



B2B ONLINE

2nd Annual

The Digital and eCommerce Event for Manufacturers and Distributors

Loews Chicago Hotel • May 09 - 11, 2016



Andy Hoar
B2B Principal Analyst
Forrester Research



Martin Rohde
VP, B2B eCommerce
Hewlett Packard



Charlie Bonomo
Chief Information
Officer
MSC Direct



Marta Dalton
Director, B2B
eCommerce
Coca-Cola



Parvez Patel
VP, eCommerce
and Marketing
W.W. Grainger

Sponsors:



Welcome to B2B Online 2016

As the B2B digital and eCommerce market continues to move at breakneck speed, manufacturers and distributors are racing to keep up with the ever-changing landscape. The economy, the audience, and the technology is constantly pushing forward - forcing companies to trek into uncharted territory.

B2B Online is the premiere, annual, interactive event for digital and eCommerce executives within the industry. Over the course of three days, executives and colleagues will present, network and troubleshoot dozens of topics; everything from mobile strategies and content management to culture change and analytics. In particular, B2B Online will give you the tools to address key issues you face in 2016 including:

- The multi-generational workforce
- Digital marketplaces
- Globalization and localization
- Tracking ROI on eCommerce investments
- Customer experience
- Omnichannel integration
- Content management
- Mobile and social

B2B eCommerce is set to reach a **TRILLION dollar industry** by the end of 2016

30% of B2B buyers today **make half or more of their work purchases online.**

That number is expected to jump to 56% by 2017

74% of B2B buyers **research half or more of their work purchases online**

*sourced from Forrester Research



What to Expect at B2B Online 2016



Content, Content, Content

Over the course of 3 days, you will have access to 50+ sessions and industry speakers



Specifically Tailored to Distributors and Manufacturers

We took the expansive universe that is B2B and broke it down so all content is relevant to YOU



15 Built-In Networking Opportunities

From interactive champagne roundtables to our Around The World cocktail reception, there will be dozens of opportunities to meet your fellow attendees



Industry Specific Executive Boardrooms

A room full of the best and most experienced leaders in manufacturing and distribution. Closed-door discussion, invite-only, reserved for the elite and leading players in the space to openly share tactics and trade stories



Rising Star Breakfast

Nominate your brightest team members to attend this private breakfast to discuss the incoming working generation and what it means to be a millennial in the B2B digital workforce

* Contact Celeste Dayawon at 646-200-7517 or celeste.dayawon@wbresearch.com to nominate a colleague

Meet the B2B Online 2016 Advisory Board:



Dale Kendall
VP, eCommerce
Wesco



Mike Wilson
B2B Reef Coalition Supervisor
VF Corporation



Oskar Kaszubski
GM, eCommerce,
North America
**Mondelez
International**



Nathan Schatz
eCommerce Section Manager
National Instruments



Martin Rohde
VP, B2B eCommerce
Hewlett Packard



Steve Baruch
SVP/Chief Strategy
& Marketing
Officer
MSC Direct



Phil Robins
General Manager
Block & Company



Marta Dalton
Director, B2B eCommerce
Coca-Cola

The 2016 Speaker Faculty Includes:



Andy Hoar
Principal Analyst, B2B
Forrester Research



Sonesh Shah
Director of Digital
Bosch



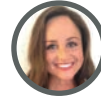
Julianne Stewart
eCommerce Manager
Hisco



Ian Heller
VP, Marketing & eBusiness,
Construction and Industrial
White Cap
HD Supply



Mike Mayer
Director, eCommerce
Crescent Electric Supply



Stephanie White
Manager, eCommerce and
Digital Experience
Lennox



Steve Baruch (or substitute),
SVP/Chief Strategy &
Marketing Officer
MSC Direct



Colin Puckett
Senior Marketing Manager,
B2B
Amazon Business



Deonn Baker
Director, eCommerce
Mohawk Industries



Marta Dalton
Director, B2B eCommerce
Coca-Cola



Robert Elzner
Director, eCommerce
Marketing
Dell



Justin King
B2B eCommerce Advisor
Commerce Advisory Group



Dale Kendall
VP, eCommerce
Wesco



Kevin Espinosa
Digital Marketing Manager
Caterpillar



Sean McDonnell
Co-Founder and CEO
TruPar.com



Nathan Schatz
eCommerce Section
Manager
National Instruments



Steve Grzymkowski
Director, Global eCommerce
BDI



Kwok Cheung
Global eCommerce Trade
Strategy Manager
Kimberly-Clark



Phil Robins
General Manager
Block & Company



Mike Brooks
VP, eBusiness
Ferguson Enterprises



Nicolle Picray
Social Media/Content
Manager
Pella Corporation



Martin Rohde
VP, B2B eCommerce
Hewlett Packard



John Seebeck
VP, eCommerce
CDW



Kris Holla
VP and Chief Sales Officer
Nortek Group



Mark Hammerschick
Senior eCommerce Leader
Digital
Ricoh



Mike Wilson
B2B Reef Coalition
Supervisor
VF Corporation



Parvez Patel
VP, eCommerce and
Marketing
W.W. Grainger



Justin Racine
Director Marketing and
eCommerce
Geriatric Medical



Devashish Saxena
Group VP, Global
eCommerce and
Multichannel Convergence
Rexel



Shalin Shah
VP, Channel Development
Georgia-Pacific



Bryan Leach
B2B Sales and Applications
Manager
Columbia Sportswear



Tom McElroy
SVP, Marketing
Hisco



Donna Bedford
Global Digital Lead
Lenovo



Jody Yeganeh
Senior Director, eCommerce
Lawson Products



Russell Scherwin
Worldwide Sales Leader
IBM Commerce Solutions



Jeff Hunt
Chief Executive Officer
Snap36



Charlie Bonomo
Chief Information Officer
MSC Direct



Dwayne Doshier
Director, Customer Growth
Services
Insite Software



Suchit Bachalli
President, North America
Unilog



Paul Demery
Managing Editor
Internet Retailer



Jay Dettling
Managing Director
Accenture Commerce



Carin Van Vuuren
Chief Marketing Officer
Usablenet



Sushma Shirish
Director, B2B eCommerce
HP, Inc.



Keith Klade
VP, eCommerce
Layer One Media



Chip House
Chief Marketing Officer
Four51



Stephanie Pike
VP, Digital Customer
Experience
Ricoh



Adrien Nussenbaum
Co-Founder and CEO
Mirakl Inc.



Bob Barr
Managing Director, Global
B2B Commerce Lead
Accenture Digital



Rence Winetroun
Chief Marketing Officer
AAXIS Commerce



Paul Wlodarczyk
VP & Industrial Practice Lead
Earley Information Science



Aamir Burki
Digital Strategy Practice Lead
Codifyd



Ross Monaghan
Director of Digital Marketing
Perficient



"I owe B2B Online a huge thank you. In terms of customer interaction, this conference was hands down the best conference we ever had. I think B2B Online did a tremendous job getting all of us together and I would recommend the event ahead of any other B2B e-commerce event."

Oskar
Kaszubski,
Global Director,
eCommerce,
Kimberly-Clark





Agenda Key:



Keynote/Case Study: A short, sharp 20 minute presentation focused on specific key takeaways for the audience



Interview: A one-on-one discussion with an industry expert on a specific topic



Panel: An interactive, moderated discussion on stage featuring 3-4 panelists and audience Q&A throughout



Interactive Champagne Roundtables: Peer-led deep-dive discussions focused on specific digital B2B challenges. Choose two topics for 30 minutes each (one rotation). 10-12 participants per table



Case Study Revolution: A 15 minute digital innovation story or lesson-learned style presentation followed by 15 minutes of audience discussion



Industry Boardroom: An industry specific facilitated strategy discussion focused on addressing challenges and sharing lessons learned. Boardrooms will be available for mid and large cap manufacturing and distribution attendees, conducted alongside the main day content.



VIP Think Tank hosted by Accenture Digital: The Accenture VIP Think-Tank is your opportunity to discuss the pressing digital issues you're facing alongside you peers. An agenda of topics will be developed but the main goal is to have an unscripted and candid discussion.

- 15-20 of the industry's top thought leaders to discuss the future of B2B digital and eCommerce
- By invite-only or subject to evaluation on an individual basis

[Register Now](#)

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DAY ONE: DIGITAL INNOVATION AND DISRUPTION

MONDAY, MAY 9, 2016

7:40 **Continental Breakfast & Registration**

8:25 **Welcome Remarks**
 Caroline Berger, Event Director, **B2B Online 2016**

8:30 **Chairperson's Opening Address**
 Rence Winetrou, Chief Marketing Officer, **AAXIS Commerce**

8:40 **KEYNOTE: B2B eCommerce: A Trillion Dollars for the Taking**

 It is no surprise that the world has turned to focus on the B2B market. With thousands of companies, millions of products and trillions of dollars, the industry is in the midst of a huge shift in the way it operates. Hear B2B industry expert Andy Hoar discuss what is happening to the B2B industry and how to prepare for it.


Andy Hoar, B2B Analyst, **Forrester**

9:00 **KEYNOTE: What the Next Five Years will Look Like: The B2B Digital Journey**

 As the digital transformation within the B2B space continues to develop and progress at breakneck speed, what do you need to know to survive? To adapt? What will your digital business look like in the coming years?

Parvez Patel, VP, eCommerce and Marketing, **W.W. Grainger**

9:20 **PANEL DISCUSSION: Creating Functional Relationships between Supplier and Distributor**

 Managing the relationship between manufacturers and distributors is vital to both sides. But it seems that a lot is getting lost in translation. How to manufacturers build fresh content for their distributors? How do distributors get what they need from OEMs and differentiate their content?

Martin Rohde, VP, B2B eCommerce, **Hewlett Packard**
 Sonesh Shah, Director of Digital, **Bosch**
 Ian Heller, VP, Marketing & eBusiness, Construction and Industrial White Cap, **HD Supply**

10:00 **Executing Your Go-to-Market Strategy Digitally: 5 Crucial Considerations**

Tremendous change is driving B2B organizations to reconsider how digital capabilities impact market forces and competitive advantage. B2C and B2B are converging - but B2B organizations have different considerations for driving effective channel execution. Customer Centricity in a B2B world entails deeply understanding organizations and individuals. Omni-channel in a B2B world entails consistency across field and digital selling channels. You'll learn to provide your sales and marketing leaders with the ability to execute

market strategies in every customer interaction, while optimizing margin in every transaction.

Attendees will leave this interactive session with insights on addressing B2B Commerce projects' 5 critical success factors, while avoiding common adoption detailers.

Russell Scherwin, Worldwide Sales Leader, **IBM Commerce Solutions**

10:20 **Morning Refreshment & Networking Break**

10:50 **KEYNOTE: A Digital Metamorphosis How MSC Industrial Supply Transformed from a Traditional Catalog Wholesaler to a Digital B2B Powerhouse**

 MSC Industrial Supply runs one of the most successful B2B sites in their industry. Aside from MSC's powerful e-commerce presence, they are utilizing patented mobile solutions and big data to bring true value to their customers. In this session, you will discover how MSC transformed from a catalog wholesaler with 75 years of experience in traditional channel marketing and distribution to emerge as a nimble innovator ranked among the top B2B e-tailers.

Charlie Bonomo, Chief Information Officer, **MSC Direct**

11:10 **KEYNOTE: The Best B2B eCommerce Customer Experiences Start With the Correct Strategy and Tools**


 A customer-centric strategy is at the heart of every successful digital transformation in distribution and manufacturing. A comprehensive strategy serves the needs of customers, addresses internal and external process needs, is flexible to handle marketplace changes, and is smart enough to measure outcomes against business goals. Join Insite Software as they guide you through the steps to create customer-centric strategies, plus key functional and technical requirements you can't ignore.

Dwayne Doshier, Director, Customer Growth Services, **Insite Software**

11:30 **PANEL DISCUSSION: Tracking the ROI of Your Digital Systems and Strategies to Build a Digital Business Case**

 When it comes to your digital team and investments, it is not always easy to see the direct financial benefit. Overhauling your online site design or investing in a new social media strategy is expensive, and its results, less linear and direct. So how do you justify these investments to your organization and leadership? The right analytics and data can help get to the root of your investments and how exactly they are working for you.

Phil Robins, General Manager, **Block & Company**
 Dale Kendall, VP, eCommerce, **Wesco**

12:10  **KEYNOTE: Prioritizing and Building a Business Case for Your B2B eCommerce Initiatives**
 Wherever you are in your B2B eCommerce journey, having a model by which you prioritize all of your initiatives is critical. This model should include business case and return on investment. This session will walk through how to build a business case and demonstrate how you can use that to prioritize your investments.
Oracle

12:30 **Lunch**
Private Lunch hosted by Mindtree


CONCURRENT WORKSHOPS

TRACK A: DEVELOPING A MOBILE STRATEGY

TRACK B: SOCIAL STRATEGIES AND IMPLICATIONS

1:25 **Chairperson's Opening Address**
Senior Executive, MadMobile

Chairperson's Opening Address
Reserved for a solution provider. If you are interested in chairing this track, please contact Alicia Upchurch at alicia.upchurch@wbresearch.com

1:30  **CASE STUDY: Creating a Curated Mobile-First Experience**

- Understand what your customers want out of a mobile experience, so you can create what they are looking for
- How to craft a mobile experience that meets your customers expectations
- How to lead their journey through your mobile channels

Bryan Leach, B2B Sales and Applications Manager, Columbia Sportswear

CASE STUDY: The Good, The Bad and The Ugly of Social Media

- Tactics on initiating new relationships through a social media platform
- Showcasing your expertise to teach users and build brand awareness
- Assessing your social media opportunities and identifying when it is a waste of time and resources


Nicolle Picray, Social Media/Content Manager, Pella Corporation

1:50  **CASE STUDY: Why Product Content Is Breaking Relationships between Suppliers and Distributors (And How to Fix It)**
 How you manage and control the flow of product information throughout your enterprise has a significant impact on channel partner relationships, product information quality, cost-saving initiatives, and e-commerce performance and revenue. With thousands of channel partners, millions of products, and complicated systems and workflows, manufacturers and distributors face serious challenges today with online product information. In this session, learn from Codifyd consultants about developing a scalable, sustainable product content strategy across business units, technologies, and processes. You'll leave with actionable takeaways that help you achieve high-quality product information for improved relationships and e-commerce success.
Aamir Burki, Digital Strategy Practice Lead, Codifyd

CASE STUDY: How to Turn Product Pages into Powerful Sales Tools
 The digital storefront is empowering B2B buyers to control the purchasing experience by providing a convenient and transparent sales process. But without great product content, e-commerce websites may not be enough to close the deal. This session will explain why manufacturers, distributors, and retailers should not underestimate the importance of great product content that:

- Creates engaging e-commerce experiences that encourages return customers
- Meets evolving millennial preferences, behaviors, and expectations online
- Provides the product information necessary to make a purchasing decision

Jeff Hunt, Chief Executive Officer, Snap36

2:10  **PANEL DISCUSSION: Integrating Your Mobile into the Larger Omnichannel Strategy**

- Building a seamless mobile strategy that mirrors your online portal
- Creating an internal culture that promotes mobile equally
- Understanding what content is needed across all channels

Robert Elzner, Director, eCommerce Marketing, Dell
Kevin Espinosa, Digital Marketing Manager, Caterpillar

PANEL DISCUSSION: Which Social Media Platforms Work for the B2B Customer?

- Is it LinkedIn? Facebook? Twitter?
- Should you be creating your own in-ouse social platform?
- Understanding what your B2B customers want to discuss freely

Nicolle Picray, Social Media/Content Manager, Pella Corporation
Kris Holla, VP and Chief Sales Officer, Nortek Group

2:50



CASE STUDY: Do's and Don'ts to Improve Mobile Conversion

Sometimes even the simplest element can confuse users and impact conversion. A great mobile experience is one where friction caused by poor UX has been exterminated from the user journey, especially within the checkout experience. Now that mobile has become a basic customer expectation, brands need to be diligent in removing UX errors to ensure sales and return visits. Our speakers will provide examples of typical UX obstacles and how to fix them. During this workshop our UX experts will walk delegates through 10 common UX mistakes and touch on the principles of great UX that can be used to deliver high-performing mobile experiences.

Carin Van Vuuren, Chief Marketing Officer, **Usablenet**

CASE STUDY: Top Search Engine Optimization Strategies for B2B Brands and Commerce

SEO tactics and strategies evolve every year as Google continues to roll out updates to its algorithm. For over a decade, there have been tried-and-true strategies for increasing your site's visibility in Google, from link building to keyword research, content writing and structural site elements. But in today's world, mobile SEO strategies are more important than ever, and complex commerce sites require specific SEO strategies to garner Google's favor. In this session, you'll learn the top strategies to employ this year to climb to the top of the search engines and set your web presence up for long-term success.

Ross Monaghan, Director of Digital Marketing, **Perficient**

3:10

Afternoon Refreshment & Networking Break

3:40



PANEL DISCUSSION: Do You Digital Marketplace? Navigating the Landscape of Amazon, Alibaba, Jet.com and eBay

There are varying opinions on how helpful and hurtful digital marketplaces like Amazon, eBay, Alibaba can be. If you partner with them correctly, they can be a great tool. But if not, communication with your end customer gets lost in translation. Hear seasoned executives discuss the ways to navigate digital marketplaces.

Sonesh Shah, Director of Digital, **Bosch**

Jody Yeganeh, Senior Director, eCommerce, **Lawson Products**

Mike Brooks, VP, eBusiness, **Ferguson Enterprises**

4:20

Interactive Workshop

Netsuite

5:20



KEYNOTE: Changing Your Organization's Mindset from Operations-Centric to Revenue-Centric

As pressure continues to build for digital functions to perform within the organization, teams need to shift the messaging internally. Companies that are largely focused on checking boxes and having a proper operations chain-of-command may be missing out on the real issue: revenue generation. Change the mindset of your organization to think revenue, not operations.

Sushma Shirish, Director, B2B eCommerce, **HP, Inc.**

5:40

Networking Cocktail Reception And Opening of The Solutions Zone

6:40

Conclusion of Day One

3:40 - 4:40



VIP Think Tank hosted by Accenture Digital

The Accenture VIP Think-Tank is your opportunity to discuss the pressing digital issues you're facing alongside you peers. An agenda of topics will be developed but the main goal is to have an unscripted and candid discussion.

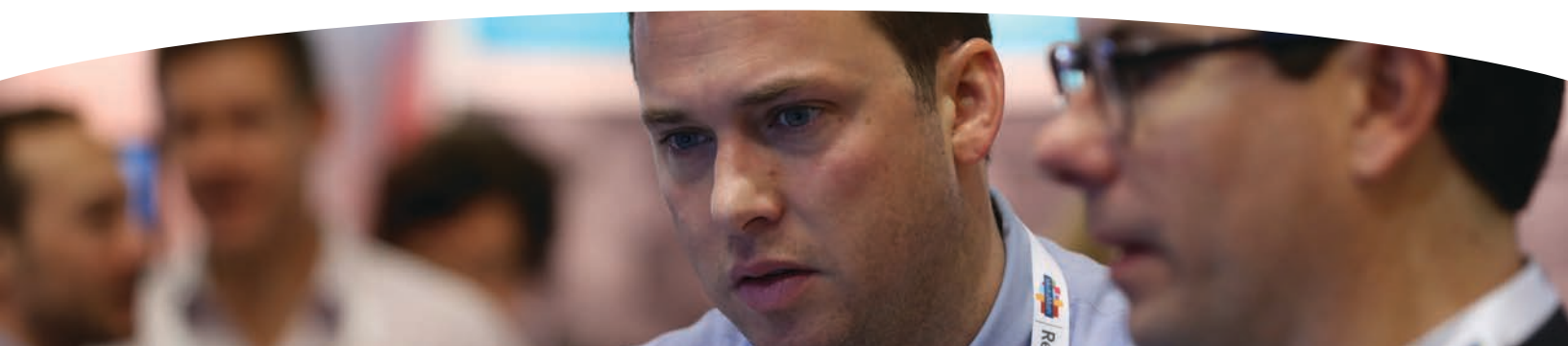
- 15-20 of the industry's top thought leaders to discuss the future of B2B digital and eCommerce
- By invite-only or subject to evaluation on an individual basis



Bob Barr
Managing Director, Global B2B Commerce Lead
Accenture Digital

If you are a senior level executive and want to participate, please contact Caroline Berger at caroline.berger@wbresearch.com

*conducted along side main day content







DAY TWO: THE CUSTOMER-CENTRIC DIGITAL JOURNEY


TUESDAY, MAY 10, 2016

7:40	Continental Breakfast & Registration In The Solutions Zone	11:00	INTERVIEW: The Amazon Debate
8:30	Welcome Remarks Caroline Berger, Event Director, B2B Online 2016		There are few companies as highly regarded in the eCommerce and digital community as Amazon. It is the B2C giant that continues to push the boundaries and stay ahead of the pack. With the introduction of Amazon Business, it's B2B counterpart, Amazon has adopted its best practices from its parent site to deploy. Here Amazon walks you through what makes them unique, and what you should learn from them. Are they a partner or competitor?
8:35	Chairperson's Opening Address Jay Dettling, Managing Director, Accenture Digital		Colin Puckett , Senior Marketing Manager, B2B, Amazon Business
8:50	KEYNOTE: Where Are You in Your Digital Transformation? Understanding Your Company's Digital Needs Right Now 	11:20	KEYNOTE: OEM and Distributor eCommerce Relationships – Its' Complicated
	With a market as big as B2B, it can be tough to figure out where you fit in. The digital experience of companies runs the gamut of companies looking to expand into foreign markets, companies building mobile strategies and companies looking to onboard their very first digital executive. So where do you sit along the spectrum of digital transformation and what does that mean?		Different companies and markets have developed different models on how OEMs engage with their channel when it comes to eCommerce. The models in existence today range from "collaborative" to "competitive". This session will give an overview of the different models and discuss their Pro's and Con's as well as showcase Hewlett Packard Enterprise approach towards channel enabled eCommerce.
	Mark Hammerschick , Senior eCommerce Leader, Digital, Ricoh Stephanie Pike , VP, Digital Customer Experience, Ricoh		Martin Rohde , VP, B2B eCommerce, Hewlett Packard
9:10	KEYNOTE: The Evolution of the B2B Customer: Who Are They and What Do They Need? 	11:40	PANEL DISCUSSION: The New Multi-Generational Work Force: Catering to and Working with Millennials
	We all hear that B2B marketing is "different" from B2C. But what does that mean? Who is your marketing target and how do you do speak to them differently? Understanding when you are speaking to the purchaser, the decision maker, the manager or the builder on site is a complicated feat. How do you know who you are talking to and what they really want?		As millennials become the largest buying generation ever, it is important to look at what they value, how they interact, and who they interact with. The standards and practices around Millennials interactions and values is vastly different from generations past. When focusing on this demographic, you have to drastically change the way you market both internally and externally.
	Marta Dalton , Director, B2B eCommerce, Coca-Cola		Kwok Cheung , Global eCommerce Trade Strategy Manager, Kimberly-Clark Dale Kendall , VP, eCommerce, Wesco
9:30	KEYNOTE: Intershop	12:20	KEYNOTE: Marketplaces: The Future of B2B eCommerce 
9:50	PANEL: Managing Content Creation Effectively: When is Enough Enough? 		B2C e-commerce has induced a change in behavior and today B2B consumers expect the same kind of experience as B2C consumers. Whether a manufacturer looking for a new innovative sales channel for its distributors, or a distributor wanting to offer its customers more choice with complementary or related products and better pricing, the marketplace model represents a huge opportunity for B2B businesses.
	Content is King. You've heard it before and you'll hear it again. Almost everything you do in your digital strategy comes back to your content. It is the core of what your customer interacts with. With often hundreds of products and dozens of options in how to display that, what works for you? What content should you be investing in? And what is just not necessary? What does your content selection say about you?		Adrien Nussenbaum , Co-Founder and CEO, Mirakl Inc.
	Julianne Stewart , eCommerce Manager, Hisco Mike Brooks , VP, eBusiness, Ferguson Enterprises	12:40	Lunch
10:30	Morning Refreshment & Networking Break In The Solutions Zone		

CONCURRENT SESSIONS		
	TRACK A: CONTENT MANAGEMENT CHAT FUNCTIONALITY	TRACK B: PERSONALIZATION AND LOYALTY
1:40	<p>Chairperson's Opening Address</p> <p><i>Reserved for a solution provider. If you are interested in chairing this track, please contact Alicia Upchurch at alicia.upchurch@wbresearch.com</i></p>	<p>Chairperson's Opening Address</p> <p><i>Reserved for a solution provider. If you are interested in chairing this track, please contact Alicia Upchurch at alicia.upchurch@wbresearch.com</i></p>
1:45	<p>CASE STUDY: Crescent Electric's Digital Transformation</p> <p>After nearly 100 years in business, Crescent Electric (\$1.2B) is going through a major shift in how they go to market. From a traditional inside/outside sales staff model to a new modern omnichannel presence, Crescent quickly built out their e-commerce channel pushing them ahead of their competition. During this session, Mike Mayer, Crescent's Director of E-Business Strategy and Commerce, will discuss:</p> <ul style="list-style-type: none"> • Initial Strategy (team build out, content build out, B2C pricing, functionality, e-com marketing) • Internal roadblocks (commission, salesperson fear, field education, functionality) • External roadblocks (communication to customers, customer's existing processes) • Revised strategy to overcome roadblocks (new commission structure, evangelism) <p>Mike Mayer, Director, eCommerce, Crescent Electric Supply</p>	<p>CASE STUDY: Using Predictive Intelligence to Create Effective Personalization Strategies</p> <ul style="list-style-type: none"> • Understanding what predictive intelligence can do for your customers • How to effectively use these tools to build personalized content for your customers • Strategies to drive more conversions with the right message for the right person <p>Stephanie White, Manager, eCommerce and Digital Experience, Lennox</p>
2:05	<p>CASE STUDY: Manufacturing & Distribution 2020: How your business' unique needs will be met by the eCommerce platforms of the future</p> <p>Traditional distribution chains are being disrupted by the transparency and efficiency of the internet. Many participants in those demand chains who don't have direct end customer relationships are rushing to develop their "on-line" brands to supplement and potentially replace their existing channel strategy. But at Four51, we believe disruption does not necessarily need to lead to replacement. During this session, we will discuss a few alternative digital commerce strategies to enhance your existing channels and look to improve your demand chain, instead of replacing it.</p> <p>Chip House, Chief Marketing Officer, Four51</p>	<p>CASE STUDY: World Class Customer Experience Requires World Class Product Data</p> <p>Because we're all shoppers, B2C retail customer experiences have set the expectation for B2B digital customers, who expect the same rich, omni-channel customer experience. Thoughtfully designed, rich, complete, and accurate product data and content are essential to driving the kind of search, personalization, and overall site experience that your B2B customers demand. Integrating multiple digital capabilities (web, search, social, analytics) can't be achieved by simply "cleansing" your existing data - to be successful, B2B digital teams will need to transform their current product data capabilities into a sustainable, measurable, self-sufficient process for producing world-class data. This presentation will incorporate lessons learned from B2C, as well as best-in-class B2B manufacturers and industrial suppliers, and will chart a course for implementing process capability for World Class product data and content.</p> <p>Paul Wlodarczyk, VP & Industrial Practice Lead, Earley Information Science</p>
2:25	<p>PANEL DISCUSSION: Using Content to Build a Best-in-Class and Interactive Site</p> <ul style="list-style-type: none"> • Understanding what your customers expect from their visual experience on your site • Determining when and how to invest in upgraded graphics and video content • Creating a bandwidth-heavy site without losing customer journey speed and patience <p>Steve Grzymkowski, Director, Global eCommerce, BDI Mike Brooks, VP, eBusiness, Ferguson Enterprises</p>	<p>PANEL DISCUSSION: Building Effective Loyalty Programs for Customers Who Don't Trust a "Sale"</p> <ul style="list-style-type: none"> • Strategies on how to extract tangible data from long term loyalty programs • Differentiating between customers attracted to the sale and customers attracted to you • Avoiding the traditional loyalty program approach - why B2B customers resist the "sale" <p>Stephanie White, Manager, eCommerce and Digital Experience, Lennox Deonn Baker, Director, eCommerce, Mohawk Industries</p>

<p>3:05</p> 	<p>CASE STUDY: The On-going Channel Conflict Journey</p> <p>As the digital world continues to evolve, Manufacturers and Distributors are being given an ever increasing number of platforms and options for bringing their products and services to market. This creates new challenges in the On-going Channel Conflict journey and tactics that need to be taken into consideration. We will explore methods used to deal with channel conflict and emerging pressures that will cause them to evolve.</p> <p>Keith Klade, VP, eCommerce, Layer One Media</p>	<p>CASE STUDY: UI and UX Functionality – What Are Your Call to Action Buttons?</p> <ul style="list-style-type: none"> • Understanding what your customers are visually drawn to • Which parts of your site draw the most eyes? Clicks? Why? • Building an interface that is both visually appealing and functional <p>Adobe</p>
<p>3:25</p>	<p>INNOVATION SPOTLIGHT: A rapid-fire presentation and demo of a new B2B technology</p> <p><i>Reserved for a solution provider. If you are interested in speaking during this session, please contact Alicia Upchurch at alicia.upchurch@wbresearch.com</i></p>	<p>INNOVATION SPOTLIGHT: A rapid-fire presentation and demo of a new B2B technology</p> <p><i>Reserved for a solution provider. If you are interested in speaking during this session, please contact Alicia Upchurch at alicia.upchurch@wbresearch.com</i></p>
<p>3:35</p>	<p>Afternoon Refreshment & Networking Break In The Solutions Zone</p>	
<p>4:05</p> 	<p>CASE STUDY: Tracking Your Reputation: Who Is Saying What About Your Experience?</p> <ul style="list-style-type: none"> • Understanding where you customers research when they aren't with you • Using peer recommendations to raise brand awareness and create validation • Developing strategies that make you easy to recommend and top-of-mind to customers <p>Rob Elzner, VP, eCommerce, Dell</p>	<ol style="list-style-type: none"> 1. Aamir Burki, Digital Strategy Practice Lead, Codify 2. Russell Scherwin, Worldwide Sales Leader, IBM Commerce Solutions 3. Dwayne Doshier, Director, Customer Growth Services, Insite Software 4. Intershop 5. Keith Klade, VP, eCommerce, Layer One Media 6. Adrien Nussenbaum, Co-Founder and CEO, Mirakl Inc. 7. Oracle 8. Ross Monaghan, Director of Digital Marketing, Perficient 9. Jeff Hunt, Chief Executive Officer, Snap36 10. Suchit Bachalli, President, North America, Unilog 11. Carin Van Vuuren, Chief Marketing Officer, Usablenet 12. Senior Executive, Adobe
<p>4:25</p> 	<p>CASE STUDY: Building an Online Chat Function</p> <ul style="list-style-type: none"> • Navigating when your customers need help • How to make a seamless transition from picking up the phone to the chat function • Do you automate? <p>Marta Dalton, Director, B2B eCommerce, Coca-Cola</p>	
<p>4:45</p> 	<p>Champagne Roundtable Discussions</p> <p>Deep dive discussions focused on specific digital B2B challenges. Choose two topics for 30 minutes each (one rotation). 10-12 participants per table</p>	<p>5:45 Networking Session and Around the World Cocktail Reception</p> <p>6:45 End to Day Two</p>

11:00-12:00




Industry Boardroom: Leaders In Manufacturing

An industry specific facilitated strategy discussion focused on addressing challenges and sharing lessons learned within the manufacturing community

*conducted along side main day content

4:45 - 5:45








Industry Boardroom: Leaders In Distribution

An industry specific facilitated strategy discussion focused on addressing challenges and sharing lessons learned within the distribution community

*conducted along side main day content

DAY THREE: OMNICHANNEL STRATEGIES AND IMPLEMENTATION

WEDNESDAY, MAY 11, 2016

- | | | | |
|-------|--|---|--|
| 8:00 | Continental Breakfast In The Solutions Zone | 10:45 | Morning Networking & Refreshment Break In The Solutions Zone |
| 8:00 | Rising Star Breakfast | 11:15 | Peer-led Roundtable Discussions |
| 8:50 | Welcome Remarks
Caroline Berger, Event Director, B2B Online 2016 |  | Deep dive discussions focused on specific digital B2B challenges. Choose two topics for 30 minutes each (one rotation). 10-12 participants per table |
| 8:55 | Chairperson's Opening Address | 12:15 | Case Study Revolution |
| 9:05 | KEYNOTE: Building A Digitally-Centric Culture Across Your Entire Organization
 Unlike traditional functions like general counsel, HR, Accounting etc. digital has evolved to infiltrate all functions within a larger corporate structure. It is no longer an addition to your marketing department or a new way to handle IT. But how do you stress this to your leaders? What do you need to get the message across and the buy-in you need?
Tom McElroy, SVP, Marketing, Hisco |  | 15 minute presentation plus 15 minutes Audience Discussion
Climbing Your Way to the Top of the Page: Building a Best in Class SEO Strategy
In 2016, SEO has climbed its way to becoming one of the biggest priorities for the industry. Understanding how to navigate the SEO rules and roadmap is tricky. But as over 60% of B2B buyers start their purchasing process with a generic online search, it is absolutely vital to growing sales. So how do you build your SEO strategy and what key words do you need?
Phil Robins, General Manager, Block & Company |
| 9:25 | Leveraging Emerging Technologies to Capture Customer and Market Insight - Deliver a Seamless Purchasing Experience.
 B2B Manufacturers and distributors frequently face more challenges in accessing customer data and insights compared to B2C retail. In order to deliver the seamless purchasing experience to B2B customers now requires a deeper understanding on how your brands and products are represent and sell online. By partnering with the right start-ups and leveraging emerging technologies can bridge that gap by giving you access to buyer behavior, analytic capabilities and actionable insights needed to gain competitive advantage, deliver a B2C-like shopping experience and boost topline sales.
Kwok Cheung, Global eCommerce Trade Strategy Manager, Kimberly-Clark | 12:35 | KEYNOTE: The Next Evolution in B2B eCommerce
 Distributors and manufacturers of all sizes are looking to eCommerce as a new revenue channel. As B2B software maturity increases, new models including pureplay eCommerce are beginning to pop up. Join Justin King, founder of EcommerceandB2B.com and Sean McDonnell, millennial owner of TruPar.com a pureplay industrial B2B eCommerce site as we discuss the next exciting evolution in B2B eCommerce.
Justin King, B2B eCommerce Advisor, Commerce Advisory Group
Sean McDonnell, Co-Founder and CEO, TruPar.com |
| 9:45 | KEYNOTE
 Suchit Bachalli, President, North America, Unilog | 12:55 | KEYNOTE: Globalization vs. Localization: Building a Digital Strategy that Speaks to Everyone
 Determining when to use your global communication and brand strategy and when to get more specific can be tricky. You must localize content to set-up brand positioning to speak to consumers in a way that resonates with their culture. So how many brand strategies do you really need?
Justin Racine, Director, Marketing and eCommerce, Geriatric Medical |
| 10:05 | PANEL DISCUSSION: Turning Your Sales Force into Effective Business Development Executives
 One of the larger challenges B2B companies face when integrating a new digital strategy is effectively communicating and onboarding its sales team into a digital process. While some sales teams see it as a nuisance to their daily tasks, others see it as a threat to their function. The solution? Empowering your sales teams to be strategic. Turn your sales teams into more than just transactional.
Steve Grzymkowski, Director, Global eCommerce, BDI
Mike Brooks, VP, eBusiness, Ferguson Enterprises | 1:15 | Lunch |

2:15 **PANEL DISCUSSION: Where Has All the Talent Gone? Finding the Right People to Staff Your Digital Strategy**



In a space that is fairly new to the digital game, it can seem like there is a shortage of talent out there to choose from. So how do you determine who to look at? Should it be someone with industry experience but no digital? Someone from retail or tech? How do you attract an outsider to your business?

Donna Bedford, Global Digital Lead, **Lenovo**
Justin King, B2B eCommerce Advisor, **Commerce Advisory Group**

2:55 **KEYNOTE: Platform Fragmentation: Choosing Which Platforms to Participate in**



As the digital world continues to progress, companies are given more and more options in what they can do and which channels they can enter. But is investing in every new platform the best solution? Understand which platforms

work for your company structure and which don't and how those integrate with your current legacy systems.

Mike Wilson, B2B Reef Coalition Supervisor, **VF Corporation**

3:15 **CLOSING KEYNOTE: What the Economy is Doing to Your Business: The Pressure to Transform Faster**



As the larger economy fluctuates year in and year out, its patterns effect all industries and organizations within it. As the manufacturing industry begins to slow, it is putting more pressure on companies to perform. The time you once had to try new platforms and channels is slipping quickly and the demand for results is fast approaching. What does this mean for your 2016 digital strategy?

Deonn Baker, Director, eCommerce, **Mohawk Industries**

3:35 **Conclusion Of B2B Online 2016**

Suchit Bachalli
 President of
 Unilog Content
 Solutions

As B2B grows, my hunch is that this event will define our space and will become the go-to event for everything B2B. We really enjoyed our time and felt that the event delivered on every promise made.



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Accenture Digital

Accenture Digital, comprised of Accenture Analytics, Accenture Interactive and Accenture Mobility, offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions, delivering tangible results from the virtual world and driving growth. Learn more about Accenture Digital at accenture.com/digital and follow us @AccentureDigi.



Adobe

Website: www.adobe.com

Adobe Marketing Cloud is the most comprehensive and integrated marketing solution available, enabling marketers to measure, personalise, and optimise marketing campaigns and digital experiences for optimal marketing performance. With its complete set of solutions, as well as real-time dashboards and a collaborative interface, marketers are able to combine data, insights and digital content to deliver the optimal brand experience to their customers. Adobe Marketing Cloud comprises the Adobe Analytics, Adobe Target, Adobe Social, Adobe Experience Manager, Adobe Media Optimizer, Adobe Campaign and, most recently, Adobe Audience Manager and Adobe Primetime.



AAXIS Commerce

Website: www.aaxiscommerce.com

AAXIS Commerce is an award-winning commerce agency and consulting firm, providing B2B and B2C customers globally, with integrated expertise across technology development, mobile & omni-channel experience, digital marketing, big data analytics, global expansion, as well as commerce hosting, outsourced managed services, support and marketing operations.

AAXIS knows how to help its clients drive results and revenue. Our ability to pinpoint online growth opportunities and align technical solutions with business value, stems from our unique approach of blending data science, to truly understand customer behavioral needs, with our decades of collective industry experience. As a group, we've spent that past 13 years helping our clients succeed, which include Musician's Friend, Guitar Center, Restoration Hardware, J. Crew, Beachbody, Nike, Ferguson, Affymetrix, Time Warner, and many others. AAXIS is headquartered in Los Angeles, CA, with offices in San Diego, Irvine, San Francisco, Medford, Portland, China, and Santiago, Chile. To inquire about working with AAXIS Commerce, call +1 (310) 556-9700 or Visit: www.aaxiscommerce.com



CloudCraze

Website: <http://www.cloudcraze.com/>

CloudCraze delivers enterprise-class cross-channel eCommerce on Salesforce that is four times faster and one-fifth the cost of traditional eCommerce applications. CloudCraze is built natively on Salesforce so clients can deploy mobile storefronts quickly, begin generating online revenue in weeks, and easily scale for growth. In a single Salesforce instance, CloudCraze shares data and processes across eCommerce and CRM and it's all easily managed through the point-and-click Salesforce interface. CloudCraze is working with clients like Coca-Cola, Barry Callebaut, Avid and Ecolab.



Codifyd



Domo

Website: <https://www.domo.com/>

As a retailer, you need the right information at the right time. Unfortunately, that information lives in an ever-increasing mess of disconnected spreadsheets, systems, databases and applications. Domo solves that problem by bringing your business and its data together in one intuitive platform. With Domo, it's easy to see all the information you care about in one place, to make better informed decisions, faster.



Earley & Associates

Earley & Associates (E&A) helps organizations harness the value of one of their most important assets – information. We improve enterprise information agility to drive digital commerce innovation, increase revenue, and enhance customer experience with a strong information architecture and management foundation. E&A helps make information more findable, valuable and useable — thereby helping organizations improve operational efficiency and effectiveness. E&A has over 20 years of experience in working with Fortune 1000 organizations globally across many industries, including manufacturing, retail, financial services, healthcare, life sciences, the public sector, and professional services.



Evergage

Website: <http://www.evergage.com/>

Evergage's cloud-based platform empowers e-commerce companies to convert more shoppers into buyers and increase average order values with real-time web personalization based on deep behavioral analytics...without the need for developers. Evergage tracks each visitor's shopping behavior on your site, and empowers you to respond in real time with relevant offers or messages, automatically promoted products or brands, and timely incentives. You can also A/B test your content for different audiences to optimize conversion rates. And with the innovative Evergage Tribes® solution, you can differentiate the shopping experience by empowering your visitors to browse products and reviews based on the behavior of like-minded shoppers, guiding them to purchase decisions faster. Evergage works with 150 organizations including Rue La La, Cartera Commerce, Wayfair, and Gardener's Supply Company.



Four51

Website: www.four51.com

Four51 offers a B2B commerce solution called OrderCloud™. OrderCloud is an enterprise platform that gives you the power to manage your B2B commerce, content, and customer experience across every channel and on any device. It's built with an API-first approach that enables limitless customization and extensibility. OrderCloud allows manufacturers and distributors to deliver complex, multi-channel order management solutions that dramatically reduce order costs, simplify complex processes, increase order accuracy and manage compliance. The platform provides a single interface to create multiple, customer centric, branded solutions that enforce customer buying rules and deliver customized buying experiences that today's customers demands. For businesses requiring custom solutions, the OrderCloud platform can be used to deliver any number of discreet B2B solutions. With over 15 years of experience supporting brands like Staples, Burroughs, Papa John's, Nordstrom, John Deere, Buffalo Wild Wings, and Tractor Supply Co., you can trust OrderCloud's speed, agility and scalability to help you and your business master the new B2B reality now and in the future.



IBM Smarter Commerce

IBM is transforming commerce with cognitive solutions that help leaders optimize marketing, sales and value-chain services to drive loyalty and advocacy and bring more certainty to the business. Fueled by real-time insights and cognitive power, IBM Commerce clients unlock opportunities for deeper human engagement. They anticipate what customers want and know how to deliver the right experience at the perfect moment - billions of times a day.

Learn more at ibm.com/commerce.



Insite Software

Insite Software powers the Connected Commerce Suite (CCS) for leading global manufacturers and distributors that brings together commerce, channels and content/data to drive better B2B buyer and B2C user experiences and higher sales. Approaching 200+ customers globally, Insite CCS is used by many leading companies to digitize and engage dealers, franchisers, sales reps, stores, contractors, buyers and consumers and is fully integrated with leading ERPs, CRMs WCMs and can be flexibly deployed either on premise or in public/private clouds. Learn more about Insite Software at www.insitesoft.com and connect with us via Facebook, LinkedIn and Twitter.



Intershop

Intershop is the leading independent provider of enterprise e-commerce solutions for creating a seamless omni-channel buying experience. Around the globe more than 300 enterprise customers, including HP, BMW, Bosch, Merck, and Deutsche Telekom, run Intershop solutions for modeling sales processes to suit any organizational structure or business model. Intershop offers high-performance packaged software for commerce management, product information management, order management, and commerce analysis, complemented by all necessary services. Using the Intershop Commerce Suite, companies can showcase their brands, market their products worldwide, and implement the strategies that will grow their business. As a project partner with extensive industry knowledge, Intershop delivers turnkey solutions that are tailored to the needs of complex B2B and B2C scenarios. Intershop also acts as a business process outsourcing provider, covering all aspects of online retailing up to fulfillment. Intershop is headquartered in Jena, Germany, and has offices in the United States, Europe, Australia, and China.

layer one media**Layer One Media**Website: www.layeronemedia.com

Layer One Media is a full-service digital agency that drives sales growth for B2B organizations by providing a clear digital strategy on top of the necessary best-in-class tools to generate leads, conversion, and an ever-improving ROI. For over 15 years we have partnered with B2B organizations to deliver digital strategy, flexible technology solutions, and measurable success that continues well beyond launch.

**Mad Mobile**Website: <http://www.madmobile.com/>

Mad Mobile builds and powers mobile experiences for 90+ major retailers and B2B enterprises including Payless Shoesource, Sysco, Aeropostale, Zales, AutoNation, Brady Corp, Bealls, Sleep Number, Justice, Art.com, Musician's Friend, Lenovo, and Major League Baseball. Demand more from mobile. Full-service provider Mad Mobile delivers incredible results for clients by applying powerful technology, analytics-driven design, dedicated A/B testing, and post-launch optimizations. The cloud-based Mad-X platform transforms enterprise applications and sites into high-performing mobile products (responsive mobile web, mobile apps, in-store apps) featuring unmatched speed, UX flexibility, and manageability. Beyond that the unique Mad-X platform maps to enterprise systems (ERP, E-COM, CRM, POS) to mobilize and combine key data elements including inventory availability, logistics, and valuable customer data such as online activity, loyalty status/offers, and purchase history. *Recognized by Forrester and Gartner as a mobile technology leader.

**Mindtree**Website: <http://www.mindtree.com/>

Mindtree is a global information technology solutions company with revenues of over USD 430 million. Our 12,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. Mindtree's consulting-driven approach makes us a strategic partner to over 40 Fortune 500 enterprises. Our domain expertise, technical excellence and unique culture help businesses thrive and be future-ready.

Mindtree's expertise in enterprise mobility platforms and solutions ensures that our customers are served with most modern, reliable, scalable and secure services. We collaborate, co-innovate and implement digital business solutions in the areas of digital marketing, enterprise mobility, digital commerce, self-service and partner collaboration.

**Mirakl**Website: <http://www.mirakl.com/>

Created by e-Commerce experts, Mirakl is the global leader of online marketplace platforms. Founded in 2011, Mirakl was launched based on the conviction that marketplaces are the best response to the issues of development and profitability that affect e-commerce today.

Mirakl provides B2B & B2C e-retailers, media sites and embryonic marketplaces with a platform that integrates all the features, business processes and sound practices required to launch a successful marketplace.

**NetSuite**Website: <http://www.netsuite.com>

NetSuite is a leading end-to-end commerce solution provider, helping retailers manage their business with a single, unified cloud-based commerce platform. As the only cloud system to unify ecommerce and in-store with your core operational business systems—inventory and order management, CRM, business intelligence, marketing and financials—NetSuite enables businesses to deliver more relevant and personalized customer experiences while streamlining operations, better managing suppliers and stock, speeding fulfillment and improving customer service.

**Oracle**

Oracle engineers hardware and software to work together in the cloud and in your data center. With more than 400,000 customers—including 100 of the Fortune 100—in more than 145 countries around the globe, Oracle is the only vendor able to offer a complete technology stack in which every layer is engineered to work together as a single system. Oracle's industry-leading cloud-based and on-premises solutions give customers complete deployment flexibility and unmatched benefits including advanced security, high availability, scalability, energy efficiency, powerful performance, and low total cost of ownership. For more information about Oracle (NYSE:ORCL), visit oracle.com.



Perficient Description

Perficient is a leading information technology consulting firm serving Global 2000 and enterprise customers throughout North America. Perficient's Digital Commerce Solutions national business unit partners with some of the top technology platforms to deliver innovative eCommerce, content management, product information management, mobile and digital marketing solutions that improve organizations' effectiveness and accelerate growth and revenue. Fueled by collaboration and strategy, our results maximize our clients' knowledge, performance and profitability essential to compete in today's digital arena.



Snap36

Snap36 brings highly engaging, visual experiences to e-commerce. As the leader in 360° & 3D spin production, Snap36 creates interactive product photography that builds buyers' trust in your products and your brand. Snap36 offers flexible, scalable, and cost-effective photography services and provides the robotic equipment, workflow software, and technical expertise needed for spin production. Clients include Grainger, 3M, Home Depot, Bosch, Cree, Parts Town, and Delphi.



Solstice Mobile

Solstice Mobile is a customer experience product development firm, delivering digital product strategy, user experience design and digital product development for the Fortune 500. Working across industries and verticals, Solstice helps industry-leading global brands evolve and capitalize on mobile and emerging technologies such as the Internet of Things (IoT) and Virtual Reality (VR). Headquartered in Chicago, Solstice also has offices in New York, London and Buenos Aires. For more information about Solstice Mobile, visit: solstice-mobile.com.



Unilog

Website: www.unilogcorp.com

Unilog is a global technology and services company that specializes in e-commerce solutions and enriched product catalogs for the B2B marketplace. With its United States headquarters in the Philadelphia suburb of Wayne, Pa., and international headquarters in Bangalore, India, Unilog is an ISO 9001:2008- and ISO 8000-certified company that employs more than 500 people. Its flagship product, CIMM2, is an enterprise, cloud-based e-commerce platform, designed specifically for B2B businesses, such as mid-sized wholesale distributors across vertical markets, including agriculture, electrical, energy, food & beverages, healthcare, home improvement, and office supplies. Simply put, CIMM2 replicates the Amazon e-commerce experience for B2B suppliers, distributors and their customers. Key features such as ERP integration, third-party payment gateways, automatic inventory synchronization, intuitive search and navigation, and insightful analytics make CIMM2 the best-in-breed choice for B2B environments. For more information, Visit www.unilogcorp.com



Usablenet

Website: www.usablenet.com

Usablenet is a global technology leader for mobile and multi-channel customer engagement. Usablenet's powerful platform enables leading companies in all sectors to create compelling experiences for their customers across multiple channels, including mobile, tablet, social, and in-store kiosks. Usablenet customers include ASOS, Tesco, Marks & Spencer, British Airways, Dell, Selfridges, The Ritz-Carlton Hotels, and FedEx. Founded in 2000, Usablenet is a private company headquartered in New York City with offices in London, Italy, and Los Angeles. For more information, visit us at <http://www.usablenet.com> or on Twitter @Usablenet.

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- 4 Opportunity to promote your brand and align it with the other industry leaders participating in the conference
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Sponsorship and exhibiting opportunities are extremely limited! Contact Alicia Upchurch at 646-200-7452 or alicia.upchurch@wbresearch.com

Media Partners



Content Marketing Institute

Website: contentmarketinginstitute.com

The Content Marketing Institute is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, was held in Cleveland, Ohio, USA, September 9-12, 2013. CMI also produces the quarterly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012 and 2013 Inc. 500 winner.



Internet Retailer

Website: www.internetretailer.com

Internet Retailer is the world's largest publisher in the field of eCommerce. Through multiple print, digital and webbased publications and database services, we provide strategic and practical business information and original competitive research on e-retailing to more than 400,000 retail executives and direct marketers every month.



Target Marketing

Website: www.targetmarketingmag.com/

Target Marketing helps professionals navigate multichannel direct marketing with innovative tactics, techniques and solutions. No matter what challenges you face, our thought leaders can offer diverse opinions about what tactics are successful and the best practices to implement them in order to survive and thrive in this ever-evolving world.



Visibility Magazine

Website: www.visibilitymagazine.com

Visibility Magazine, founded in 2007, has become the guide to latest trends in internet marketing. Visibility conducts interviews with CEOs, shares opinions, reviews products, and provides a wealth of information about the movements in the industry. Additionally, Visibility will reach many fringe businesses that may have been contemplating entering or expanding their Internet marketing campaigns. Visibility is published quarterly and covers a wide range of topics including, but not limited to, organic optimization, pay-per-click marketing, website analytics, affiliate marketing, and press release distribution. Visibility embodies high-quality content, good sense, superior taste, and the character of conscientious journalism.



Venue

Loews Chicago Hotel

455 North Park Drive
Chicago, IL, 60611
Phone : 312-840-6600
Reservations : 877-868-8232

Hotel Room Information

Room Rate: \$259 a night plus tax

B2B has secured a special conference rate of \$259 a night (plus tax) for attendees. In order to make your reservation, please call the Loews at 1-877-868-8232 and identify yourself as a B2B attendee. Rooms are limited and are on a first come, first served basis, so make your reservations as soon as possible. The special rate expires **April 15, 2016**. After this date, rooms may still have available, so inquire with the hotel if you have missed the cut-off date.

Highlights of Venue

Experience Chicago from the heart of the city—and enjoy spectacular city skyline and lake views—at the new Loews Chicago Hotel, located near North Michigan Avenue.

City sophistication meets convenience and relaxation in each of Loews Chicago Hotel's 400 rooms and suites. With floor-to-ceiling windows framing some of the best views in the city, our room décor is chic and streamlined, inspired by the building blocks of the city itself. Wall coverings and carpet in a soothing dove gray are accented with shades of ivory, chocolate, charcoal and tweed, creating a stylish yet soothing environment.

Let the feel of mohair, cashmere, fur and leather provide a warm and cozy oasis for your stay. From spacious work desks to free in-room Wi-Fi to flat-screen Smart TVs, the best modern amenities are at your fingertips.

Breaking onto the Chicago skyline is not for the faint of heart; in a city renowned for its skyscrapers and architecture, it takes something big to get Chicagoans buzzing. Yet in March 2015 that's exactly what the new Loews Chicago Hotel did, and the buzz hasn't stopped yet. Combine this stunning new building with the legendary Loews service culture and it's easy to see why we're making such an impact on the city. Loews Chicago Hotel offers a full range

of services, so when you need to look your best, allow us to give your shoes a complimentary shine—or replace a button. Our experienced concierge can assist you with everything from directions to recommendations for kid-friendly activities to tickets to a completely personalized Chicago experience. Our Business Center is open 24 hours a day and we have complimentary, high-speed Internet access throughout the hotel. Looking for a quick workout? You have free access to our Fitness Center, which offers a wide range of cardio and fitness equipment as well as a 75-foot indoor lap pool. And if time allows, why not visit our Spa for a relaxing escape from the energy of the city around you.

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*To qualify for the discounted rate, you must be engaged in a digital/eCommerce role for a manufacturer or distributor. If you work for a company that provides a solution or service to the manufacturing/distribution industry, you do not qualify for this rate.

Please Note:

- Technology Firms, Consultants, Solution Providers & Others Include: Any service provider to service and support organizations - Including software vendors, technology vendors, solution providers, third party logistics providers, consultants or companies with primary revenues resulting from commissions, subscriptions and/or advertising.
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- Fee includes continental breakfast, lunch, cocktail receptions and conference documentation.
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- Payment is due in full at the time of registration. Your registration will not be confirmed until payment is received and may be subject to cancellation.
- CT Residents must add 6.35% Sales Tax to their registration fee.
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