

"The share of the overall mobile ad revenue pie attributed to location-based campaigns will grow from 40 percent (\$2.9 billion) in 2013 to 52 percent (\$15.7 billion) in 2018."

- BIA/Kelsey Annual U.S. Local Media Forecast (2013-2018)

LOCATION-BASED ADVERTISING

*Leveraging Geomarketing and Mobile Advertising
to Effectively Engage Key Customers*

SEPTEMBER 16-18, 2015 • SAN FRANCISCO, CALIFORNIA

TOPICS TO BE COVERED INCLUDE:

- Discussing and analyzing the success of location-based campaigns
- Understanding the opportunity for path-to-purchase that internet and mobile devices create
- How to focus on targeting consumers with relevant and customized data
- Overcoming the challenges of inaccurate data and utilizing geofencing
- Using the latest geo-reporting tools to visualize data
- Developing a more effective multi-channel strategy
- Maximizing marketing capabilities through the use of geotargeting to focus sales, reduce costs and increase return on investment
- How to capitalize and fully utilize mobile capabilities
- Addressing maintenance of tool after implementing and ways to keep your product enticing to the consumer

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CONTENT AND THEME:

ACI is excited to announce our upcoming Location Based Advertising conference September 16-18, 2015. Attend this year's conference to learn from and network with leading representatives and experts in the field.

This year's conference will highlight essential components to target your product or service using location based services and create a business strategy fine tuned to deliver revenue for your company. We will dive into advancements in advertising where we will discuss unbeatable business models, successful marketing campaigns, and strategies for monetizing location based marketing. We will then explore ways to develop your own campaign to reach people based on their specific marketing location and address proven methods used to target your company's consumer base effectively. Come to our conference to learn how to maximize conversion rates and track your customer from first interaction to transaction. Learn how to optimize the value of your data and receive advice from the best in the field on improving your accuracy.

As a delegate of this conference you will also have a chance to study local geomarketing being used in the area by witnessing the efficacy of the tool first hand. During this portion of the conference, delegates will learn the multiple benefits of beacon technology and ways to implement it in their businesses.

Experts in the arena of location based advertising will discuss campaigns that led to their success as well as the various tools used to excel in this market. Embrace this opportunity to network and learn from top executives and administrators as they speak on the development and success of their own managerial models. Learn how to do what it takes to become an expert in location based advertising to develop a competitive edge in your industry. Our conference is focused on exploring the latest developments to maximize marketing capabilities through the use of geotargeting to focus sales, reduce costs and increase return on investment.

Register for this exclusive industry conference to learn strategies from the top industry leaders and innovators.



CONFIRMED SPEAKERS INCLUDE:

Asif Khan
Founder and President
THE LOCATION BASED MARKETING ASSOCIATION

Joe Megibow
Digital Marketing Officer
AMERICAN EAGLE OUTFITTERS

Victor Wong
CEO
PAPERG

Massimo Volpe
Vice President
POPAI

Elizabeth Pavageau
Vice President of Ad Solutions
PLACECAST

Jesse Wolfersberger
Director, Consumer Insights
GROUPM NEXT

Raj Misra
Vice President
AARKI, INC.

Drew Breunig
VP of Business Applications
PLACEIQ

Ken Madden
SVP, Head of Engagement
SHOPTOLOGY

Jennifer Wise
Senior Analyst
FORRESTER

Carla Fitzgerald
Chief Marketing Officer
SMITH MICRO

WHO SHOULD ATTEND:

- Presidents & CEO's
- Directors of Marketing and Sales
- Business Development & Marketing Operations Executives
- Advertising Representatives
- Public Relations & Market Research Professionals
- Chief Marketing Officers
- Web/Digital Analysts
- Interaction Designers
- Beacon Tech Manufacturers and Vendors

ABOUT ACTIVE COMMUNICATIONS INTERNATIONAL:

Active Communications International, Inc. (ACI) is a leader in conference planning and production. With offices in Chicago, London, Pune, Portland, Poznań and Milwaukee, we produce world-class events focusing on areas of most relevance to our served industry sectors. We are dedicated to deliver high-quality, informative and value added strategic business conferences where audience members, speakers, and sponsors can transform their business, develop key industry contacts and walk away with new resources.



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PRE-CONFERENCE INTERACTIVE WORKSHOPS AND PANELS • SEPTEMBER 16, 2015:

Delegates and speakers are invited to attend this interactive, pre-conference event to enhance their conference experience and grow their expertise in geomarketing and location-based technologies, hardware, software and profitability. Please note, due to the interactive nature of these workshops and panels, speaking opportunities are limited, and we strongly encourage attendees to submit prospective questions in advance.

2:30 PM - 3:00 PM **PRE-CONFERENCE REGISTRATION**

3:00 PM - 5:00 PM **HITTING THE TARGET: UNDERSTANDING HOW TO LEVERAGE LOCATION-BASED TECHNOLOGIES TO FIND NEW REVENUES**

This workshop serves as a two-hour open forum discussion covering the value and rewards possible with implementing geomarketing campaigns. This discussion will focus on some of the most common ways businesses have worked to include location-based campaigns in their existing marketing strategies, and how those campaigns have worked in terms of increased revenues, ease of campaign management and expected long-term gains from implementation. This open discussion provides all attendees an informal atmosphere to ask questions, share insights and discuss best practices revolving around the rapidly evolving geomarketing industry, and discuss in further detail any topics of interests with their peers and colleagues. ACI is seeking interested parties who would like to moderate this discussion; please contact Ryan Yaeger at ryaeger@acius.net for more information.

5:00 PM **CLOSE OF PRE-CONFERENCE DAY**

CONFERENCE DAY ONE • SEPTEMBER 17, 2015:

7:30 AM – 8:15 AM **REGISTRATION AND CONTINENTAL BREAKFAST**

8:15 AM – 8:30 AM **CONFERENCE INTRODUCTIONS**

8:30 AM – 9:30 AM **MOBILE DEVICES, LOCATION-BASED MARKETING AND TOOLS FOR THE FUTURE**

As mobile device use has become ever more omnipresent in modern society, marketing tools and strategies have worked to adapt to focus their messages to these “moving targets” through location-based solutions. Among these new methods are the use of in-store beacon technologies, which allow businesses to convey messages to passers-by or to potential customers within a specific area inside a brick-and-mortar location, and GPS-based targeted advertising, cued to take advantage of a customer’s shared geographic location to tailor messages and offers to a person based on their physical location as provided by their mobile device. Many companies have leveraged these new tools successfully, and broader lessons for the market at large can be gleaned from their positive results.

Key topics to be discussed in this presentation include:

- Understanding the technologies, such as beacons and GPS, that are used in successfully targeting location-based messages
- Examining some of the potential costs, hardware and software involved in devising a geomarketing campaign and the possible return on investment
- Reviewing the positive outcomes of companies and businesses that have implemented location-based campaigns through case studies

Asif Khan, Founder and President

THE LOCATION BASED MARKETING ASSOCIATION

Khan is the president and founder of The LBMA, an international industry association dedicated to collaboration, education and research in the location-based marketing industry. A veteran of the field, Khan has more than 15 years experience working as a consultant, educator and speaker within the greater industry community. Prior to launching The LBMA, Khan worked with such companies as Molson-Coors, Best Buy, American Airlines and ScotiaBank. An avid technology evangelist, Khan holds degrees in economics and management sciences from the University of Waterloo.

9:30 AM – 10:00 AM **MORNING REFRESHMENTS**

10:00 AM – 11:00 AM **CASE STUDY: AMERICAN EAGLE OUTFITTERS**

Joe Megibow, Digital Marketing Officer

AMERICAN EAGLE OUTFITTERS

11:00 AM – 12:00 PM **GEOMARKETING EFFICACY ACROSS SCREENS**

The majority of Americans – more than 56 percent – are using multiple digital screens each and every day. The question to ask is do different screens offer different results in their performance and accuracy? This presentation will discuss how modern marketers are building for the cross-screen, multi-platform world and the results of their efforts.

Key topics to be discussed in this presentation include:

- Optimizing geotargeting by type of device (desktop, mobile, tablet)
- Increasing CTR on ads by proper localizing
- Scaling creative to infinite locations and types of devices
- Using cross-screen targeting to target local users

Victor Wong, CEO

PAPERG

Wong is the CEO of PaperG, a 60-person advertising technology startup that Forbes describes as “literally changing the way the business of marketing is done.” As CEO at PaperG, he has worked with such clients as Yelp, Hearst and Time Warner Cable to devise solutions that help scale creative initiatives across devices, formats and volumes. Wong previously served as the co-chairman of the IAB Local Committee, where the first industry guide to local targeting was released. He has also served as a lecturer and speaker at events hosted by NYU, CUNY Graduate School of Journalism, NAA and BIA Kelsey. He has also written articles for Techcrunch, PaidContent and Forbes. Wong is a graduate of Yale University, where he studied economics, and he was a Yale Entrepreneurial Institute Fellow.

12:00 PM – 1:00 PM **LUNCHEON FOR DELEGATES AND SPEAKERS**

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1:00 PM – 2:00 PM PANEL DISCUSSION: MARKETING TO MILLENNIALS

With millennials making up the majority of the consumer population, it is imperative to tap into ways to most readily appeal to them in an effort to increase conversion rates and the success of your brand. This panel will discuss proven methods from three different companies who have been successful in the industry with their location-based marketing campaigns.

Panel Moderator:

Massimo Volpe, Vice President
POP AI

2:00 PM – 3:00 PM HOW TO SUCCESSFULLY LEVERAGE LOCATION DATA TO DRIVE CONSUMERS INTO STORES, WITH RELEVANT AND TARGETED MOBILE AD CAMPAIGNS

According to research, “94% of total retail sales are still generated at brick-and-mortar stores” (eMarketer), so for marketers, the biggest challenge with digital campaigns today is driving consumers to actual physical stores, and being able to tie a purchase back to the actual campaign (attribution). Reaching a consumer at the right moment is the first step in creating interest and desire, and using location data is key to that. In this presentation, Placecast will present use cases to showcase how brands and marketers can leverage location data at different steps of the targeting process, to deliver highly relevant mobile ad campaigns that drive immediate action and convert prospective audiences into paying customers. Additionally, Placecast will also discuss specific attribution methods that allow marketers to actually track these conversions and measure their mobile ad campaign’s influence and effectiveness.

Attendees will learn how to:

- Build audience segments based on a user’s location history
- Leverage location data to create effective mobile ad campaigns for maximum ROI
- Create mobile ad campaigns that drive users into brick-and-mortar stores
- Differentiate what tactics are best to use on the initial banner vs. the expanded ad

Elizabeth Pavageau, Vice President of Ad Solutions

PLACECAST

Elizabeth Pavageau brings over 15 years in sales and sales operations experience, from the early stage start-up to the large enterprise global company. Her last 7 years have specifically been focused on the online and mobile media space. As the VP of ad solutions, Elizabeth oversees all sales and operations efforts linked to successfully scaling Placecast’s location-based mobile advertising solution, in the global market. Most recently, Elizabeth was Head of Business Strategy & Operations for InMobi North America, leading the region’s business operations teams in supporting triple digit annual growth in mobile media sales. She also drove global initiatives centered on sales productivity (CRM implementation, lead to cash process definition & rollout) and led the operational integration of three company acquisitions. Prior to InMobi, she held a variety of sales and business operations roles at Hewlett Packard, Yahoo! and Datapop. Elizabeth holds a BA from Duke University and an MBA from ESCP Europe in France.

3:00 PM – 3:30 PM AFTERNOON REFRESHMENTS

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3:30 PM – 4:30 PM APPLICATIONS AND ADVERTISING: DEVELOPING THE CASE FOR GEOMARKETING

Geomarketing has been rising as an effective tool for many businesses seeking to reach a more diverse and mobile audience of consumers as smartphones. While some upfront costs, in terms of both physical equipment and training time, are necessary, there are many potential positive gains from adding a location-based marketing functionality to a company’s advertising or promotional campaign, including an improved client focus and more immediate results. This presentation will examine the cross-platform applications of geomarketing, and explore whether these strategies can be universally applied across the differing mobile operating systems, as well as discuss the return on investment that a business may be able to expect from adding location-based marketing capabilities to their existing promotional infrastructure.

Key topics to be discussed include:

- Examining the cross-platform applications of geomarketing and whether strategies can be universally applied across mobile OS platforms
- Breaking down the upfront costs and return on investment potential of geomarketing, including hardware and software costs and typical results
- Developing the business case for adding location-based marketing to an advertising or promotional campaign

Jesse Wolfersberger, Director, Consumer Insights

GROUPM NEXT

Wolfersberger is director, consumer insights, for GroupM Next, a division of GroupM focused on industry perspective, operational support and scalable business solutions. Starting as a sportswriter, Wolfersberger joined GroupM Next in 2009 as analytics manager, where he specialized in thought leadership, econometric modeling and writing. In his current position, he leads the company’s internal and external research initiatives, including partnering with top digital companies on large-scale joint projects to identify trends for advertisers. Wolfersberger also creates predictive models to help GroupM agencies and clients make informed decisions, and helps provide additional data and insights to help clients stay on top of the changing digital landscape and consumer behavior trends. Wolfersberger holds a bachelor’s degree in English from the University of Missouri – Columbia, and a master’s degree in economics from the University of Missouri – St. Louis.

4:30 PM – 5:00 PM PANEL DISCUSSION: HOW WILL LOCATION BASED ADVERTISING CHANGE MARKETING BY 2020?

Moderator:

TBD

5:00 PM END OF CONFERENCE DAY ONE

5:00 PM – 7:00 PM NETWORKING RECEPTION

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CONFERENCE DAY TWO • SEPTEMBER 18, 2015:

7:30 AM – 8:15 AM **REGISTRATION AND CONTINENTAL BREAKFAST**

8:15 AM – 8:30 AM **CONFERENCE INTRODUCTIONS**

8:30 AM – 9:30 AM **LOCAL APP ADVERTISING: BRIDGING THE GAP BETWEEN OFFLINE AND ONLINE**

In this session, we will provide details of automated ad localization techniques that can bridge the gap between brand and local advertising for mobile apps. We will also share examples of innovative mobile rich media and video ads that resulted in a significant improvement in advertising performance.

We will demonstrate and define via live examples several effective local advertising tactics including: product availability, maps, lead gen, dynamic distance, offers, and optimization. In addition, we will review best practices for combining these techniques to allow a consumer to continue their online experience or bridge to offline actions.

Attendees will learn:

- Creative techniques for bridging the consumer online and offline experiences
- Using geo-targeting for media optimization and reducing the cost per action
- Ways to connect consumer and targeting data back to the localized creative

Raj Misra, Vice President

AARKI, INC.

Dr. Raj Misra is a well-recognized expert in consumer behavior analysis and advertising technology. He brings over 15 years of marketing and data modeling experience in adtech, software, and transportation industries. He is also an Adjunct Professor of Product Management at the University of Washington. He did some pioneering work in location-based demand forecasting and location-aided consumer routing. His professional experience includes a robust blend of large corporations, aggressive growth startups, and the agency world. It includes leadership roles at WPP, Microsoft, and NPDP. Raj holds an undergraduate degree from the Indian Institute of Technology and a doctorate from the University of Texas at Austin. He holds a patent, has written over 20 peer reviewed articles, and routinely presents at leading industry conferences.

9:30 AM – 10:00 AM **MORNING REFRESHMENTS**

10:00 AM – 11:00 AM **BEST PRACTICES FOR DRIVING STORE VISITATION**

Location data's practical advertising applications have moved beyond traditional geotargeting. Brands and agencies have gleaned tremendous success in leveraging location as the language for defining the consumer journey. This session will provide real world examples of how many have used location data tied to advertising to better understand and, ultimately significantly improve in-store visitation.

Attendees will learn how to:

- Use location for more than just geo-targeting.
- Use location as a language for defining the consumer journey.
- Mix ad formats, mediums, and how to "message to the moment" for the right audiences

Drew Breunig, VP of Business Applications

PLACEIQ

Drew Breunig leads business application efforts at PlaceIQ, mapping client needs and goals to PlaceIQ's audience, data, and analytics products. Drew aims to make advertising and customer intelligence more effective, insightful, and manageable through the use of local intelligence. Drew Breunig joined PlaceIQ after spending the better part of a decade crafting brand and media strategies for advertising agencies and their clients, including HP, Glaxo Smith Klein, EA, and Boost Mobile.

11:00 AM – 12:00 PM **TBD**

Ken Madden, SVP, Head of Engagement

SHOPTOLOGY

12:00 PM – 1:00 PM **LUNCHEON FOR DELEGATES AND SPEAKERS**

1:00 PM – 2:00 PM **TBD**

Jennifer Wise, Senior Analyst

FORRESTER

2:00 PM – 3:00 PM **TBD**

Carla Fitzgerald, Chief Marketing Officer

SMITH MICRO

3:00 PM – 3:30 PM **AFTERNOON REFRESHMENTS**

3:30 PM – 4:30 PM **PANEL DISCUSSION: GETTING ON THE MAP: STRATEGIES, INCENTIVES AND TECHNOLOGIES TO IMPLEMENT AND IMPROVE LOCATION-BASED MARKETING CAMPAIGNS**

This panel discussion will explore the best practices and technologies to help companies establish and grow their geomarketing strategies. Topics to be discussed include options to incentivize customer sharing of location information, strategies to help gather customer data for location-based advertising campaigns, and what technologies have best worked to implement local area or beacon-based promotions. This interactive conversation will focus on exploring the successes of existing campaigns and policies and offer insight on what can be learned from those outcomes. Registrants are encouraged to submit questions or notify ACI of their interest in participating in the panel ASAP.

4:30 PM **END OF CONFERENCE**