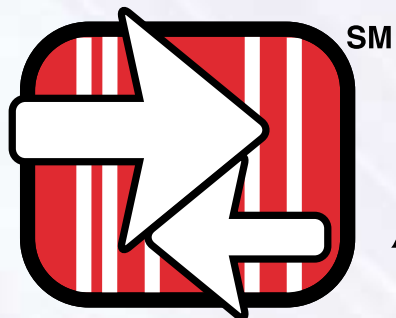


*advance program*



<sup>SM</sup> ***streaming  
media East***

May 11–12, 2004

Hilton New York | New York, NY

May 10  
Workshops

May 11–12  
Conference and Exhibition

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## Comprehensive *Educational Sessions* and *Cutting-Edge Exhibit Hall*

The Streaming Media East conference is the premier learning, networking, and problem-solving event for streaming media professionals, technology experts, and business executives. The focus of the conference has been expanded this year to include a wide range of digital media technology and applications. Attendees will explore how a broad range of digital media technologies can be integrated with streaming media services to provide innovative solutions to business problems.

At Streaming Media East 2004, you will:

- *Get the big picture* about using streaming and digital media technologies for audio and video creation, management, distribution, and measurement.
- *Hear firsthand case studies* about innovative applications.
- *Listen to industry experts* analyze market trends and issues.
- *Understand how to leverage* interactive, integrated streaming media technologies to maximize your business success.
- *Learn how to harness* the buzz and enthusiasm about streaming and digital media audio and video technologies to increase the profitability, efficiency, and productivity of your business!
- *Find out what you need to know* about integrating these dynamic technologies into your business solutions and processes.
- *Hear from industry leaders* and insiders about evolving business models and future trends, expectations, and forecasts.

### Who Should Attend:

- ~ C-level executives
- ~ CIOs, intranet managers, and IS managers
- ~ Corporate communications executives
- ~ Distance-learning, training, and education professionals
- ~ Advertising and Web marketing agencies
- ~ Content providers and Internet publishers
- ~ Online retailers and e-commerce professionals
- ~ Sales, marketing, and HR professionals
- ~ Government officials
- ~ Entertainment, media, and sports executives
- ~ Gaming executives and developers
- ~ Streaming media industry professionals
- ~ Analysts, investors, and venture capitalists
- ~ TV, radio, and cable broadcasters
- ~ Anyone involved in streaming and digital media

### Exhibit Hall

Streaming Media East offers conference attendees a firsthand look at the leading software, hardware, and network solutions and services in the streaming media industry. Admission to the Exhibit Hall is included with all Streaming Media East 2004 conference registrations.

**EXHIBIT HALL HOURS:**      Tuesday, May 11th | 10:00 a.m. - 6:00 p.m.  
    Wednesday, May 12th | 10:00 a.m. - 4:00 p.m.





# conference at-a-glance

## Monday, May 10 *Workshops are priced separately*

10:00 a.m. – 1:00 p.m.	W1: Streaming Media: Best Practices   Steve Mack	W2: Understanding Flash Video   Jens Loeffler
2:00 p.m. – 5:00 p.m.	W3: Interactive Streaming Media Technologies in Action   Nico McLane	

## Tuesday, May 11

9:00 a.m. – 10:00 a.m. **WELCOME & OPENING KEYNOTE** | AMY LIPTON, IBM Digital Media

10:00 a.m. – 10:45 a.m. COFFEE BREAK — Visit the Exhibits

	TRACK A — BUSINESS	TRACK B — TECHNOLOGY	TRACK C — CONTENT
10:45 a.m. – 11:30 a.m.	A101: Driving Business Value with Streaming Applications	B101: Live Internet Broadcasting: Best Practices	C101: Digital Home: Emerging Opportunities in IPTV
11:45 a.m. – 12:30 p.m.	A102: Advertising Frontiers: Real-World Results for Brand Marketing	B102: Understanding Your Hosting, Storage, & Content Delivery Options	C102: Digital Music: Subscription & Digital Download Services
12:30 p.m. – 2:00 p.m.	LUNCH BREAK		
2:00 p.m. – 2:45 p.m.	A103: Streaming Media & Regulatory Compliance	B103: Automation & Management Tools in Digital Media Workflows	C103: Content Protection Strategies: Beyond Streaming Media
3:00 p.m. – 3:45 p.m.	A104: Rebuilding the Federal Communications Infrastructure	B104: Practical Tips for Creating Corporate Communications Content	C104: TV Networks & Streaming: The Role of Web Video
3:45 p.m. – 4:15 p.m.	COFFEE BREAK — Visit the Exhibits		
4:15 p.m. – 5:00 p.m.	A105: Internet Radio: Show Us the Money	B105: Producing Optimal Audio and Video Content	C105: Evolving Content & Business Models for Broadband
5:00 p.m. – 6:00 p.m.	NETWORKING RECEPTION in the Exhibit Hall		

## Wednesday, May 12

9:00 a.m. – 10:00 a.m. **GENERAL SESSION & KEYNOTE** | To Be Announced

10:00 a.m. – 10:30 a.m. COFFEE BREAK — Visit the Exhibits

	TRACK A — BUSINESS	TRACK B — TECHNOLOGY	TRACK C — CONTENT
10:30 a.m. – 11:30 a.m.	A201: Tracking the Next Wave of Enterprise Applications	B201: Wireless Solutions & Services for Next-Generation End Users	C201: News Portals on the Web: Evolving Content Models
11:45 a.m. – 12:30 p.m.	A202: Vendor Selection: What We Wish Vendors Knew	B202: Creating an Internal Streaming Infrastructure	C202: Advances in E-Learning
12:30 p.m. – 1:45 p.m.	LUNCH BREAK		
1:45 p.m. – 2:30 p.m.	A203: Real-Time Collaborative Applications	B203: Creating Rich, Interactive, Video Experiences with Flash	C203: Metadata & Asset Management Strategies
2:45 p.m. – 3:30 p.m.	A204: Streaming for Security & Surveillance	B204: Web Conferencing & Collaboration: What Are the Tools Doing?	C204: Streaming Education: Universities Lead the Way
3:30 p.m. – 4:00 p.m.	COFFEE BREAK — Last Chance to Visit the Exhibits		
4:00 p.m. – 5:00 p.m.	CLOSING GENERAL SESSION   The Cost of Streaming: From Webcasting to Video-on-Demand (Q&A Roundup)		

## Keynote

### How to Thrive & Profit in the Digital Media World

Tuesday, 9:00 a.m. – 10:00 a.m.

Amy Lipton | Director of Marketing, IBM Digital Media



Digital media applications are now mainstream among enterprises in all industries. Today, more and more companies and government organizations are using digital content to break through the clutter and rise above the noise of today's congested communications environment. Learn through industry examples how digital media—streaming audio, video, images, and graphics—are bringing business value to companies which harness and use it. Amy Lipton, Director of Marketing, IBM Digital Media, will focus on lessons we can learn from companies which have been highly visionary in their implementation of digital media.



Streaming Media East features THREE tracks for streaming media professionals and business executives:

## BUSINESS »» Track A

### Driving Business Value with Streaming Applications

In 2004, we now have strong touch points of streaming in the real world. The case studies in this session demonstrate the specific benefits of using streaming and digital media in business applications. Learn how streaming is making a difference in diverse organizations, including the Chicago Police Department, the World Bank, and Bumble & Bumble. If you're new to business uses of media assets, these examples will show you where to start, what results to expect, and how to measure success. If you're already involved, they will show you where to concentrate additional build-out efforts.

### Advertising Frontiers:

#### Real-World Results for Brand Marketing

This panel will discuss how the Internet and streaming video are being used for brand marketing online, providing insights into branding objectives, techniques, applications, metrics, and measurement. Attendees will learn how leading agencies and brands are reaching and engaging target audiences online to influence brand awareness, recall, and purchasing decisions. Find out how streaming can change the relationship between you and your customers, partners, and investors while more effectively delivering your desired message.

### Streaming Media & Regulatory Compliance

For many companies faced with the problem of communicating vital but dry regulatory compliance training to thousands of employees worldwide, streaming media provides an excellent solution. Learn how to handle the business and technical challenges of delivering streaming media to thousands of employees worldwide. Hear about best practices in the use of bandwidth-scalable streaming video in Web-based training to ensure successful regulatory compliance training.

### Rebuilding the Federal Communications Infrastructure

The sheer volume of local, state, and federal content archived and distributed for training, communications, and surveillance means the government is on the leading edge of quantifying the ROI of streaming. In this session, we'll hear from those in the know about some of the more interesting ways that the government is utilizing and enhancing streaming and digital media technologies. Topics discussed will include the

following: ROI for your tax dollars; strategies employing streaming rich media to reach out to the public; empowering the federal worker; and the ubiquitous use of rich media to reduce costs and improve the quality of federal communications.

### Internet Radio: Show Us the Money

Now that the technology is proven, the royalties are somewhat predictable, and the audience is arriving in droves, how will those who operate Internet radio businesses make money? Is there room for the independent entrepreneur, or is Internet radio just an add-on to more comprehensive services like Yahoo! and AOL? Is a subscription service the only way to go? As the audiences increase, can a free, advertising-supported model work? Can costs be controlled to make any of these models work for the long term? Hear

from those who are running Internet radio stations—and find out their views on these issues.

### Tracking the Next Wave of Enterprise Applications

Contrary to analyst predictions a year ago that entertainment would be the fastest-growing streaming sector, it seems that enterprise applications and deployment are quickly taking the lead. Spending on enterprise streaming applications is expected to quadruple in the next 3 to 4 years to enhance corporate communications, training, education, marketing, and advertising. This roundtable of enterprise analysts and executives will discuss the current state of enterprise streaming and identify the market's current growth potential, drivers, and barriers.



### Vendor Selection: What We Wish Vendors Knew

Hear firsthand from enterprise decision makers who hold the spending dollars about what they look for when they choose a streaming vendor. What does it take to win their business? Find out what they expect when it comes to customer service, contracts, pricing, and customer expectations and what vendors do wrong that make buyers seek another solution. If you are a streaming services vendor targeting Fortune 1000 corporations, you can't afford to miss this session.

### Real-Time Collaborative Applications

Real-time collaborative applications are quickly becoming mainstream for business organizations. Streaming video can be archived easily, searched, and delivered with synchronous slides, polls, surveys, and interactive Q&A. This session will examine the business value of these collaborative applications, and show how corporations can leverage them to enhance communications internally and with clients and customers.

### Streaming for Security & Surveillance: Successful Deployments

This panel takes a realistic look at today's video surveillance technology and how to meet the needs of the security and surveillance industry by integrating additional technology like streaming media into the fold. All-digital security and surveillance is coming. When will it get here and how will it integrate with your present security system? What types of streaming applications are being used in security industry now and what does it cost to implement such a system? All this and more will be covered during this session.

## TECHNOLOGY »» Track B

### Live Internet Broadcasting: Best Practices

This panel of experts delves into the intricacies and best practices of live broadcasting. From signal acquisition through encoding to server distribution, the session will detail and suggest the best practices for delivering a live Internet Webcast. Discover how to deconstruct a complex and rich live event down to its elemental parts, from hardware and software to the workflow and signal flow of the production. Industry experts and end users share experiences and guidelines to help attendees produce successful, high-quality Internet broadcasts.



# m information

## Speaker Roster

### Understanding Your Hosting, Storage, & Content Delivery Options

Everyone is talking about or claiming to be a content delivery network, but who needs one? Will good old-fashioned centralized or co-located hosting suit your needs? Our panel will sift through the options and provide a solid foundation for what to look for in a host and what to expect in return. Making the right hosting, storage, and delivery choices can be confusing, with all the different standards and options, and depending on the type and amount of content you're delivering. This session will take a look at the current options and help you figure out the best solutions for your content.



### Automation & Management Tools in Digital Media Workflows

This panel discussion focuses on best practices and emerging technologies in digital media workflows. You will learn how to use scripting tools to handle content flow, rolling your own versus off-the-shelf products, integrating enterprise-class products, and gauging ROI on automation and management initiatives. This technical panel will provide a solid technical and business foundation for automating and managing your digital media.

### Practical Tips for Creating Corporate Communications Content

See a live demonstration of practical tips, techniques, and best practices for creating corporate communications streaming media on a tight budget. Learn how to create a standard, interactive presentation and understand what's involved, including scripts for page flips, markers for interactivity, de-interlacing, and multiple bandwidth options. Hear about encoding best practices with Windows Media Encoder, editing, lighting, building a Web interface, and integrating Media Player with specific parameters such as markers and closed captioning.

### Producing Optimal Audio & Video Content: Best Practices

Audio and video for the Internet require that long-term professionals do an about-face with the knowledge gained throughout long careers in broadcast or production. Find out why and what tools are needed to create the optimum streaming audio and video content in a bandwidth-limited world. Learn the best method to detect connection speed and how to decide if you should develop for more than one media player. This session also looks at the issue of the quality of video and download speeds and its trade-offs: resolution versus audio versus frames per second.

### Wireless Solutions & Services for Next-Generation End Users

As the mass consumption of wireless devices increases, with higher bandwidth rates in each generation, the experience of rich media content on the go will soon become commonplace. What does this mean for the streaming content creator and producer? Will your media be ready for wireless delivery? We'll look at the different technologies and "hotspots" enabling wireless delivery today and how these applications are affecting up-and-coming technology services.

### Creating an Internal Streaming Infrastructure

Your organization has decided to implement a streaming intranet and you're in charge, but you're not sure where to start. Or perhaps you've just been charged to manage an existing streaming intranet and need to get up to speed. This session examines some of the basics of setting up and managing a streaming network, from staffing needs and equipment acquisition, to asset management

**Shai Berger**, GM, Streaming Division, Keynote Systems, Inc

**Larry Bouthillier**, Director of Software Development, Harvard Business School

**Adam Butler**, Director, Technical Services, PharmaStar

**Keith Carney**, President/CEO, FedNet

**Murry Christensen**, VP, Learning Technologies, Goldman, Sachs & Co.

**Stephanie Downs**, President, ConferZone

**Henrik Eklund**, CEO, Kamera

**Martin Foley**, Training Officer, Chicago Police Department

**Bernard Gershon**, SVP & GM, ABCNEWS.com

**Christina Goodman**, Dynamic Logic

**Richard Gorbutt**, Global Operations Manager, Visuals, Reuters

**Raghav Gupta**, CTO, Live365.com

**Steven Haimowitz**, President and CEO, Healthology

**Steven Hawley**, Principal, Advanced Media Strategies

**Robert Hayes**, VP, New Media, Showtime Networks Inc.

**Laurie Hemmings**, Manager, E-Learning, OSRAM SYLVANIA

**Todd Herman**, Streaming Media Evangelist, MSNBC

**Michael Hoch**, Research Director, Aberdeen Group

**Alexander Karasev**, Senior Technology Analyst, Goldman Sachs

**Nicholas Karter**, VP, PacketVideo Network Solutions

**Aisha Khan**, Debriefing Consultant, World Bank

**Jon Klein**, Founder, President, & CEO, The Feedroom,

**Ezra Kucharz**, Managing Director of Advanced Media, U.S. Tennis Association

**Amy Lipton**, Director, Marketing, IBM Digital Media

**Jens Loeffler**, Senior Engineer, Creative Bubble

**Steve Mack**, Principal, LuxMedia

**Rich Mavrogeanes**, Founder and CTO, VBrick Systems

**Steven McBride**, Managing Partner, VisualMax LLC

**Dan McCrary**, Senior Director, Web Services, GlowPoint

**Nico McLane**, President, On-Demand, Inc.

**Bruce Melzer**, Director, Online Business Development, NPR

**Mark Mooradian**, Senior Director, MusicNet

**Harald Mueller**, Director Strategic Accounts, Oplayo Oy

**Amye Mueller-Osti**, Founder and CEO, DEEPBLU Studios

**Tim Napoleon**, Director of Business Development, VitalStream

**Koray Oncel**, Multimedia Business Manager, Bloomberg LP

**David Oxenford**, Partner, Shaw Pittman LLP

**Shelly Palmer**, President & CEO, Palmer Advanced Media

**Jim Porterfield**, Chairman, Federal Streaming Alliance

**Paul Ragland**, Solutions Architect, Mirror Image Internet

**Dan Rayburn**, EVP, Streaming Media, Inc.

**Karen Regis**, Senior Director, Product Management, Intel Mobile Platforms Group

**Paul Resnikoff**, Chief Editor, Digital Music News

**David Rice**, VP, Sales and Marketing, Limelight Networks

**Karim Sanjabi**, EVP, Creative & Technology, Carat Interactive

**Steven Saporta**, CTO, Midi, Inc.

**Pallavi Shah**, Senior Manager, Sun Microsystems

**Mike Smith**, CTO, Forbes.com

**Bert Solivan**, GM, FOXNews.com

**Tom Streeter**, Senior Producer, University of Cincinnati

**Rich Sullivan**, Video Producer, Comedy Central

**Craig Teper**, Director of New Media, Bumble and Bumble

**Charles Trent**, Streaming Media Producer, Shop At Home Network

**Gerald "G" Tyler**, Senior Multimedia Consultant, Shell IT International

**Dan Vene**, VP, Thomson Financial Corporate Group

**Ben Waggoner**, Principal, Ben Waggoner Digital

**Bryan Walls**, Lead Engineer for Streaming Audio/Video, NASA/ Marshall Space Flight Center

**Betsy Weissman**, Tax Knowledge Management Group, Senior Manager, KPMG LLP

**Chris Wimmer**, IPTV Product Marketing Manager, Microsoft TV Division

**Alex Wolfe**, CEO, Astream.net

*(This is a preliminary list; additional speakers will be posted on the Web as they are confirmed. Looking to speak, contact mail@danrayburn.com.)*



and storage. Learn the various components in deploying an internal streaming network, such as server capability, setting security standards, and methods of storage, hosting, and delivery most appropriate for your content.

### Creating Rich, Interactive Video Experiences with Flash

Many companies are migrating Web sites to rich media, and no platform is more widely used than Macromedia Flash. Traditionally a progressive download format, new developments now allow for the potential of mass distribution of streaming. This panel of experts, made up of Flash developers and project managers, will take the audience through a step-by-step, how-to plan for a successful Web site redesign using Flash. Attendees will get a good understanding of real-world best practices for encoding FLV files, ActionScript 2.0, and infrastructure design.

### Web Conferencing & Collaboration: What Are the Tools Doing?

With streaming video, Web conferencing, video conferencing, VoIP, collaborative conferencing, Webinars, Webcasts, and much more, it is increasingly difficult to define categories of collaborative technology. Solutions that traditionally only supported slides and audio conferencing now incorporate VoIP and streaming video, or many other permutations. Some are incorporating interactivity features traditionally seen only in collaboration solutions, and video conferencing tools, once deployed over ISDN lines, are now IP-based. The panel will discuss the convergence of conferencing technology and solutions.



## CONTENT >>> Track C

### Digital Home: Emerging Opportunities in IPTV

The worldwide build-out of broadband now has telecom and cable operators competing to recruit more customers and to provide enhanced services for video, voice, and data—the triple play of service delivery. While a nascent industry today, Internet protocol TV (known as IPTV) has the potential to reshape the consumer TV experience. Using two-way broadband networks to deliver pay-TV services will enable greater programming choices, more control over video content, and new interactive capabilities. This session describes how IPTV will enable network operators to launch next-generation video services over existing infrastructure to attract new subscribers and increase revenue from existing ones.

### Digital Music: Subscription & Digital Download Services

Despite the successes of Apple's iTunes' à-la-carte music download service, the jury is still out on the best business model for delivering digital music. Many questions are still pending: What format will take over? Who's making the biggest moves in the space? How will they gain your eyes and ears? And what do the consumers really want? Hear answers to these questions and more from the executives that are leading this foray into a new world of digital music.



### Content Protection Strategies: Beyond Streaming Media

The protection of digital video content distributed over broadband networks is one of today's burning issues. Going beyond computers and streaming media, this session examines content protection methods for broadcast TV, interactive television, movies, and video-

on-demand. Attendees will gain a broader awareness of the technology categories, the range of technology offerings and suppliers, and the know-how to help establish a conscious and informed decision-making process with respect to content protection.

### TV Networks & Streaming: The Role of Web Video

This panel discussion focuses on the role streaming media plays at the television networks. Panelists will discuss how Web video is used as a promotional tool to help build television audiences and the increasing success of subscription-based models, as well as convergent models that allow a series to exist both on-air and online. The panel will also look at the advantages of partnerships with third-party Web-based and wireless content providers and will discuss specific cases in which Web video benefits TV networks as well as the larger relationship between television and the Internet.



### Evolving Content & Business Models for Broadband

With the growing penetration of broadband access, content providers are working harder than ever to attract users via broadband-only content offerings. Learn more from this expert panel about how the growth of broadband access is impacting users' media usage habits and what factors will contribute to the growth of consumer audio and video content.

### News Portals on the Web: Evolving Content Models

Use of the Internet as a news source is approaching, and sometimes surpassing, the use of traditional media. Listen to these news experts explain how marketers can take advantage of a cross-media strategy to reach an audience eager to explore the ideas, issues, and people behind news events. Compare the contrast between free and paid models with an eye toward the future of rich media delivered over IP.

### Advances in E-Learning

How can streaming media support teaching and e-learning in the corporate world? What are the tools, teams, and processes that lead to successful and scalable usage of streaming media for education? These panelists are chock-full of examples and best practices and will share some of the key pitfalls in creating and delivering instructional content in an educational setting. Learn how streaming media technology is being used to support and provide distance learning and how hybrid models are emerging that offer the best of both worlds.

### Managing Your Content: Metadata & Asset Management Strategies

Organizations of all types—from government agencies to Fortune 500 corporations to entertainment companies—need flexible, intelligent access to their video-based resources. This session explores the role that video asset management tools play in helping organizations to locate and share video-based information across the enterprise and to repurpose video content for distribution via the Web. Hear how others utilize video asset management software to help reduce costs, streamline operations, and educate their employees.

### Streaming Education: Universities Lead the Way

Educational institutions have long been a testing ground for the latest technological breakthroughs that change the way we work and learn. What's being done in educational research and applications that can be transferred to the corporate world? Learn how education institutions are using streaming today and how enterprises can take their cue from academia by using streaming technology to enhance distance-learning and corporate training initiatives.





# workshops

Workshops are priced separately

## Workshop 1

### *Streaming Media Best Practices*

Monday, 10:00 a.m. – 1:00 p.m.

**Steve Mack** | Principal, LuxMedia

Taught by Steve Mack, author of *The Streaming Media Bible*, this workshop walks you through the entire streaming media process—from creation to distribution. You will also hear clear explanations of the strategic opportunities and practical issues to be aware of when deploying streaming applications. This workshop spends 3 hours discussing techniques for creating a world-class streaming media system, including creation, encoding, authoring, and serving streaming media. Designed for attendees who want a better understanding of the technical implications and requirements for developing and delivering streaming media, this workshop is suitable for novices, but assumes familiarity with streaming media and standard Internet technologies.

## Workshop 3

### *Interactive Streaming Media Technologies in Action*

Monday, 2:00 p.m. – 5:00 p.m.

**Nico McLane** | President, On-Demand, Inc.

See how streaming media really works! Nicole McLane will take two to three “fictionalized” events and re-create them before your very eyes!! This practical workshop is for the corporate event manager, producer, or technical director who needs to make streaming media happen for an upcoming high-profile event. Attendees will learn about vendor selection and management, how to trouble shoot presentation and event variables, evaluate the environment, and add interactivity, as well as all aspects of technical support, on-site, and pre- and post-production management.

*For more information on exhibiting or sponsorships, contact:*

**Michael Putnam**  
michael.putnam@infotoday.com  
**Phone:** 203-761-1466, ext. 529  
**Fax:** 203-761-1444

**Joel Unickow**  
joel@streamingmedia.com  
**Phone:** 604-886-9378  
**Fax:** 604-886-9379

*Register by April 16th and Save Up to \$100*

## Workshop 2

### *Understanding Flash Video: A Beginner's Workshop*

Monday, 10:00 a.m. – 1:00 p.m.

**Jens Loeffler** | Senior Engineer, Creative Bubble

Using the Macromedia Flash Player to deliver on-demand and live video to the widest possible audience is one of the hottest topics in the streaming industry this year. The rich, interactive, seamless video experience you get with Flash, coupled with the ubiquitous reach of the Flash Player, now installed on more than 90 percent of all connected desktops, makes it a compelling platform. This workshop covers all facets of Flash video, getting you up to speed on encoding, authoring, and delivering compelling on-demand and live video experiences. Learn the entire process and explore what you can do with Flash video by seeing real examples of how to create impressive video experiences.

## General Information

### »» Travel and Hotel Information

Hilton New York

1335 Avenue of the Americas, New York, NY 10019

Discounted hotel rates at the Hilton New York are available exclusively for Streaming Media East participants through Expo Travel Services. To make reservations, please contact Expo Travel at 201-444-0060 (toll free in the U.S. at 800-829-2281) or visit them online at [www.expotravel.com](http://www.expotravel.com).

Rooms and/or room rates may not be available after April 19, 2004. If this is the case, Expo Travel can assist you in finding alternative accommodations nearby. Discounted rates can only be obtained by calling Expo Travel. Please do not call the hotel directly.

Single Room Rate: \$229/night  
Double Room Rate: \$249/night

### »» Registration & Questions

For more information or to register, call 800-300-9868.

### *All conference registrations include:*

- »» Participation in conference
- »» Admission to the Exhibit Hall
- »» Conference packet
- »» Morning and afternoon coffee breaks
- »» Welcome reception

