



EM@IL SUMMIT '08

Expo & Awards

Miami, Florida February 24 - 26

NEW

Expert Email Marketer's Package



3RD ANNUAL



INTERCONTINENTAL HOTEL

Join America's top 800 Email marketers and discover the latest research and Case Studies on successful Email programs.

INSIDE

EXCLUSIVE

Expert Email Marketing Certification Course

TRAIN YOUR TEAM

Basecamp - Email Marketing 101

ALL-NEW

Case Studies, panels, speakers, networking, Email Awards and More!



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A Sell Out Every Year – Register NOW:

Call 1-877-895-1717 or visit <http://EmailSummit2008.MarketingSherpa.com>

EMAIL TACTICS AND STRATEGIES THAT APPLY TO YOUR BUSINESS

Come to the 3rd Annual Email Summit in Miami, February 24-26 (Sunday – Tuesday), 2008, and we promise you'll leave with practical and specific Email tactics and strategies that you can apply directly to your business or your clients' businesses.

Whether you're involved in B-to-B, B-to-C, operations, small business, multinational or agency, Email Summit '08 has been set up to address your specific issues.

Here's how:

- Three distinct tracks to choose from – B-to-B, Advanced B-to-C, Operational
- Private consultation clinics
- General Sessions on Office Politics & Email Policy, Sending Emails that Inspire Action, What I Learned at Email Summit '07, and the latest research on Email Marketing
- Basecamp training

While in Miami, network with 800 of your marketing peers from around the country. Gain valuable information from the many vendors at our Expo and find out who will be MarketingSherpa's 2008 Email Award winners.

It's MarketingSherpa's biggest Email Summit ever, with three days worth of Case Studies, panels, training and research data that will provide answers to your most pressing challenges whether they be growing lists, creating design to maximize results, avoiding filters and increasing delivery, or improving ROI.



Exclusive from  MarketingSherpa

EXPERT EMAIL MARKETER'S PACKAGE

For the first time at any of our Summits, you have an opportunity to earn professional certification as an expert in Email marketing, and we're making this possible at a substantial savings to you.

Our Expert Email Marketer's Package includes:

1. Email Summit '08 - February 24-26

2. Email Marketing Professional Certification Course

February 24. MarketingExperiments seven-week online course has been condensed to 7 hours. You'll come away with proven techniques for achieving maximum results and Professional Certification as an expert in Email marketing.

3. The new MarketingSherpa Landing Page Handbook (2008 Edition)

This research-based handbook provides step-by-step instructions to help raise your email and landing page conversions.

With the EXPERT Email Marketer's Package you'll save over \$950.

SUNDAY – FEBRUARY 24

EMAIL MARKETING PROFESSIONAL CERTIFICATION COURSE

Get certified in Email marketing in one day

MarketingExperiments is a research laboratory dedicated to discovering “what really works” in marketing through real-time online testing. Their Professional Certification program includes courses that reveal patented research formulas and teach scientifically proven techniques for improving conversion, driving traffic, and selling product.

MarketingExperiments one-day Email Marketing Certification Course is an intensive training opportunity that condenses their seven-week course into a seven-hour one-day session. It's only available to those who sign up for the Expert Email Marketer's Package.



Take the one-day Email Marketing Certification Course and you'll learn:

- How to improve the Email capture rate on your Web site
- How to use incentives to improve conversion to Email capture
- How to write effective subject lines
- Best practices for “From Addresses”
- Effective Email formats
- Effective Email copy
- Deliverability best practices
- Optimal send times
- Optimal Email frequency
- Basket/Order recovery using Email

Graduates of the Email Marketing Professional Certification Course receive their Professional Certification, which includes a framed certificate for display in your office and a digital seal to post on your Web site, social media profiles and resumé.

BASECAMP TRAINING

Those who don't sign up for the Expert Email Marketer's Package can participate in a 3-hour intensive basecamp on Email marketing.

Perfect for marketers who want to train a team or bring themselves up to speed before the big Summit, attendees will learn all the basics, including:

- Opt-ins and list management
- Email laws
- Frequency and content guidelines
- Creative design and copywriting tips
- How to measure campaign success

COCKTAIL PARTY

Networking starts when you arrive, but for those who like a place to gather when they meet, come to our *Welcome Cocktail Party* on Sunday evening.



Register NOW!

Call 1-877-895-1717 or visit <http://EmailSummit2008.MarketingSherpa.com>

MONDAY & TUESDAY, FEBRUARY 25-26

GENERAL SESSIONS

You'll start Monday with three General Sessions and end Tuesday with two.

#1. Research Keynote -

Stefan Tornquist, MarketingSherpa

#2. Office Politics & Email Policy -

Joe Slepiski, Reed Business Information;
Jennifer Rash, Sage Software; Nicole Fowler,
Playground/Intrawest Group

#3. Relevancy Case Studies:

Sending Email that Inspires Action -

Annette Promes, Expedia; Sarah Nelson, 500 lb
Solutions; Uwe Michael Sinn, Rabbit emarketing,
Kimberley Talbot, Adobe

#4. Ideas into Action:

What I Learned at Email Summit '07 -

Karen Imbroglio, Insurance.com

#5. Sherpa Email Award Winners -

Presented by ExactTarget and Flint McGlaughlin,
MECLABS Group.

EXPO

You'll have plenty of time to visit the booths on the show floor, which will be set up by top vendors. This is not only a good way for you to get direct answers about products that could help you, but it's another way to network.

ONE-ON-ONE CONSULTATION

Take advantage of private consultation clinics where you'll get one-on-one consultations on Email marketing. Make an appointment at the Summit and have an expert evaluate your Emails and landing pages.

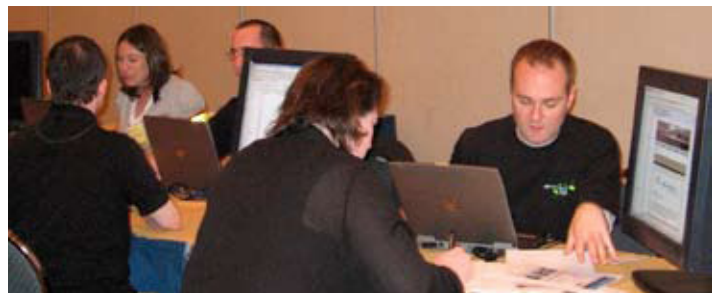
BREAKOUT SESSIONS

This year, based on feedback from last year's Summit, you get to choose from three tracks of Case Studies and peer panels. Why? Because we assume that you would rather learn from a Case Study or a panel discussion that directly relates to your type of business.

Track #1 - B-to-B: The topics for this track include a research update, response rate testing, the Un-newsletter, high performance newsletters, nurturing the lead, segmentation strategies, inventing must-read newsletter content, global B-to-B campaign strategies of a Chinese weekly in China, refer a friend programs, Email survey strategy, and Emails to increase attendance.

Track #2 - Advanced B-to-C: The topics for this track include Email and landing page testing and optimization, testing format and content to boost response rates, advanced testing with targeting and creative, triggered campaigns for targeted messaging, newsletters before and after, advanced testing Case Studies, and viral campaigns for customer acquisition.

Track #3 - Operational: The topics for this track include managing the vendor selection process, proven procedure for changing vendors, managing and integrating multiple vendors, strategies for mobile Email rendering, dynamic content for increased loyalty and lower costs, information security procedures and privacy protection, and strategy and procedures for global Email operations.



MARKETINGSHERPA 3RD ANNUAL EMAIL MARKETING AWARDS

Rewarding What Works

Every year at the Email Summit we recognize Email campaigns that have outstanding measurable results.

Meet this year's winners of the third annual Email Marketing Awards at the final general session of the Email Summit, where they'll get the full recognition that they so justly deserve.

Call for Entry

Do you have an Email campaign that worked really well? When you win an Email Marketing Award, it means that your Email campaign was the most effective 2007 campaign within its category in North America.

If you conducted a measurable Email campaign, submit an entry. And this year you won't have to pay an entry fee (courtesy of our sponsor ExactTarget).

To enter, go to:

<http://EmailAwards08.MarketingSherpa.com>

Fill out the form and attach your creative.

The entry deadline is Friday, January 11, 2008.

Categories

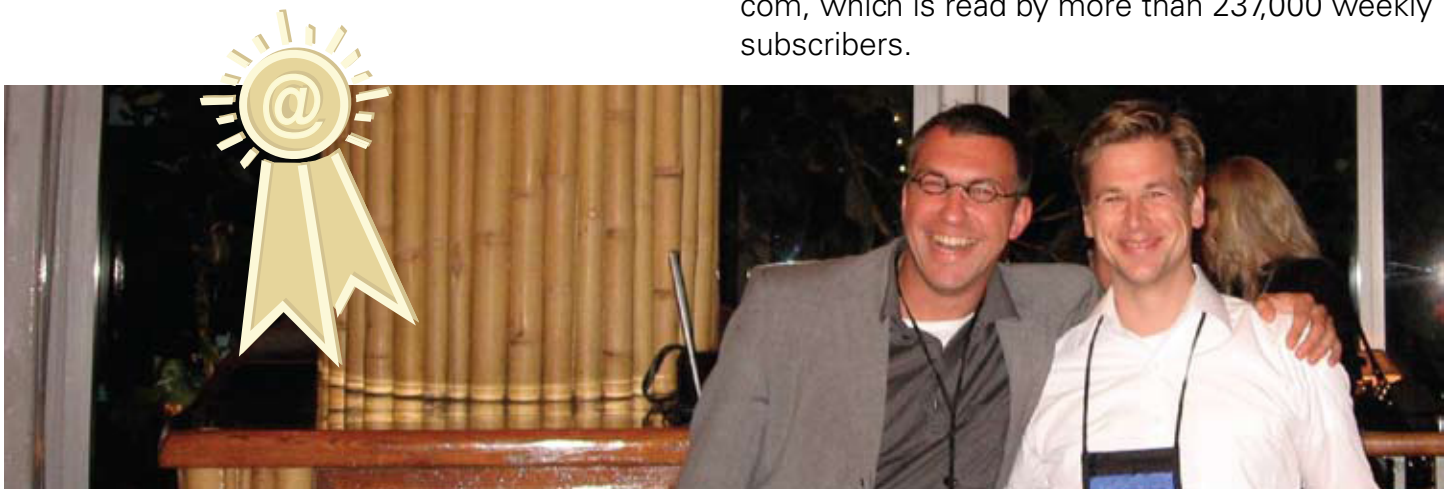
Currently there are nine entry categories. We reserve the right to expand that number. And don't worry about whether your campaign fits into a specific category. If it was successful, the judges will find a category for it.

Each category has B-to-B and B-to-C winners. The categories include:

- Best Email Opt-in Campaign
- Best Email Newsletter for Marketing Purposes
- Best Promotional Blast – Direct Sale or Lead Gen Offer
- Best Single Welcome Letter (to New Subscribers)
- Best Automated Series (Auto Responder)
- Best Triggered Personalized Email
- Best Postcard-Style Campaign
- Best (or most dramatic) test you learned from
- Best Non-Email Opt-in Messaging

Winners

As a winner you'll receive an engraved glass "Summit" award along with a hotlinked profile featuring your campaign in MarketingSherpa.com, which is read by more than 237,000 weekly subscribers.



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CONFIRMED SPEAKERS:

KEN BOTT, Director, Global Consumer Marketing, InterContinental Hotels Group

IHG owns, manages, leases or franchises, through various subsidiaries, over 3,700 hotels and more than 558,000 guest rooms in nearly 100 countries and territories around the world. Bott is responsible for all multi-brand global promotions, loyalty program advertising, affinity/sponsorship marketing programs and the direction of IHG's consumer segmentation strategy.

DON BROWNE, Marketing Director – USA Operations, Tarsus Group

Tarsus Group is an international business-to-business media group with interests in exhibitions, conferences, publishing and online media. Browne focuses his efforts on creating fresh new campaigns for products like Packaging Summit, Off-Price Specialist Show, tsnn.com (Trade Show News Network) and the American Academy for Anti-Aging Medicine. His outreach programs target specific segments with segment-specific messaging.

JEFF CRAM, Managing Director and Co-Founder, ISITE Design

ISITE Design is a leading full-service interactive agency located in Portland, Oregon, and Cambridge, Massachusetts. Cram has consulted for companies including Siemens, Xerox, Nike, Nintendo and WebTrends. He is a frequent speaker at national conferences on topics including Web analytics, online marketing and web strategy.

MARC CONSTANTINEAU, Manager, eCRM, Air Canada

Air Canada is Canada's largest full-service airline and the largest provider of scheduled passenger services in the Canadian market. Constantineau has worked at Air Canada for the past 13 years in Call Centers, Marketing, IT and eCommerce. He manages Email and online communications and leads the Data warehouse integration.

MICHAEL DEHAVEN, eCommerce Marketing Manager, CareerBuilder.com

CareerBuilder.com is the nation's largest online job site with more than 21 million unique visitors and over 1.5 million jobs.

DeHaven plays a central role in driving the growth of CareerBuilder's B2B ecommerce sales. He manages CareerBuilder's B2B marketing Web site, natural and paid search initiatives, online banner campaign and B2B Email marketing efforts.

MICHELE DOW, Associate Marketing Consultant, Eli Lilly & Company

Eli Lilly and Company is a leading, innovation-driven corporation committed to developing pharmaceutical products that help people live longer, healthier and more active lives. Dow has extensive experience in promotional planning and implementation. Dow designed and implemented the Email channel capability for the US Affiliate of Eli Lilly and Company.

ROBERT FRADY, VP - Direct Marketing, Live Nation

Live Nation is the world's largest promoter of live concerts in the world, the second-largest entertainment venue management company and has a rapidly growing online presence. Frady and his team are responsible for over 10,000 distinct Email campaigns for 2007, targeted based upon the expressed interest of more than 16 million consumers.

AREND HENDERSON, VP, Analytics, Q Interactive

Q Interactive is an online marketing services provider for advertisers and publishers. As leader of Q Interactive's Analytics team, Henderson oversees the company's suite of high-performance inventory management and analytical services, including its targeting, contact management and optimization systems and infrastructure for Email.

RANDALL HUFF, Senior Marketing Manager, Intuit - Small Business Group

Intuit Inc. is a leading provider of business and financial management solutions for small and mid-sized businesses; financial institutions; consumers and accounting professionals. Huff currently works with the QuickBooks and Quicken marketing team, and he and his team are responsible for all of the direct mail and Email sends for these products.

continued

KAREN IMBROGNO, Customer Communications Manager, Insurance.com

Insurance.com is an independent, unbiased insurance agency located outside of Cleveland, Ohio. It brings top insurance companies together in one place where consumers can compare multiple rates and buy the policy that's right for them. With over 15 years of insurance industry experience, Imbrogno oversees all non-verbal communication to the Insurance.com customer base.

JEFF KOSIOREK, senior manager of corporate communications, TAC

TAC, a company of Schneider Electric, is a leading provider of building automation solutions based on Open Integrated Systems for Building IT. Kosiorek is responsible for developing and implementing global communications strategies aimed at increasing efficiencies within the company's marketing operations. He also oversees the organization's enterprise email marketing system currently in use by 54 countries.

DANIEL KUPERMAN, Director of Marketing, Quadrant Software

Quadrant Software provides document management, imaging, workflow, electronic forms and fax solutions that transform companies into a paperless environment. Kuperman is responsible for the planning, execution and evaluation of online and off-line campaigns ranging from trade shows, print/online advertising, Web site design/SEO and Email marketing, among others.

DANNY LEVINSON, CEO, XZList.com

XZList is China's largest Email list management, Email publishing and Email marketing platform for loyalty marketing companies and digital publishers. Levinson has been living in China for over 10 years, working in the Email and digital marketing, publishing and advertising fields. He is currently a Representative for Spamhaus in China.

DR. FLINT MCGLAUGHLIN, Director, MECLABS Group

The MECLABS Group owns MarketingExperiments, a research laboratory that conducts real-time online tests with research partners resulting in significant conversion gains for their marketing efforts. McLaughlin has advised or conducted research for more than 1,500 companies, including TheStreet.com, AT&T, the Federal Reserve, Pitney Bowes and Merrill Lynch. He also serves as the Director of Enterprise Research at the Transforming Business Institute, University of Cambridge, UK.

ANJIE MOIN, Online Services Manager, Bluegreen Corporation

Bluegreen Corporation (NYSE:BXG) is a leading provider of Colorful Places to Live and Play® through two principal operating divisions, one of which is Bluegreen Resorts. As Online Services Manager at Bluegreen Resorts, Moin manages web and Email campaigns to gain the most ROI from every digital piece of communication sent to owners and prospects.

VICKI MORRIS, VP, Marketing, NorthStar Systems International

NorthStar's enterprise-class solutions enable firms of all sizes and their advisors to dramatically improve productivity, accelerate revenue growth, and drive profitability. NorthStar's offers an innovative suite of pre-packaged wealth management solutions Morris has helped establish the company as a leader in the wealth management industry. Prior to NorthStar, Vicki was the Vice President of Marketing at Saba Software.

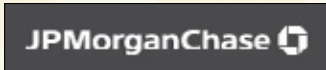
CORI MOZILO, Interactive Marketing Manager, Cold Stone Creamery

Cold Stone Creamery is a part of Kahala•Cold Stone, which owns and franchises 14 diversified restaurant and service brands resulting in more than 4,600 locations worldwide. Responsible for online marketing strategy and partnerships, Mozilo also oversees the execution of the Cold Stone Creamery Email marketing program, which has grown to 1.6 million subscribers with continued growth daily.



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continued

SARAH NELSON, Senior Strategist,
500lb Marketing Solutions

500lb Marketing Solutions is a full service interactive marketing agency. Nelson manages strategic consulting services and product development. With expertise in online content strategy, web design and usability, systems development, and good ole' MarCom under her proverbial belt, Nelson believes that the best marketing strategies are founded on having a dialogue with customers, not a monologue.

SAM PEDERSON, Online Marketing and
eMarketing Specialist, Sun Microsystems

Sun Microsystems Inc., provides network computing infrastructure solutions that include computer systems, software, storage, and services. Pederson focuses on globalizing corporate programs and initiatives for Sun Microsystems. Before joining Sun, Pederson worked in television and online journalism and later as a marketing communications consultant in the technology industry.

ROBIN ANNA PERNICE, VP,
Product Segment Marketing, JPMorgan
Chase & Co.

JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$1.5 trillion and operations in more than 50 countries. Pernice creates and manages numerous B2B marketing campaigns including eNewsletters, online marketing and direct mail campaigns, executive seminars, events and other innovative marketing campaigns that utilize cutting-edge marketing tactics.

CRAIG PETZ, VP, Marketing, Petz
Enterprises

Petz Enterprises, Inc. is a leading provider of tax preparation and filing solutions, such as TaxBrain, V-Tax, QuickAccess and CrossLink, for the professional and consumer markets, helping to automate and simplify federal, state and local tax compliance. Competing with industry heavyweights, Petz has championed the application of new media channels to build TaxBrain into a formidable challenger in this fierce and rapidly growing market.

ROSANNA PICILLO, Senior Direct
Marketing Manager, Global, National
Instruments Corporation

National Instruments is transforming the way engineers and scientists design, prototype and deploy systems for measurement, automation and embedded applications. Picillo has held multiple marketing management roles including the management of the Asia-Pacific Marketing Communications team and then the NI Japan Marketing Communications team. Since 2006, Rosanna has managed a team in dedicated to email marketing globalization efforts worldwide.

ANNETTE PROMES, Director, Email
Marketing, Expedia

Expedia Inc. is one of the world's leading online travel companies. Promes has worked in direct marketing for more than 12 years with major companies like Microsoft and AT&T/Cingular Wireless. Promes works with Email, direct mail, text messaging and telemarketing. She specializes in data-driven customer base and lifecycle marketing, and behavioral targeting and testing.

JENNIFER RASH, Sr. Email Marketing
Specialist, Sage Software

Sage Software provides software for accounting, customer relationship management, human resources, merchant services, and time tracking. After consolidating the Email program into a single system, Rash now works to improve Email processes with a large variety of business units as well as business partner, customer and lead generation Emails via innovations, streamlining communications and analysis.

ERIN SHEEHAN, Enterprise Marketing
Program Manager, Parametric Technology
Corporation

PTC (Nasdaq: PMTC) provides leading product lifecycle management (PLM), content management and dynamic publishing solutions to more than 50,000 organizations worldwide. Sheehan manages a global marketing program targeting the industrial manufacturing sector, the company's primary market. Additionally, she is responsible for channel marketing strategy for PTC's strategic industries.

continued

UWE-MICHAEL SINN,
 Managing Director, Rabbit eMarketing

Rabbit eMarketing is a publishing firm specializing in delivering business related information to mid-size and very large enterprises in Germany and Central Europe. Sinn is one of the pioneers in Email marketing in Germany. Sinn is an expert in executing highly individualized Email campaigns both on a national and on an international level.

KIMBERLEY TALBOT, Senior Group Manager, WW Relationship Marketing, Adobe

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere, and through any medium. Talbot she manages global relationship marketing for Adobe® Creative Suite® and Adobe® Photoshop®, integrating Email and direct mail with search, in-product messaging, and the web. Prior to Adobe, Talbot spent 16 years working with leading direct marketing agencies.

STEFAN TORNQUIST, Research Director, MarketingSherpa

MarketingSherpa is a research firm publishing Benchmark Guides, Buyer's Guides, and How to Reports plus a 600+ marketing Case Study Library. Tornquist conducts primary research studies as well as gathering and evaluating marketing statistics data from thousands of sources. He uses this data to create MarketingSherpa's annual Benchmark Guides, and other reports.

SAL TRIPI, Director of Operations, Publishers Clearing House

Publishers Clearing House (PCH), is the United States' largest and best-known sweepstakes company. Tripi has had many successes in a variety of operational areas including compliance, privacy, order processing, and merchandise fulfillment. Tripi successfully developed and implemented compliance policies and practices that allowed PCH to expand their entrepreneurial endeavors while maintaining a reputation as a legitimate email marketer.

MICHON VAN DOORN,
 CRM Manager, Unilever Belgium

Unilever is one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe. As CRM Manager, van Doorn provides strategic thinking and advice to the direct marketing, database marketing, relationship marketing and interactive marketing for the Unilever brands in Belgium.

DAVE WIENEKE, Manager for Interactive Marketing, Thomson-Reuters CompuMark

Thomson-Reuters CompuMark is the global leader in researching and protecting brands in over 200 countries. Wieneke manages interactive marketing for a division of Thomson-Reuters. Prior to Thomson, he headed online strategy for a national newspaper, published a chain of technology magazines and managed statewide e-government initiatives for Massachusetts and New Jersey.

STEPHEN WELLMAN, Editorial Director of Email Newsletters, CMP Technology

CMP is a media and marketing solutions company serving the technology industry. CMP publishes highly respected media brands, such as TechWeb, InformationWeek, ChannelWeb, CRN, EETimes and TechOnline. Wellman has been tasked with creating Email newsletters and other forms of online content that address the needs of the mobility marketplace.

TARA ZANECKI, Director, Online Sales Channel, Workshare Inc.

Workshare Inc. is an information security company that delivers Secure Content Compliance solutions ensuring safe information exchange without business disruption. Zanecki launched Workshare's commerce store two and a half years ago and has grown it into a flourishing sales vehicle that will double sales again for a third year running.



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AGENDA

Sunday, February 24, 2008			
8am-7pm	Attendee Check-In; Receive promotional items sponsored by Silverpop		
9:00-5:00pm	General Session – Email Professional Certification, basecamp		
5:00-7:00pm	Opening Night Cocktails on Expo Floor and Attendee Check-In		
Monday, February 25, 2008			
7am-8:45am	Networking Breakfast and Registration		
8:45-9:15am	General Session	Research Keynote	Stefan Tornquist, MarketingSherpa
9-15-10:15am	General Session	Office Politics & Email Policy	Joe Slepiski, Reed Business Information; Jennifer Rash, Sage Software; Nicole Fowler, Playground/Intrawest Group
10:15-10:30am	Break		
10:30am-12pm	General Session	Relevancy Case Studies: Sending Email that Inspires Action	Annette Promes, Expedia; Sarah Nelson, 500 lb Solutions; Uwe Michael Sinn, Rabbit emarketing; Kimberley Talbot, Adobe
12-1:30pm	Networking Lunch		
1:30-2:00pm	Breakout Sessions	I. B-to-B: Research Update	MarketingSherpa
		II. Email and Landing Page Testing and Optimization	Kelly Williams, Dell
		III. Managing the Vendor Selection Process	Daniel Kuperman, Quadrant Software
2-2:30pm	Breakout Sessions	I. Response Rate Testing: Putting a Face with a Name	Dave Wieneke, Thompson Compumark
		II. Testing Format and Content to Boost Response Rates	Tara Zanecki, Workshare
		III. A Proven Procedure for Changing Vendors	Bob Frady, Live Nation
2:30-2:45pm	Break		
2:45-3:15pm	Breakout Sessions	I. The Rapid Rise of the Un-Newsletter	Jeff Cram, ISITE Design
		II. Advanced Testing: Targeting and Creative	Randall Huff, Intuit
		III. Managing and Integrating Multiple Vendors	Cori Mozilo, Cold Stone Creamery
3:15-3:45-pm	Breakout Sessions	I. Building High-Performance Newsletters	Stephen Wellman, CMP
		II. Using Triggered Campaigns for Targeted Messaging	Matt Griffin, Boston Celtics
		III. Effective Strategies for Mobile Email Rendering	TBD
3:45-4:15pm	Breakout Sessions	I. Nurturing the Lead: Messaging and Frequency Planning	Rosanna Picillo, National Instruments
		II. Newsletter Before and After: Layout, Content and Copy	Anjie Moin, BlueGreen Corp
		III. Dynamic Content for Increased Loyalty and Lower Costs	Marc Constantineau, Air Canada
4:15-4:45pm	Breakout Sessions	I. B-to-B Segmentation Strategies and Procedures	Vicki Morris, Northstar
		II. Advanced Testing Case Studies: Part 2	Sudhir Diddee, Microsoft (INVITED)
		III. Information Security Procedures and Privacy Protection	Michele Dow, Eli Lilly
4:45-5:15pm	Breakout Sessions	I. Inventing Must-Read Content for B-to-B Newsletters	Robin Anna Pernice, JP Morgan Chase
		II. Utilizing Viral Campaigns for Customer Acquisition	TBD
		III. Strategy and Procedures for Global Email Operations	Jeff Kosiorek, TAC
6:00-9:00pm	Gala Party	Gala Party – Bongo's Cuban Cafe	Sponsored by ExactTarget
Tuesday, February 26, 2008			
7:30-9:00am	Networking Breakfast		
9-9:30am	Breakout Sessions	I. Launching and Managing Global B-to-B Campaigns	Samuel Pederson, Sun Microsystems
		II. New Proprietary Study: How Consumers Interact w/Email	Carmen Curran, Mintel International
		III. Email Deliverability: The Battle to the Inbox	Arend Henderson, Q Interactive
9:45-10:30am	Breakout Sessions	I. Testing & Segmentation Strategies of a Chinese Weekly	Danny Levinson, XZ List.com
		II. Deploying Video eMagazines to Enhance Engagement	Ken Bott, InterContinental Hotels Group
		III. How a Good Reputation Delivers Huge ROI	Sal Tripi, Publishers Clearing House
10:30-10:45am	Break		
10:45-11:15am	Breakout Sessions	I. Creative and Viral Components of Refer a Friend Program	Michael DeHaven, CareerBuilder
		II. Email and Complex Partnership Marketing Campaigns	Jason Steele, Liberty Travel
		III. Data Enrichment and Synchronization Strategies	Michon Van Doorn, Unilever (Belgium)
11:15-11:45am	Breakout Sessions	I. Revisiting Email Survey Strategy to Optimize Results	Erin Sheehan, Parametric Technology Corporation
		II. Utilizing Mobile Messaging for Heightened Engagement	Terry Dry, Fanscape
		III. Affiliate Seeding Technologies in Acquisition Marketing	Craig Petz, TaxBrain
11:45-12:15	Breakout Sessions	I. Email Strategies to Increase Event Attendance	Don Browne, Tarsus
		II. Critical Steps for Addressing Image Blocking	TBD
		III. Conducting Smooth Email Testing Operations	Flint McGlaughlin, MECLABS Group
12:15-1:45pm	Networking Lunch		
2-2:30pm	General Session	Ideas into Action: What I Learned at Email Summit '07	Karen Imbroglio, Insurance.com
2:30-3:20pm	General Session	Sherpa Email Award Winners	Presented by Flint McGlaughlin, MECLABS Group + ExactTarget
3:20-4pm	Interactive Audience Q&A		
4:00-4:15pm	Top 5 Takeaways		

HURRY!
SUMMIT WILL SELL OUT

RESERVATION FORM

	Price	#Tickets	Total
<input type="checkbox"/> Expert Email Marketing 1. Email Certification Course 2. Summit Ticket 3. New Landing Page Handbook	\$1,995		
<input type="checkbox"/> Email Marketing Summit 2008 + Free Basecamp Ticket	\$1,495		
TOTAL			

FIRST TICKET RESERVED FOR:

Name _____

Title _____

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Email (we value your privacy) _____

ADDITIONAL TICKETS RESERVED FOR:

Name _____ Title _____

Name _____ Title _____

For group rates please contact Sharon Hamner at
 877.895.1717 or SharonH@MarketingSherpa.com

RISK FREE PAYMENT:

Charge my: MasterCard Visa AMEX

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Your Summit tickets are 100% money-back guaranteed. You can change the name on your tickets up until 24 hours prior to the event -- with no additional service charge. You may also cancel for a 100% money-back refund if you (a) cancel as least 10 days prior to the Summit or (b) attend both days and are not satisfied. Our goal is to keep you satisfied so you'll attend more MarketingSherpa Summits in the future!

About MarketingSherpa

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is a research firm publishing benchmark data and how-to guidance for marketing professionals.

237,000 marketers read our exclusive Case Study newsletters every week, and thousands attend our annual Summits on Email, subscription sales, and B-to-B marketing.

MarketingSherpa
 499 Main Street
 Warren, RI 02885
 Phone: 877-895-1717
 Fax: 401-247-1255



**Summit Location:
 InterContinental Hotel**

MarketingSherpa has a limited number of hotel rooms blocked until Friday, February 9, 2008 at a special reduced rate of \$285 a night, for summit attendees.

For more information, contact:

InterContinental Hotel
 www.ichotelsgroup.com
 Discount code: ESB
 (305) 577-1000
 100 Chopin Plaza, Miami, FL 33131

Summit Sponsors



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- TRUSTe
- WhatCounts
- Yesmail
- Zrinity Inc.

Register NOW!

Call 1-877-895-1717 or visit <http://EmailSummit2008.MarketingSherpa.com>



Dear Friend of MarketingSherpa,

Please join me and 800 of America's top Email marketers for three days worth of Case Studies, panels, training, research data and networking in Miami on February 24-26, 2008.

It's our 3rd Annual Email Summit and we're excited about this year's program - more breakout sessions, an Email Certification course, and our annual Email awards presentation. This year we're offering an exclusive Expert Email Marketer's Package, which includes the Summit, a full-day Email Certification course and our 2008 Landing Page Handbook - a great value.

Here's what some attendees said about our past Email Summits:

"I've really enjoyed the MarketingSherpa Email Summit. It's been an epiphany of what we need to do better: like welcome messages and segmentation."

Paul Packin, Miatic Incorporated

"I got a lot out of the MarketingSherpa Email Summit, particularly about bartering for co-registration. It's nothing I'd ever thought of and it's a great idea that's definitely going to impact my business."

Cheryl Simmons, Email Marketing Manager,
Echo Star Satellite, Dish Network

"Excellent conference - we'll definitely attend every year!"

Margaux Thomas, Harvard Business School Publishing

"Congrats to all for a fabulous conference! As an attendee, presenter and sponsor - the Summit exceeded my expectations. Looking forward to next year."

Loren T. McDonald, CMO J.L. Halsey

Look forward to seeing you in warm Miami at the end of February.

Stefan Tornquist,
Research Director, MarketingSherpa

PS. If you have group of three or more, call about group discounts at 877-895-1717.

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