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# Location-Based Marketing Summit

September  
29-30, 2010  
New York City



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## Wednesday, September 29, 2010

### 8:00 - 9:00 am - Registration

### 9:00 - 9:10 am - Welcome and Introduction

Chris Sherman, Founder and CEO, Engage Digital Media

### 9:10 - 10:00 am

#### Trends and Numbers - Where Is It All Going?

This session lays the groundwork giving you the numbers you need to understand how to take advantage of Location Based Marketing today. We'll also look at forecasts for where Location Based Marketing is going. What are the growth projections? And what are the factors that will promote or inhibit growth.

Kathryn Koegel, Marketing Practice Lead, Primary Impact  
Dr. Phil Hendrix, Director, immr

Joost Van Dreunen, President, SuperData Research  
James Gatto, Virtual World and Video Game Team Leader,  
Pillsbury Winthrop Shaw Pittman LLP (moderator)

### 10:00 - 11:00 am

#### Keynote - Ian Schafer, CEO, Deep Focus

If we are hurtling towards a media landscape without traditional inventory, where impressions are overtaken by value exchanges, where relevance is just as much about where you are as what you're searching for, how must marketers change the way they think about connecting to consumers? LBSs are enabling us to migrate from a publisher to platform mindset and when we do, a world of opportunity awaits.



### 11:00 - 11:30 am - Networking Break and Demos

### 11:30 - 12:30 pm

#### Platforms and Technologies

This session will examine the new technologies and platforms. Speakers will discuss the alternatives that are available for the various platforms. The Location Based Marketing medium offers unique complexities including interactivity, immersion, scalability and intense user involvement. New technologies now leverage those elements. New and emerging platforms and trends will also be discussed.

Vanessa Wu, Sr. Product Planner, Windows Phone, Microsoft

Rahul Sonnad, CEO, Geodelic

Matt Galligan, CEO and Co-Founder, SimpleGeo

Andrew Turner, CTO, FortiusOne

Josh Rochlin, CEO, Xtify

Kris Kolodziej, Associate Director - LBS, Verizon Wireless

Adam Ostrow, Editor in Chief, Mashable (moderator)

### 12:30 - 1:30 pm - Lunch and Demos

### 1:30 - 2:30 pm

#### Defining your Strategy, What does ROI mean to you?

This sessions will help you ID your goals and strategies using Location Based Marketing. Look at prior considerations from established players and hear planning that worked and

planning that didn't. What opportunities do Location Based Marketing hold over other, more established, media formats. How do you insure that your campaigns quantified and verified. What does ROI mean to you?

Dan Gilmartin, VP Marketing, Where

Jed Rice, VP of Market Development, Skyhook Wireless  
Bernardo Hernandez, Worldwide Director of Marketing for

Consumer Products, Google

Alistair Goodman, CEO, Placecast

Mike Shields, Senior Editor Interactive Media,

Media Week (moderator)

### 2:30 - 3:00 pm

#### Case Study - How the New Jersey Nets are Driving Ticket Sales

In April 2010, social media branding agency VaynerMedia facilitated a campaign featuring a partnership between the NBA's New Jersey Nets and the geolocation service, Gowalla. Through the campaign, VaynerMedia distributed 250 pairs of tickets as Gowalla virtual items in targeted locations (sports bars, outdoor parks, gyms) for the New Jersey Nets v. Charlotte Bobcats basketball game on April 12th. Users that found these virtual tickets were able to redeem them for actual Nets tickets at the arena's box office.

Laura Castronovo, Director of Research, and Strategic Marketing, New Jersey Nets

Joseph Stetson, Senior Director of Marketing, New Jersey Nets

Sam Taggart, Project Manager, VaynerMedia

Rob Woodbridge, Founder, UNTETHER.tv (moderator)

### 3:00 - 3:15 pm - Networking Break and Demos

### 3:15 - 4:10 pm

#### Location Based Marketing Consumer Behaviors and The Evolution of Social Networking - How to Plan for it.

Are Location Based Marketing consumers trend setters? Are they early adopters? Understand the demographics of Location Based Marketing participants so you can plan your presence accordingly. What do they respond well to? How do you communicate your efforts... from launch to day-to-day management... understand the "in's" and "out's" of your audience. Are Location Based Marketing platforms the Facebook-and Twitter killers or will the services be integrated?

Aaron Strout, CMO, Powered Inc.

Geoffrey Lewis, Co-Founder / CEO, Topquest

Phil Thomas DiGiulio, Co-Founder, Pegshot.com

Jodi Gersh, Content Manager / Social Media, Gannett Company Inc

Wayne Sutton, Biz. Dev/Marketing Strategist, TriOut (moderator)

### 4:10 - 4:30 pm - Networking Break and Demos

4:30 - 5:15 pm

**Keynote - Marc Ecko, Founder  
Complex Media Network &  
Marc Ecko Enterprises**



*"Cause it's not where you are from,  
it is where you at."  
- Rakim, "In The Ghetto" 1990*

In his business of consumer products, technology has created unintended fiefdoms within even the most nimble companies every year. Marc will talk to us about how he overcomes those boundaries, and his intended usage of a mobile strategy. He will share his model for how he creates authentic connections-- digital, analog and otherwise. Be prepared to be pushed out of your comfort zones.

**5:15 - 6:15 pm - Evening Reception**

View exciting demos and have a drink in the demo area.

Wireless access sponsored by



**Thursday, September 30, 2010**

**8:30 - 9:00 am - Registration**

**9:00 - 9:10 am - Welcome and Introduction**

Chris Sherman, Founder and CEO, Engage Digital Media

**9:10 - 10:00 am**

**A Location Based Marketing Road Map - What's Next?**

Accurately reading the tea leaves for tomorrow is sometimes more art than science. Hear from the experts what demographic trends are emerging and what to expect for the rest of 2010 and beyond. A look at established and emerging platforms coming to market or having recently entered the marketplace. This session will speak from experience in how to take advantage of opportunities inherent in new platforms.

David Berkowitz, Senior Dir of Emerging Media & Innovation, 360i

Claudio Schapsis, Founder, BDNooz, LBS Strategies

Allison Mooney, Vice President, Emerging Trends, Mobile Behavior (moderator)

10:00 - 10:30 am

**Keynote - The Value Of Live,  
Local And Social**

Marc Horine

VP of Partnerships & Revenue Development  
ESPN Digital Media Group, ESPN



At ESPN so much of our content is live. There is nothing like the experience of a live sports event to capture and engage people - with the event and with each other. We see location-based applications as an extension of that experience, enriching the experience for the person at the event and something to be shared with others not present but equally passionate. Come learn why ESPN is investing in location based services and how location is an integral component in ESPN's digital media growth strategy.

**10:30 - 11:00 am - Networking Break and Demos**

**11:00 - 12:00 pm**

**Integrated Marketing - Merging LBM Activities with Real World Activities and Other Online and Mobile Marketing**

Never before have there been so many new outlets for marketing. Find out from leading experts how to create a Location Based Marketing presence that integrates and complements your existing marketing activities.

Michael Wilson, Chief Technology Officer, Bridge Worldwide

Mike Schneider, VP Director, Digital Incubator, Allen & Gerritsen

Lawrence Coburn, CEO, Double Dutch

Susan Kuo, VP of Sales, Booyah

Simon Dumenco, "Media Guy" media columnist, Advertising Age (moderator)

**12:00 - 1:00 pm - Lunch and Demos**

**1:00 - 2:00 pm**

**Retailers, Restaurants and Merchants**

With the advent of LBS networks, Retailers, Restaurants and Merchants, from the big chains down to individual small businesses can now create and extend their franchises and engage fans and customers directly. Find out how to successfully leverage your customers, including audience participation, reward frequent visitors and extend the relationship.

BJ Emerson, Social Technology Officer, Tasti D-Lite, LLC

Jeremy Geiger, Founder & CEO, RetailLigence, Inc.

Brad Mays, Senior VP, Digital Strategy, Fleishman-Hillard

Mark Ghuneim, CEO, Trendrr and Wiredset (moderator)

**2:00 - 2:30 pm**

**A Look at Privacy Issues**

This presentation will cover current privacy laws in the US, Canada, Mexico and the EU and their implications for the development and use of location-based Privacy marketing services, particularly the US Children's Online Privacy Protection Act.

Please find all speaker bios online at [LocationMarketingSummit.com](http://LocationMarketingSummit.com)

We'll cover issues associated with building profiles based on the collection of supposedly anonymized information and the Netflix "re-identification" case and Foursquare's Checkin Analysis features, as well as the ways services like Facebook Places and FourSquare are being used by children under 13. We'll also cover privacy notices and the concept of real-time consent, and we'll finish with an overview of current directions in privacy laws being considered by Congress and their implications for location-based marketing services.

John L. Nicholson Counsel Pillsbury Winthrop Shaw Pittman LLP

### 2:30 - 3:00 pm - Networking Break and Demos

### 3:00 - 4:00 pm

#### Applications That Work

This session will focus the pros and cons of different styles of Location Based Marketing applications; what value they bring to a company or brand. What are the demographic opportunities and control over reach, frequency and timing? What is the best format to stay in front of a truly engaged audience? What works best and under what circumstances?

Rob Lawson, Co-founder, Brightkite

Tasso Roumeliotis, Founder and CEO, Location Labs

Chris Treadaway, CEO, Lasso

Boris Bogatin, CEO, NearVerse

John Swords, Partner and Ringleader, Circ.us (moderator)



### Individual Legal Clinic at Pillsbury Booth

We are offering a free legal clinic for attendees. A team of attorneys from Pillsbury's Virtual Worlds and Video Games practice will be on-site and available to provide a 30 minute complimentary consultation to understand what legal issues/questions you might have and to proactively identify issues of which you may not be aware. Based on that free initial consultation, Pillsbury can be available for additional questions and service.

To schedule time on site stop by the Pillsbury table in the exhibit area to determine a mutually convenient time between the hours of 10:00 a.m. and 5:00 p.m. on Wednesday, September 29 or Thursday, September 30 or to schedule an appointment please email [meggan.maromonte@pillsburylaw.com](mailto:meggan.maromonte@pillsburylaw.com)

Pillsbury representatives cannot provide advise regarding third parties before conducting a full conflicts review.

## Pillsbury. The Real Deal for Virtual Law.

Pillsbury's multidisciplinary Virtual Worlds & Video Games team, the first of its kind, includes nearly 30 attorneys around the world working at the forefront of emerging business and legal issues relating to virtual worlds, mirror worlds, augmented reality, virtual goods, virtual currency and other social media. Across our 14 offices in the U.S., Europe and Asia, we represent some of the largest companies in these industries and some of the most promising start-ups and emerging growth companies. The team also hosts a dedicated blog [www.virtualworldlaw.com](http://www.virtualworldlaw.com), to address relevant legal issues. To learn more, contact James Gatto at 703.770.7754, [james.gatto@pillsburylaw.com](mailto:james.gatto@pillsburylaw.com) or visit [www.pillsburylaw.com/virtualworlds](http://www.pillsburylaw.com/virtualworlds).



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### Deep Focus

Deep Focus is an engagement agency. That means that we're interactive marketing agency that delivers results through innovative and meaningful engagement – at scale. We bring brands closer to people, and people closer to each other. Engagement means something different to every brand. We help our clients define the optimal engagements and then create more of them, making more, better customers along the way. Innovation is at the heart of everything we do. Whether it's inventing the next big thing, or getting to the next big thing before anyone else, innovation is key to hacking what is now most scarce – people's attention. We don't try to distract consumers with an advertising message. We aim to add value to experiences that they are already having, in the name of your brand. We also do things that people and press notice. We see ourselves as the artists, scientists and sociologists of digital media, no matter what the platform. And we have lots of fun doing it. We're kids at heart and alchemists at work.

### FortiusOne

In 2005, FortiusOne was founded to change the way organizations visualize and analyze data for real-time problem solving. Devastating worldwide events such as the London bombings and Hurricane Katrina proved that legacy data analysis tools and techniques which used dated, static location information were no longer effective means for data sharing, risk mitigation or crisis response. To answer this need, FortiusOne launched GeoIQ, the first completely web-based location analysis platform, with the capability to unleash a world of dynamic location information that had previously been locked in proprietary databases.

Since the inception of GeoIQ, organizations across all market sectors have leveraged FortiusOne's innovative location-based solutions to better deliver actionable information for dynamic decision making. We are very proud of these current implementations of FortiusOne technology:

- \* Launched transparent data sharing efforts across the US Government with the FGDC
- \* Saved lives in Haiti through the great work of the Crisis Project, CrisisCommons and Ushahidi
- \* Brought greater visibility into NGO activity and impact across the globe with InterAction's almost 200 humanitarian organizations



NearVerse is a proximity Internet provider – powering interactive, in-location experiences – the check-it-out after the check-in. Venue and event partners in media sports & entertainment, conferences and trade shows, food beverage & nightlife, education, and enterprise markets, and media and app providers with a physical focus or presence, use NearVerse's proximity platform to easily set-up and power their own, in-location “digital interactive venue” offers. To power its proximity platform, NearVerse has developed CDN-like technology platform (4 patents pending) that optimizes use of wireless and short-range wireless networking to deliver micro-location ID, 5-10x faster data transfers than 3G, and pervasive media distribution in proximity environments. NearVerse launched a mobile app, LoKast at SXSW in 2010, to showcase the NearVerse proximity platform, and has been successful in getting adoption from 40 of the top emerging music bands for use of the platform as their “digital interactive venues”, over 180,000 downloads, and a strong press endorsement from NYTimes, VentureBeat, TechCrunch, PCWorld, ZDNet, Wired, and MediaPost.

### Pillsbury

About Pillsbury's Virtual Worlds & Video Games Team  
Pillsbury's multidisciplinary Virtual Worlds & Video Games team, the first of its kind, includes nearly 30 attorneys around the world working at the forefront of emerging business and legal issues relating to virtual worlds, mirror worlds, augmented reality, virtual goods, virtual currency and other social media. The team, which can assist clients with venture capital and private equity funding, mergers and acquisitions, legal and business strategies for virtual goods and currency, intellectual property strategies, implementation and enforcement, preparation of key agreements and policies, including: terms of service agreements; development agreements; DMCA policies, compliance and enforcement; data protection and privacy policies; COPPA policies; and much more, has represented both the largest players in the industry such as Activision Blizzard, Playfish, A&E Inc., and some of the most promising emerging companies. The team also hosts a dedicated blog [www.virtualworldlaw.com](http://www.virtualworldlaw.com), to address relevant legal issues. Additional information about the Virtual Worlds & Video Games Team can be found at [www.pillsburylaw.com/virtualworlds](http://www.pillsburylaw.com/virtualworlds).

### RetailLigence

RetailLigence sends motivated shoppers to nearby retailers who have the products they want to purchase today. RetailLigence is a cloud-based aggregator of trans-retailer, location-specific data sets. Retailers reach new shoppers when their product information is included in search results of an ever-growing number of shopping apps. Developers easily reach our growing list of retailers (all sizes and places) through a free API.

Looking for skinny jeans in a dark wash? Check your favorite shopping app and voila, “They're right around the corner and in my size! And while I'm here, that blouse is just perfect for my new jeans.” That's the power of RetailLigence.

### Xtify

Xtify is the first ASP for mobile push and geo-targeted messaging. The Company is based in New York City and founded by Silicon Alley serial entrepreneur Andrew Weinreich and Jeremy Levy. Xtify is backed by venture capital firms Acadia Woods Partners and Seventy Six Capital. Xtify leverages a patent-pending technology to efficiently provide marketers and publishers with a unique platform for delivering geo-relevant messages to mobile users. Xtify's platform works worldwide on Android, iPhone OS and Blackberry devices, with Windows Mobile 7 and Symbian to come. Learn more at [www.xtify.com](http://www.xtify.com).

## Connect with Summit Attendees on NearVerse

To use NearVerse at the **Location Based Marketing Summit**, simply download the **LoKast** app to your iPhone / iPad / iPod or Android device, and open the app to get started. Set up your profile for this event including your photo, name, and status, and start using the app. In the LoKast screen, you can immediately see the Location Based Marketing Summit portal, as well as the portal for each attendee to the conference that's signed up.

Then use the app regularly throughout Location Based Marketing Summit to see what the event and the attendees are sharing and updating, all in real-time as it takes place.

And if you want to try the extra features – then turn on LoKast Live, have others join in through your portal but using their own phones, and take them on a social web-surfing experience right from your own device - everyone sees exactly what you show them, side-by-side. (only available if on the same WiFi network or using with each other over Bluetooth.)



## A White Label Framework for Custom Location Based Marketing



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