

IBM Retail User Group

An International Association of IBM Retail System Users, IBM and IBM Retail Solution Partners

As a leading IBM Retail Industry Business Partner who has made a strong commitment with IBM, you need to consider membership in the IBM Retail User Group. Not a trade show, the association is a working education and information network for the mutual benefit of all its members.

For over thirty years the user group has provided a platform for Retailers, IBM, Professional members, and IBM Business Partners to advance IBM retail systems technology. Through a working partnership, members share solutions and together solve industry-specific common business problems.

IBM Business Partners ("Associate Members") participate in the annual conference assisting with the content of an agenda developed by the retailers. Associate members have the opportunity to present their solutions with their customers in the elective sessions, participate in the conference exhibits, and network with retailers and IBM retail solution professionals.

The 2008 conference:



IBM Retail User Group
May 18 - 21, 2008
Renaissance Orlando Resort
at SeaWorld
Orlando, FL

The 2008 conference promises to be bigger and more informative than ever before. In keeping pace with the dynamics of the retail industry, the User Group has changed its name to *IBM Retail User Group* and broadened the focus of the association and the conference beyond the four walls of the store. The conference will incorporate all the IT elements of the retail enterprise. IBM and their business partners will exhibit new products and share common direction.

The 2008 conference will draw retail industry executives from around the world interested in best practices, workshops, case studies, and networking opportunities. This conference will reach far beyond the traditional store environment – you need to be there!

What Associate members say about the IBM Retail User Group:

Ervin Jones, Director Marketing, SofTechnics, Inc:



I have been both a retail and an associate member of the IBM Retail Group for over twenty years. For us at SofTechnics, the User Group has been a great source of retail industry education.

In addition to retail education, networking with IBM engineering and marketing has enabled us to keep abreast of IBM products and services, and better understand the solution needs of the retailer. Networking with our retail customers, other IBM business partners and industry influences has been important. We have benefited from our participation in a way that far exceeds the traditional trade show environment.

Dave Courtney, President, EDJ Enterprises, Inc.



The annual conference is an experience that every associate member needs to have. Where else can you find so many retailers that are interested in your products, skills and services? This is not a trade show where you have to avoid the tire kickers to find your prospects. This is a marketplace for information and relationships. If you are not part of the resources of the IBM Retail Users Group, you are missing a priceless opportunity.

Elective Sessions



50 Elective sessions, roundtables and brainstorming opportunities presented by your retail peers, IBM retail partners, Professional Members and IBM on the

relative topics focused to meet the needs of your selected retail infrastructures, and enterprise in-store solutions.

Exhibits



The conference provides associate members the opportunity to share information with exhibits by IBM and over 60 IBM Business Partners. The conference provides a

forum for sharing of experiences and solutions, as well as networking and establishing peer relationships with the leading providers of hardware, software and services in support of the IBM retail environment.

NOT a trade show, the association is a working education and information network for the mutual benefit of all its members. The annual conference is held in May, with an agenda developed by the retailers.

Experience the Difference

Plan to join us this May and start reaping the benefits experienced by other retail and associate members around the world! – check us out at: www.IBMretailug.org and request a 2007 Conference CD and see why retailers for over 30 years depend on IRUG to make the difference.

Mark your calendar for the 31st Annual Conference, May 18 - 21, 2008 in Orlando, FL.

Application for Membership:

Company Name

Address

City, State, Zip

Delegate Name

Title

Email

()

Phone ext.

()

Fax

Principal Type of Business

Type Card: _____ Exp Date: _____
Name on card: _____
Account #: _____
Signature: _____

Type of Membership

- Regular** Annual dues \$195
An IBM store systems user or a user of any part of an IBM system in a retail environment.
- Associate** Annual dues \$395
An IBM Business Partner providing hardware, software and/or services in support of IBM retail environment.
- Professional** Annual dues \$395
A retail industry association or educational institutions.

Please return with payment in US dollars to:
IBM Retail User Group
8421 Lorraine Drive
Strongsville, OH 44149

Why IBM Retail Business Partners should be members of the IBM Retail User Group and attend the annual conference.

Because of the rapidly changing retail dynamics, the User Group expanded its focus beyond the four walls of the store in 2005. The reality of today's retail industry is a broader, more consumer-focused, interdependent environment working together to effectively meet customer expectations. All the elements of the retail enterprise—stores, merchandising, operations, finance, marketing, and e-commerce—are interconnected through technology and the IS infrastructure to support it.

In keeping pace with the dynamics of the industry the User Group has changed its name to *IBM Retail User Group*, expanding the focus of the association to incorporate and integrate all the solution elements of the retail enterprise. In May, retail industry executives from around the world will meet to share interest in best practice solutions, workshops, case studies, networking opportunities, IBM's new products and direction, and IBM solutions that reach far beyond the traditional store.

Who should belong to the IBM Retail User Group:

Retail CIO's, IT - EVPs, SVPs, VPs, and Directors and Managers of:

Logistics
Supply Chain Management
Transportation
Merchandising
Purchasing
Operations
Marketing
Store Systems
Asset Protection
E-commerce

IBM Retail Business Partners
Professional Retail Associations
Educators
Retail consultants

Associate Membership



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