

Digital Signage End User Education Forum

- Learn about the driving forces fueling the growth of the digital signage market.
- Examine how digital signage enhances the customer experience
- Understand the challenges involved in deploying and managing a digital signage network
- Learn about effective campus communication including case studies presented by Santa Clara University, Western Kentucky University, and the University of Illinois
- Interact with retail digital signage users including Walmart, Lowe's, and Meijer as they describe their network challenges and opportunities.
- Discover how AT&T uses marketing technology to influence the customer path to purchase

YOUR INVITATION TO ATTEND

February 22, 2011

Las Vegas Convention Center

Noon - 6 p.m.

In Conjunction with Digital Signage Expo 2011



Visit www.plattretailinstitute.org/DSE2011_Forum
for more information and to register to attend.



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Your registration fee is complimentary!

Thanks to the generous sponsorship provided by **Black Box Network Services, Intel Corporation, NEC Display Solutions, and Symon Communications**, the PRI End User Digital Signage Education Forum is offered to qualified attendees at no cost.* All course materials and lunch also will be provided.

* PRI will determine if potential attendees are qualified end users. Travel-related expenses are the responsibility of the attendee.

Who Should Attend:

Whether you are already managing a digital signage network or just beginning to explore digital technologies, this Forum is for you. Digital signage end users (or potential end users) in retail, education, health care, government, and corporate communications are encouraged to register.

Platt Retail Institute
Chicago, IL
www.plattretailinstitute.org

The PRI End User Digital Signage Education Forum
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