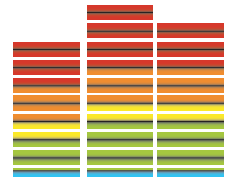
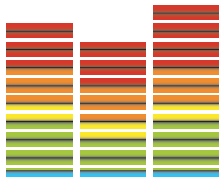


# DIGITAL NARM

## SELLING DIGITAL ENTERTAINMENT

MAY 1 – 2, 2007 • NARM MEMBER FEE: \$399

PRESENTED BY NARM AS A PART OF INSIGHTS & SOUNDS.07



### SCHEDULE AT A GLANCE

This schedule is preliminary and subject to change.

#### TUESDAY, MAY 1

8-5 PM	Registration
8:30-9:30 AM	Networking Breakfast and Booths
9:30-11 AM	<b>Universal Music Group Distribution Product Presentation</b>
11 AM-NOON	<b>Digital Music Outlook</b> Moderator: <b>Ted Cohen, TAG Strategic</b> <b>Confirmed Participants: Ipsos Insight, NPD, Nielsen SoundScan</b> Invited Participants: Forrester, Gartner, Jupiter Leading research firms present their forecasts for selling digital entertainment.
12-1 PM	Networking Lunch and Booths
1-1:30 PM	<b>The Reality Surrounding Ad-Supported Business Models</b> Presenter: Rick Rogers, The Gary Group Ad/media buying firm, The Gary Group, will discuss the economic realities of using advertising as a source of revenue in the digital environment.
1:30-2:30 PM	<b>Mobile Marketing: New Frontiers In Reaching Consumers</b> Invited Participants: LG, Motorola, Nokia, Samsung, Sprint, Verizon Mobile companies discuss the rapidly changing marketplace for delivering music and other forms of entertainment.
2:30-3 PM	<b>Case Study: Bridging The Gap Between Digital And Physical Retail</b> Presenter: <b>Chris Gorog, Napster</b> Napster will highlight its new online partnerships and showcase effective solutions to exploit both physical and digital sales.
3-4 PM	Networking Break and Booths
4-5 PM	<b>Capitalizing On Cross-Channel Marketing: Breaking Down The Barriers</b> Invited Moderator: <b>Adam Mirabella, Sony BMG</b> Invited Participants: Best Buy, Cingular, iTunes, Mix & Burn, Neurotic Media, Rhapsody, Trans World Entertainment This discussion will focus on building strategic relationships to enable physical retailers to profit from digital delivery.

5-5:30 PM

#### Day 1 Closing Presentation: Hot New Stuff

Presenter: **Christina Calio, Zune**

Attendees will hear exciting updates on developments in Microsoft's new innovative device.

5:30-6:30 PM

#### Mix-It-Up Cocktail Reception

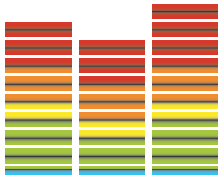
#### WEDNESDAY, MAY 2

8 AM-NOON	Registration
8:30-9:30 AM	Networking Breakfast and Booths
9:30-10 AM	<b>The Artist's Perspective</b> A compelling and insightful glimpse into the creative and commercial aspects of making and selling digital music.
10 AM-12:30 PM	<b>Major Music Company Presentations: 2007 Digital Strategies</b> Representatives from the four major music companies will share their respective visions for competing in the digital marketplace. Moderator: <b>Peter Faricy, Amazon.com</b> Confirmed Presenters: - <b>Thomas Hesse, Sony BMG</b> - <b>Amanda Marks, UMG</b> - <b>Michael Nash, WEA</b> - <b>Barney Wragg, EMI</b>
12:30-2:30 PM	Networking Lunch, and Booths
2:30-3:30 PM	<b>Indie Distribution Panel: Winning At The Digital Game</b> A group of companies from the independent music sector will discuss how indies keep their edge and uniqueness as physical converges with digital. Invited Participants: DMG, eMusic, IODA, IRIS, The Orchard, Redeye
3:30-4:30 PM	<b>Day 2 Closing Presentation: Hot New Stuff</b> Digital NARM will conclude with a killer finish. Don't miss it. Invited Presenter: Yahoo! Tech
4:30-5:30 PM	Networking and Booths

### EXHIBITS & SPONSORSHIPS

- **Booths**  
Housed along the perimeter of the Event Floor, these limited-number (22) exhibit spaces offer companies a cost-effective way to reach key decision-makers. The package includes one 10' X 20' space, one four-color, full-page Convention "Official Guide" ad, and four Digital NARM event registrations. Price \$2,000.
- **Sponsorships**  
See the enclosed Sponsorship Opportunities Reservation Form for sponsorship details.

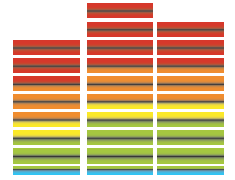
Questions — Contact NARM at 800.365.6276. For details on **speaking or exhibiting**, contact Holly Rosum, Director of Membership & Public Affairs, at rosum@narm.com. All **sponsorship** questions should be directed to John Lyons, NARM's Executive VP, at lyons@narm.com. To **register**, complete the registration form on the back of this page and fax to NARM at 856.596.3268.



# DIGITAL NARM

## SELLING DIGITAL ENTERTAINMENT

MAY 1 – 2, 2007 • NARM MEMBER FEE: \$399



**PLEASE NOTE: Those with full InSights & Sounds.07 registrations can attend Digital NARM at no extra charge. This registration form is for NARM members who want to attend Digital NARM ONLY, and not the full Convention. For members, the registration fee is \$399.**

- To attend, you must be a NARM member in good standing. **Registration(s) will not be processed unless membership dues for the 2006-2007 membership year are paid, all information has been provided, and full payment is included.** Please allow two weeks for processing.
- Hotel accommodations are assigned on a first-come, first-served basis. **The cutoff date for booking a room through NARM is Monday, April 2.** After April 2, contact the NARM office for availability.
- A credit card is required to guarantee a hotel room. If paying by check, one night's advance deposit per room is required to guarantee reservations.
- For registration fee refunds, cancellations must be submitted in writing by March 16 for a 100% refund and by April 9 for a 50% refund.
- Name substitutions must be received in writing and must be accompanied by a \$15-per-name processing fee.
- If you have special needs connected with the Americans With Disabilities Act (ADA) of 1990, please notify NARM.
- Please type or print all information legibly and keep a copy of this form for your records.

		Arrival Date	Departure Date	Hotel Room Rate	Registration Fee
1.	_____	_____	_____	\$ _____	\$ <b>399</b>
	First and Last Name _____ Title _____				
	First Name For Badge _____ E-mail (Required) _____				
2.	_____	_____	_____	\$ _____	\$ _____
	First and Last Name _____ Title _____				
	First Name For Badge _____ E-mail (Required) _____				
3.	_____	_____	_____	\$ _____	\$ _____
	First and Last Name _____ Title _____				
	First Name For Badge _____ E-mail (Required) _____				

SUBTOTAL \$ \_\_\_\_\_ \$ \_\_\_\_\_  
Add columns. You must send one night's deposit for each room reserved.

GRAND TOTAL \$ \_\_\_\_\_  
Add all subtotals. U.S. funds only.

### COMPANY INFORMATION

Company Contact \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State/Province \_\_\_\_\_  
 ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### PAYMENT INFORMATION

My check made payable to NARM is enclosed.  
 Please charge my  VISA  MasterCard  American Express  
 Name On Card \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Account # \_\_\_\_\_ 3-Digit V-Code \_\_\_\_\_  
 Signature \_\_\_\_\_

### HOTEL ROOM RATES

Only those registered for the Convention may request a room reservation. All guest rooms and suites are subject to the current room tax of 13%. Full room deposit refunds require cancellation 72 hours prior to arrival.

#### Hilton Chicago

720 S. Michigan Ave. • Chicago, IL 60605  
 Phone: 312.922.4400 • Guest Fax: 312.922.5240

#### Single/Double Room Rate: \$185

**An Early Departure Fee of \$50 will be charged to all hotel guests who check out of the hotel before their scheduled day of checkout.**

Hilton Chicago is a non-smoking hotel. Guests who have left evidence of smoking will be assessed a fee of \$300. Currently, smoking is permitted only within the designated areas of Kitty O'Sheas and 15' from entrances of the hotel.

A portion of all room rates is used to offset meeting costs.

**DIGITAL NARM IS PRESENTED AS A PART OF INSIGHTS & SOUNDS.07.**



### FOR OFFICE USE ONLY

Batch # \_\_\_\_\_ Mem # \_\_\_\_\_ Check # \_\_\_\_\_ Reg \_\_\_\_\_ Rm Dep \_\_\_\_\_ Late Fees \_\_\_\_\_ Total \_\_\_\_\_