

**2009 MarkeTechnics Tentative Agenda
Hyatt Regency & Dallas Convention Center**

Tuesday, May 5, 2009

Location: Hyatt Regency

<i>Time</i>	<i>Topic</i>
5:15p – 6:15p	Reception

Wednesday, May 6, 2009

Location: Hyatt Regency

<i>Time</i>	<i>Topic</i>
7:00a – 5:00p	Registration
7:00a – 8:00a	Breakfast
8:00a – 9:00a	Work/Life Balance – The New Reality
9:00a – 9:45a	Coping with Emerging and Endless Media
10:00a – 11:00a	<u>Concurrent Workshop</u> Next Generation IT Infrastructure
10:00a – 11:00a	<u>Concurrent Workshop</u> Customer Facing Technologies
11:15a – 12:15p	<u>Concurrent Workshop</u> Identifying and Reaching Customers
11:15a – 12:15p	<u>Concurrent Workshop</u> Retailer & Supplier Collaboration
12:15p – 1:30p	Lunch with Speaker Craig Newmark Craigslist Founder

**2009 MarkeTechnics Tentative Agenda
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Location: Dallas Convention Center

<i>Time</i>	<i>Topic</i>
2:00p – 5:30p	Exhibit Hall Open
5:30p – 6:30p	Reception

Thursday, May 7, 2009

Location: Dallas Convention Center

<i>Time</i>	<i>Topic</i>
7:00a – 5:00p	Registration
8:00a – 9:00a	<u>Business Session</u> Social Networking Jeff Howe
9:15a – 10:15a	<u>Concurrent Workshop</u> Computer Assisted Ordering
9:15a – 10:15a	<u>Concurrent Workshop</u> Business Sustainability
10:30a – 3:45p	Exhibit Hall Open
4:00p – 5:00p	<u>Concurrent Workshop</u> Retailer Panel
4:00p – 5:00p	<u>Concurrent Workshop</u> Industry Regulations, Standards & Initiatives Update

(Agenda continued on next page)

**2009 MarkeTechnics Tentative Agenda
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Friday, May 8, 2009

Location: Dallas Convention Center

<i>Time</i>	<i>Topic</i>
7:00a – 10:00a	Registration
8:00a – 9:00a	<u>Breakfast / Business Session</u> FMI Speaks Anne-Marie Roerink Director, Research Food Marketing Institute
9:00a – 12:00p	Exhibit Hall Open