i>Sponsor: VeriFone</i> Registration
8:00 am - 8:10 am	Welcome <i>Kelly Hewitt, President, IBM Retail User Group</i>
8:10 am - 8:30 am	IBM Executive Perspectives <i>Steve Ladwig, GM, IBM Retail Store Solutions</i>
8:30 am - 9:00 am	Keynote Address
9:00 am - 9:30 am	Technology Trends for Retail 2010 Jeff Roster will present a summary of the most recent retail research and trends for Retail 2010. He will examine adoption patterns for business intelligence, CRM and in store technologies. Jeff's background coupled with Gartner's research makes him the ideal person to put the trends into perspective for retailers and vendors who work with retailers. <i>Jeff Roster, VP, Industry Market Strategies, Retail , Gartner, Inc.</i>
9:45 am - 11:00 am	Super Sessions Mobile Retail Management - Information Anywhere, Anytime IBM Future of Checkout
11:00 am - 11:45 am	Refreshment Break in Exhibit Hall <i>Sponsor: Seamark</i>
11:00 am - 1:30 pm	Exhibit Hall Open
12:00 pm - 1:00 pm	Lunch in Exhibit Hall <i>Sponsor: Cornell-Mayo Associates</i>
1:30 pm - 3:00 pm	Deep Dive Session 1 <i>(to be scheduled)</i>
1:45 pm - 2:30 pm	Elective Sessions A <i>(sessions to be scheduled)</i>
2:45 pm - 3:30 pm	Elective Sessions B
3:15 pm - 4:45 pm	Deep Dive Session 2 <i>(to be scheduled)</i>
3:45 pm - 4:30 pm	Elective Sessions C
4:30 pm - 6:30 pm	Refreshment Break in Exhibit Hall <i>Sponsor: MATRA Systems</i>
4:30 pm - 6:30 pm	Exhibit Hall Open Prize Drawing in exhibit hall
7:00 pm - 9:30 pm	Banquet

Agenda

Tuesday - April 27, 2010

7:30 am – 8:00 am	Continental Breakfast <i>Sponsor: ST & J Retail</i>
8:00 am – 8:30 am	Retail Speaker
8:30 am – 9:00 am	RFID, NFC, Mobile Marketing in the Real World Dairy Queen will be presenting their experiences with a recent project rollout of mobile coupons and alternate payment methods. <i>Chris Schwanz Program Director, International Dairy Queen</i>
9:00 am – 9:30 am	Retail Speaker
9:30 am – 9:40 am	2010 Innovation Award
9:45 am – 11:00 am	Deep Dive Sessions
11:00 am – 11:45 am	Refreshment Break in Exhibit Hall <i>Sponsor: Retail Tech</i>
11:00 am – 1:30 pm	Exhibit Hall Open
12:00 pm – 1:00 pm	Lunch <i>Sponsor: Cornell-Mayo Associates</i>
1:30 pm – 3:00 pm	Deep Dive Session <i>(to be scheduled)</i>
1:45 pm – 2:30 pm	Elective Sessions E <i>(sessions to be scheduled)</i>
2:45 pm – 3:30 pm	Elective Sessions F
3:15 pm – 4:45 pm	Deep Dive Session <i>(to be scheduled)</i>
3:45 pm – 4:30 pm	Birds of a Feather Sessions in Exhibit hall
3:30 pm – 7:00 pm	Exhibit Hall Open Prize Drawing in exhibit hall
5:00 pm – 7:00 pm	Reception in Exhibit Hall <i>Sponsor: Motorola</i>

Wednesday - April 28, 2010

8:00 am – 9:00 am	Breakfast <i>Sponsors: Associates</i>
8:45 am – 9:30 am	Associate Member Meeting / 2011 Booth selection Election of Associate Liaison 2010-2011
9:00 am – 9:30 am	User Group Business Meeting / Election of Directors 2010-2011 ThinkPad Prize Drawing
9:30 am – 9:45 am	Refreshment Break
9:45 am – 10:15 am	Retail Speaker (TBA)
10:15 am – 10:45 am	Retail Speaker (TBA)
10:45 am – 11:30 am	The Emerging Consumer Culture The consumer culture of 2015 will require a different retail environment to attract loyalty. We <i>Daniel L. Hopping, President & CEO, Next Retail Group</i>
11:30 am - 11:45 am	Closing / ThinkPad Prize Drawing
12:00 pm - 2:00 pm	Board of Directors Meeting
12:00 pm – 6:00 pm	IBM POS Application Focus Group
12:00 pm – 12:30 pm	IBM POS Application Focus Group Lunch
12:30 pm – 5:30 pm	IBM Business Partner Forum

Thursday - April 29, 2010

8:30 am – 9:00 am	Continental Breakfast (Focus Group)
9:00 am – 12:00 pm	IBM POS Application Focus Group
12:00 pm – 12:30 pm	LUNCH - open to attendees from both Focus Groups
12:00 pm – 6:00 pm	IBM Self Checkout Focus Group

Friday - April 30, 2010

8:30 am – 9:00 am	Continental Breakfast (Focus Group)
9:00 am – 12:00 pm	IBM Self Checkout Focus Group

Exhibit Hall Hours

Monday

11:00 am - 1:30 pm
4:30 pm - 6:30 pm

Tuesday

11:00 am - 1:30 pm
3:30 pm - 7:00 pm

Elective Sessions

IBM Retail User Group 33rd Annual Conference

Super Sessions

Mobile Retail Management - Information Anywhere, Anytime

Managing information anywhere, anytime – “Revitalizes” the consumer experience, improves associate productivity and maximizes supply chain efficiencies. Managing on the move, instead of from behind a desk, gives customers on-demand access to product information as they shop, provides accurate accounting for stock, reduces shrinkage and provides on-hand availability meeting customer demand and enables checkout lanes to move quickly and efficiently.

Motorola will be conducting a 2010 “Super Session” addressing mobility. Working with leading retailers, Motorola has delivered retail mobility solutions that drive measurable results from the warehouse to the sales floor associate into the hands of the customer. Using mobility solutions, retailers can more effectively respond to customers’ needs, speed transactions, reduce the time-to-checkout, and accurately communicate with back-end systems and maximize cross-sell opportunities.

IBM Future of Checkout

Traditional checkout (select-scan-total-tender) remains prevalent, but for how long? Retailers today deliver more at the point of sale (loyalty, merchandising) and subvert the traditional checkout process through e-commerce, mobility, self-service, and operational innovations. POS and store technology must keep up through superior integration, flexibility, and next-gen delivery platforms such as cloud POS.

Deep Dive Sessions

Coupon Hoedown

This session will roll faster than a good old Texas Hoedown — but without the blisters! It covers coupons, a topic bigger than the Texas sky. This panel-led discussion will explore the current technology of coupons used in today’s retail environments — including paper, electronic, mobile, in-store and manufacture coupons — as well as the future of coupon technology, from scanning coupons on mobile phones to offering in-store promotions from brick-and-mortar and e-commerce venues. If you are currently using coupons or are looking to implement coupons in near future you should consider joining our panel of coupon experts as they dance around this lively topic. Hats and boots are optional!

Reach for the Clouds, Partner

Cloud Computing, which effectively lowers IT costs for retailers, is an emerging computing model by which users can gain access to their applications from any location, through any connected device, making the infrastructure transparent to the user. As retailers move to achieve the benefits of cloud, ARTS has published a white paper on Cloud Computing that provides guidance on alternative implementations such as public and private clouds, selecting high return on investment applications and satisfying security and privacy requirements. Cloud computing allows retailers to access new IT services on an as-needed basis while paying on a per-use basis. Furthermore, cloud computing is also driving efficient usage of in place infrastructure resources. At the application level, services made available through cloud computing are best delivered through a service oriented architecture (SOA) that it simplifies integration and reuse of business services as described in the ARTS SOA Blueprint released in January 2009. Retailers today are beginning to take advantage of cloud computing and SOA by creating a more efficient infrastructure to deliver the business services needed and providing services to the level of user demand. Attend this session and learn from those that lead the development of the ARTS Cloud and SOA whitepapers - how you too can increase customer satisfaction at lower costs but implementing Cloud in a SOA infrastructure.!

Shootout at the OS Corral

The Texas Hill country might have been home to real-life cowboy shootouts in its colorful past, but for today’s retail store environments, the term takes on new meaning. This session is about operating environments for stores — Windows, Linux, 4690, and even DOS. What makes one platform better or worse than the next? Should you migrate to one or the other, and if so, which one, why, when and how? What implications should you consider: application support, security considerations, future needs, ability to manage? Join a lively panel of technology cowboys as they face off and take their best shots at one environment vs another. You can “draw” your own conclusions!

Governance

PCI

This session will focus on the differences between PCI 1.1 and 1.2. You’ll notice that as retailer’s our three biggest challenges have nothing to do with any specific requirement.

Elective Sessions

Texas Dust Bowl or Fresh Profitable Perishable

When it comes down to it there is a large difference between “great” and “not so good” perishables, and we all know in Retail Grocery, that perishables play a large role in where the consumers will shop. On the great high plains of the Texas Panhandle we see extremely large tracts of land with not a place to plant a single carrot, but in the new world of PC based, Customer and Clerk facing high resolution, interactive scales we see fertile opportunity. The customers are not only noticing a change in store based technology they are almost demanding it. If you believe that “a scale, is a scale, is a scale” and all perishables are equal, then maybe the Texas Panhandle is the best option for you, if you feel you need “growth, increased sales, high productivity, with a lower carbon footprint” then maybe the lush green backdrop of a San Antonio Sunset is for you. Join us and see what the future of FRESH really looks like.

Elective Sessions

101 Things I Learned about Retail Systems Architecture

Hollis Posey, Chairman and COO, Next Retail Group

Are You Ready for Mobile Bar Codes?

Mark Hernandez, Sr. Product Marketing Manager, Honeywell Scanning & Mobility

How to Automate the Retail Replenishment Process and Manage Inventory

Kevin Stadler, Vice President Sales and Marketing, SAF AG and Kitman Cheung, IBM

Mobile Payment in the US Retail Market

Michael Hess, President, Tech Global Partners, Inc.

Mobile Point of Sale - are you ready for it?

Sandeep Bhanote, CEO, Global Bay Mobile

Operational Effectiveness: Front-End and Cash Office Operations

Casey Lintner, EVP, Consulting Services, Balance Innovations

Payment Security Strategies for Retailers

Lloyd Baylard, Vice President, Hypercom

Profit from Cash-Room Automation and IBM POS Integration with Safe

Ed Grondahl, EVP Global Sales, Tidel Engineering, LP

Protecting Credit Card Data through Tokenization and Segregation

Lou Sterzenbach, Director of Applications, Pier 1 Imports

Lisa VanAmburgh, Sr. Manager, Applications, Pier 1 Imports

Retail Payment Strategies to Counter Fraud

Dave Mahr, Senior Director, Business Development, ST&J Retail

Retail Sales Tax Automation – A Key Element of Your Technology RoadMap

John Cowan, Director of Retail Solutions Practice, Vertex Inc.

Why the CIO led a Multichannel Loyalty Implementation at Godiva

Les Jones, Sr Project Manager - IT, Godiva Chocolatier

Winning the New Consumer

Jim Nadler, Vice President – Marketing, afterBOT, Inc.

Are You Using All of StoreGazer’s Potential?

David Wadsworth, Vice President, EDJ Enterprises, Inc.

IBM Elective Sessions

- Business Analytics
- Building a Dynamic Infrastructure for Retail: The IBM Sure Operating Environment
- Cross-Channel/Consumer Centric/Consumer Mobility
- Enhancing the In-Store Shopping Experience with Self-Service
- IBM Loss Prevention - Dramatically Impact Shrink at the Point of Sale and Self Checkout
- IBM SurePOS Hardware Update - NDA
- Loyalty / Promotions
- Reduce Costs of Managing Retail Systems with Improved Service Management
- Retail Innovations in Research
- RSS Fuel Solution Integrates Your Customers' Experience while Expanding Your Retail Sales
- Secure Transaction / Payment Gateway
- Self Checkout Solutions Update
- Shaping the Demands of the Smarter Consumer – a Round Table Discussion
- SurePOS ACE: What is the REAL benefit of an ACE solution?
- TCO and ROI: How IBM Helps Quantify the Business Value of Store-based Technology

Exhibitor Information

Costs, Services, and Applying



Exhibit Costs:

Table Top	\$2,295
10'	\$3,495
20'	\$5,995
30'	\$8,995
40'	\$11,995

Application and Payment

Must be received by **March 12, 2010**.

Applications must be accompanied by full payment made payable to IBM Retail User Group and mailed to:

IBM Retail User Group
8421 Lorraine Dr.
Strongsville, Oh 44149

Exhibitor Services

Each exhibitor receives the following:

- One free conference delegate registration
- Listing in the official conference directory
- Exhibitor Service Kit
- Exhibitor On-Site Service Center
- Pipe and Draping - 8' High Backwall and 3' High Side Drapery in Blue
- Carpeted aisles
- One Exhibitor Identification Sign
- General cleaning of the hall
- Security Service

Exhibitor Information

The following drayage company has been contracted: **EXPO Convention Contractors**.

All shipment of materials must be handled through the drayage company. Each exhibitor is requested to make their own arrangements for drayage and setup.

Associate Directory

An *Associate Member Directory* is provided for all meeting attendees. Please complete and return *Associate Member Directory* form.

Associate members not attending the conference will be included in the directory if forms are returned by March 12, 2010.

Exhibitor Eligibility

Only those companies that meet the Associate membership criteria are eligible to participate in this event.

An associate member is an IBM Business Partner and provider of hardware, software and/or services in support of the IBM retail environment. An associate may be an individual, a partnership or other unincorporated association or a corporation.

Space Assignment

Exhibit space will be assigned on a first-come, first-serve basis.

The IBM Retail User Group reserves the right to make the final determination of all space assignments in keeping with the best interest of the exhibition.

Booth acknowledgment will be sent upon receipt of booth registration form with payment.

Event Sponsorship

Associate members are invited to sponsor the food and beverage activities during the conference. Breaks, continental breakfasts, lunches, and Tuesday reception will be served in the exhibit hall.

All sponsors will be acknowledged in the final conference agenda. You may supply your own promotional material for any event sponsored.

Conference Registration

Conference registration is required to attend the meeting sessions and activities.

If you have any questions, please call the Administrative Office at (440) 238-5880 or email issug@roadrunner.com.

Conference and Exhibitor Theme

Exhibitors are encouraged to theme their booth based on the 33rd Annual conference theme, "Revitalize the Customer Experience."

Exposition Regulations

1. If an exhibitor fails to abide by the regulations of the convention as set forth, then the contract between the IBM Retail User Group and the exhibitor will be terminated. The exposition regulations constitute a portion of the contract between the IBM Retail User Group and the exhibitor. Therefore, any failure on the part of the exhibitor to comply with the regulations represents a default on, and termination of, the contract. Should the contract be terminated in this manner the exhibitor shall forfeit the amount paid for space rental, regardless of whether or not the IBM Retail User Group enters into a further lease of the space involved.
2. The IBM Retail User Group reserves the right to refuse rental of exhibit space to any company whose display of goods or services is not likely to be, in the opinion of the IBM Retail User Group, compatible with the general character and objectives of the association.
3. No exhibitor shall assign, sublet, or share the space allotted with another business or firm, unless approval has been obtained in writing from the IBM Retail User Group. Exhibitors may only share with companies who qualify with membership guidelines for associate members and are members in good standing.
4. Whenever possible, space assignments will be made by the IBM Retail User Group in keeping with the preferences as to location required by the exhibitor, the IBM Retail User Group, however, reserves the right to make the final determination of all space assignments.
5. Every exhibit must be fully staffed and operational during scheduled exhibition hours.
6. Any exhibit space that has not been paid for in full by close of business April 9, 2010 can be reassigned or canceled at the discretion of the IBM Retail User Group.
7. Prior to April 9, 2010 exhibitors may cancel their exhibit space and receive a refund of all space payments over the required 50% deposit providing the IBM Retail User Group receives a written notice of such cancellation. There will be no refund of exhibit space payments for cancellations made on or after April 9, 2010, even if the canceled space is subsequently resold.
8. Should the exposition be canceled, postponed or abandoned, the limit of claim for damages and/or compensation by the exhibitor shall be the return of the amount already paid for the space for this specific event. Should the exposition be curtailed or abandoned in part, the limit of claim for damages and/or compensation by the exhibitor shall be the return of the prorated amount the exhibitor already paid for space for the canceled portion of this specific event. However, exhibitors will not be reimbursed if the exposition is canceled, postponed, curtailed or abandoned due to acts of God, an act of war, insurrection or radioactive contamination.
9. Each exhibitor is charged with knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in this exposition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.
10. Nothing can be posted on, tacked, nailed, screwed or otherwise attached to the walls, floors, ceiling, furniture or other properties of the convention center in which the exposition is being held. Cost for repairing any damages to the convention center brought about through these actions will be billed to the responsible exhibitor.
11. The IBM Retail User Group will not be responsible for any injury, loss or damage that may occur to the exhibitor's employees or property from any cause whatsoever, or which may be sustained by any person who may be on the premises leased to the exhibitor or watching, observing or participating in any demonstration or exhibit of the exhibitor, unless such injury, loss or damage is caused by the gross negligence or willful misconduct of the IBM Retail User Group. Exhibitor and exhibitor's contractors and its insurers will not subrogate against the Institute for theft of, loss of or damage to exhibitor's or exhibitor's contractors' property while in transit to, within, and in transit from the confines of the hall.
12. If exhibitor uses a non-official contractor, exhibitor must agree to defend, indemnify and hold the IBM Retail User Group, its officers, agents and employees, harmless against any and all claims, lawsuits, judgments, costs, and expenses for injury (including death), property damage or other harm for which recovery of damages is sought that may arise out of or be occasioned by Contractor's performance of the contract, breach of any of the terms or provisions of the contract, or by any other act or omission of contractor, its officers, agents, employees, or subcontractors, in the performance of this contract; except that the indemnity provided for in this paragraph shall not apply to any liability resulting from the sole negligence of the IBM Retail User Group, its officers, agents, or employees.
13. Exhibitor and exhibitor's contractors shall, at their sole cost and expense, procure and maintain through the term of this contract, the following insurance:
 - a. Commercial General Liability Insurance against claims for bodily injury or death, property damage as well as personal and advertising injury occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and products liability coverage, with combined single limits of liability of not less than \$1,000,000 per occurrence, with the Institute and its employees added as additional insureds.
 - b. Workers Compensation insurance as required by statutory law.
 - c. Exhibitor shall obtain and shall furnish upon request of the IBM Retail User Group a certificate of insurance evidencing the required insurance to the IBM Retail User Group.
 - d. All property of the exhibitor and exhibitor's contractors is understood to remain under its custody and control in transit to, within, and in transit from the confines of the hall.
14. The IBM Retail User Group reserves the right to make any changes, amendments and/or additions to these regulations as considered advisable for the proper conduct of the exposition, with the provision that all exhibitors be advised of any such changes. Any matters not specifically covered herein are subject to decision by the IBM Retail User Group.
15. The exhibitor agrees to assume full responsibility for complying with the federal copyright laws and any regulations issued thereunder and the laws of unfair competition, including but not limited to payment of royalties which are due for the use of copyrighted works during the exhibitor's events.

Conference Registration

Conference registration is required for all attendees. Exhibitors receive one free conference delegate registration. List the **Free Conference Delegate** on the *Conference Registration Form* included in this packet. Additional exhibitors may register as conference delegates for \$495 per person; this includes all conference sessions and activities. These delegates should list their name under **Attendee(s) Name(s)** on the *Conference Registration Form*.

Fee Structure: \$495 registration fee for all attendees and exhibitors. All categories of membership, Retail, Associate, and Professional are required to pay the same registration fee and are accorded the same privileges regarding sessions attendance and conference activities.

Exhibitor Information

Drayage services have been arranged with:

EXPO Convention Contractors
(305) 751-1234
Contact: Ulises de la Vega
email: delavega@expocci.com
http://www.expocci.com/

EXPO will receive delivery of freight 30 days prior to the meeting.

All shipment of materials must be handled through the drayage company. Each exhibitor is required to make their own arrangements for drayage and setup.

EXPO will send the exhibitor's packet when your registration has been received.

Setup is Sunday, April 25, 2010 after 1:00 pm. Tear down is Tuesday, April 27, 2010 at 7:00 pm and must be completed Wednesday, April 28, by 10:00 am.

A final floor plan will be sent showing location and booth # for each exhibitor. An updated floor plan is on our website at www.ibmretailug.org

Tables may be contracted through EXPO.

The exhibit floor is carpeted.

Exhibit area will be open:

Monday, April 26, 2010 11:00 am - 1:30 pm
4:30 pm - 6:30 pm

Tuesday, April 27, 2010 10:45 am - 1:30 pm
4:30 pm - 7:00 pm

Event Sponsorship

Associate members are invited to sponsor food and beverage activities during the conference. It is through the generosity of our sponsors that we are able to keep registration fees to a minimum.

Events that may be sponsored are listed along with the name of the associate members who have already agreed to sponsor the event. Please select the event or events you would like to sponsor and list them in order of preference on the *Exhibit Registration Form*. Cosponsors are still being accepted for lunches, Monday Banquet, and Wednesday's events.

Breaks, lunches and receptions will be served in the exhibit room.

All event sponsors will be acknowledged in the final conference agenda.

You may supply your own promotional material for any event sponsored.

Event Schedule

<u>Event:</u>	<u>Sunday - April 25, 2010</u>	<u>Sponsor(s):</u>
# 1: 7:00 am	Golf	4690World & QVS
# 1: 5:00 pm	Opening Reception	Agilysys
<u>Monday - April 26, 2010</u>		
# 2: 7:30 am	Continental Breakfast	VeriFone
# 3: 11:00 am	AM Break	Seamark
# 4: 12:00 pm	Lunch (cosponsors \$2500)	Cornell-Mayo
# 5: 4:45 pm	PM Break	MATRA
# 6: 7:00 pm	Banquet (cosponsors \$2500)	_____
<u>Tuesday - April 27, 2010</u>		
# 7: 7:30 am	Continental Breakfast	ST & J Retail
# 8: 10:45 am	AM Break	Retail Tech
# 9: 12:00 pm	Lunch (cosponsors \$2500)	_____
# 10: 5:00 pm	Reception	Motorola
<u>Wednesday - April 28, 2010</u>		
# 11: 8:00 am	Breakfast (cosponsors)	\$ 350
# 12: 10:30 am	AM Break	\$ 950

Exhibit Registration Form

**IBM Retail User Group
33rd Annual Conference
April 25 - 28, 2010
San Antonio, TX**

Instructions:

1. Please type or print legibly.
2. Fill all sections of the form.
3. Mail with payment to:
IBM Retail User Group
8421 Lorraine Dr.
Strongsville, Oh 44149

I. Company Information

Company Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: (_____) _____ Fax: (_____) _____

II. Contact Information

Exhibit Contact: _____ Title: _____
Mailing Address (If different than above):

Telephone: (_____) _____ email: _____

III. Exhibit Requirements

- A. Booth size required: Table Top @ \$2295 30' Booth @ \$8995
 10' Booth @ \$3495 40' Booth @ \$11995
 20' Booth @ \$5995
- B. Booth Preferences (indicate specific booth #): 1. _____ 2. _____ 3. _____ 4. _____
(for 20' booth, select two consecutive numbers): 1. _____ & _____ 2. _____ & _____ 3. _____ & _____ 4. _____ & _____
- C. Special Requirements (i.e., desire to be placed next to a certain company, unique utility requirements, etc.)

IV. Host Event (reserve event)

Event Preferences: 1. _____ Amount: 1. _____
2. _____ 2. _____
3. _____ 3. _____

V. Exhibit Cost

TOTAL COST is computed as follows:

EXHIBIT SPACE	\$ _____
EVENT COST	\$ _____
TOTAL AMOUNT	\$ _____

Payment in full must be received by **March 12, 2010**.

Our payment in U.S. funds made payable to the IBM Retail User Group is enclosed in the amount of \$ _____

VI. Authorization

We agree to abide by all of the rules and regulations governing this exposition as outlined and which are part of this application.

Name (please print): _____ Title: _____
Signature: _____ Date: _____

Associate Member Directory

IBM Retail User Group 33rd Annual Conference

Complete this form and return it with your *Exhibit Registration Form*. Please **type**, in **upper and lower case**, a short paragraph describing the product(s) or service(s) your company will be exhibiting to be included with your company's listing in the Annual Associate Member Directory and Exposition Program. Text should contain **50 words and be in one paragraph**; listings and multiple paragraphs will be edited. IBM Retail User Group reserves the right to edit text to conform to format and length limit. This form must be returned by **March 12, 2010**.

ORGANIZATION _____ NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: (_____) _____ FAX: (_____) _____

COMPANY HOMEPAGE URL: _____

DELEGATE NAME: _____

Title: _____

Phone: (_____) _____ ext: _____

Email address: _____

ALTERNATE NAME: _____

Title: _____

Phone: (_____) _____ ext: _____

Email address: _____

PRINCIPAL TYPE OF BUSINESS: _____

IBM BUSINESS PARTNER:

Yes

No

ANNUAL DIRECTORY INFORMATION:

JW Marriott Hill Country Exhibit Ballroom B

EXPO SERVICE
DESK

Food & Beverages

Food & Beverages

- 58
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- 54-55
Synthesis
Retail
Solutions
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- 50

43	42 Ingenico
44	41 Source Comm
45	40 Hypercom Honeywell

28-29
30-31 IBM

17-18 Direct Source	16 VeriFone
	15
19 SAM Group	14 E N S

- 1
Agilysys
- 2
- 3
Bizerba
- 4
Global Bay
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- 6
- 7
- 8
PAX
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tekserve POS

46	38-39 MATRA Systems
47	
48	36-37 Balance Innovations
49	

32 M E I	27 SAP
33 Datalogic	27 TPS
34-35 Motorola	25 Seamark
	24 Cornell- Mayo

20 4690World	13 A C I
21 TDX Tech	12 D L I
22 S T J	11
23 E D J	10 Retail Tech

Table Tops

ENTRANCE

ENTRANCE



IBM Retail User Group CODE OF ETHICS

A Code of Ethics for the IBM Retail User Group has been adopted to promote and maintain fair dealing and reasonable conduct for both retail members and associates at all user group activities. Adherence to the code is required for membership in the IBM Retail User Group and participation in any IBM Retail User Group functions. Any violation of the code may be punishable in accordance with IBM Retail User Group disciplinary policies and procedures as set forth in the by-laws. The Board of Directors reviews and may amend the code of ethics from time to time in order to ensure that it is consistent with IBM Retail User Group recognized and accepted principles of fair conduct.

In recognition of the special relationship between IBM Retail User Group and IBM, and the membership's need for information about IBM products and services, the Board of Directors may determine from time to time that displays and promotional sessions regarding such products and services are not a violation IBM Retail User Group rules and regulations.

The IBM Retail User Group is an association of IBM Retail users. This corporation shall provide an exchange of information and ideas among its members and shall provide an exchange of information and ideas between its members and agents and representatives of IBM Corporation ("IBM") regarding service, product enhancement and creation of new applications relating to electronic data processing equipment and related hardware, software and services. The IBM Retail User Group is not an industry trade show or exhibition, or a forum for the purpose of selling products and services.

Statement of Principles

1. At all IBM Retail User Group events, the bylaws, codes, rules, regulations and policies of IBM Retail User Group shall be strictly observed and enforced.
2. All information provided through IBM Retail User Group activities is proprietary and confidential and shall not be published or reported on by IBM Retail User Group members or participants in IBM Retail User Group events, without prior written approval of the Board of Directors.
3. IBM Retail User Group members and participants in IBM Retail User Group events shall promote and encourage the highest level of ethics within the industry.
4. IBM Retail User Group members and participants in IBM Retail User Group events shall support all efforts to improve the industry's products and to encourage the research and development of new products.
5. Use of IBM Retail User Group activities or publications for the purpose of soliciting business, employees or employment, is strictly prohibited. For example, the following are prohibited at IBM Retail User Group meetings:
 - Vendor-initiated sales contact with attendees.
 - Vendor hospitality suites.
 - Vendor displays outside the exhibit area, or event sponsored programs without Associate members the prior approval of the Board of Directors.
 - The distribution or posting of sales notices of any type.
 - The distribution or solicitation of employment applications or resumes.
 - Associate members may not invite retail members and/or their participants to engage in activities, E.G. golf, dinners or any other outside activity that is in conflict with scheduled User Group events.

6. During or in conjunction with any IBM Retail User Group event, an individual may not promote a product or service from which the individual or the individual's organization will gain any direct or indirect monetary benefit.
7. Prices may not be published or discussed at any IBM Retail User Group meeting outside of the exhibit area without the prior approval of the Board of Directors.
8. All participants in the events of the IBM Retail User Group must properly register and display appropriate credentials.
9. Associate members must not use any IBM Retail User Group membership list or any part thereof except in the conduct of IBM Retail User Group business as determined by the Bylaws and/or the Board of Directors.
10. The use of IBM Retail User Group technical information or materials (work products, works in progress, and databases), by associate membership, in any media or form, for purposes defined by the Bylaws and/or the Board of Directors is forbidden. Examples include, but are not limited to, white papers, requirements, conference files, meeting agendas, plans, elective presentations, IBM elective presentations, proceedings and the IBM Retail User Group Secretary's Distributions.
11. Associate members must refrain from engaging in any activity which would violate the proprietary rights of their employers, IBM Retail User Group, or any other person or organization.
12. Associate members must conduct themselves and their activities in a professional manner marked by integrity and a spirit of fair play, considering the intent of the group in exhibiting products and services that are directly competitive to IBM.
13. Anyone associated with the IBM Retail User Group must not make illegal copies of copyrighted and/or licensed software or use unauthorized copies on IBM Retail User Group computers.
14. An exhibitor cannot co-exhibit with another associate member without written permission of the board. An exhibitor may not partner in their exhibit booth with a non-member, who does not meet the criteria for associate membership in the IBM Retail User Group.
15. Associate members participating in elective sessions are encouraged to present their topics, and/or solutions, when accepted by the board, with a retail partner. Presentations may, if accepted by the board, be presented with outside resources as long as the co-presenters company or an individual meets the criteria for associate membership in the IBM Retail User Group.
16. Must not engage in any exchange of information or other behavior that violates the antitrust laws of the United States.