

Dear attendee,

As a sponsor and presenter at the industry event for discussing market research, I would like to invite you to attend **The Market Research Event, October 22-26, 2006 at the Hyatt Regency Century Plaza in Los Angeles, CA.**

The Market Research Event continues to evolve with the times, is reflective of your current needs and holds the solutions to your most pressing challenges.

Please join Shannon M. Ely, *Director* at Centrac DC Marketing Research and *Vice President of the Medical and Surgical Market Research Group (MSMRG)* and myself on **Tuesday, October 24th at 3:35pm** in the *Research for New Product Development & Innovation* track for a presentation on **Understanding Product Optimization and Sharing Actionable Strategies to Prevent Product Failure**. This presentation was inspired by an estimate that 85% of new product introductions fail — usually due to the product itself. Since the product is the easiest marketing mix element to measure, why so many failures? We will discuss a methodology we have successfully implemented, and the actionable results it provides. We have applied this ACTIONABLE methodology to a variety of advertisements, products, and services – both domestically and internationally.

Additionally, joining us at the event is a great speaker line-up, including:

- Kim Dedeker, *Vice President, Consumer & Market Knowledge*, **Procter & Gamble**
- Rick Webb, *Vice President, Customer Experience*, **Wal-Mart**
- Dan Yankelovich, *Research Industry Pioneer*
- Ravi Dahr, *Director of the Yale Center for Customer Insights*
- Dr. C.G. Rapaille, *CEO, Archetype Discoveries*
- Steven Levitt, *Author of Freakonomics*
- James Surowiecki, *Author of The Wisdom of Crowds*
- Peter Guber, *CEO, Mandalay Entertainment*

...plus over 100 more who are ready to challenge you to break OUT of your comfort zone and as the conference theme suggests, enable you to **Raise the Bar**.

Centrac DC Marketing Research is very pleased to be a part of this annual Market Research event, and would like to invite you and your team to join us. I have included the conference brochure for you to look at, and you can visit the website, www.themarketresearchevent.com for agenda updates and news.

As a participant of the event, I would like to extend a special discount to you. When registering, please reference the following priority code and receive a **15% discount** on event registration fees: **SPONM1828CE**. *The earlier you register – the more you save!*

I hope that you will make plans to attend this informative conference and I look forward to seeing you.

Yours sincerely,

Jeffrey Adler

Jeffrey C. Adler
President, Centrac DC Marketing Research
www.centracDC.com

To register for the event:

Call 888.670.8200

Email register@iirusa.com

Visit

www.themarketresearchevent.com

Please Mention Registration Priority
Code: **SPONM1828CE**