

# Looking for that Extra Edge to Win New Business?

How will your company stay the course with growth and prosperity in 2010 and 2011? Let Industrial Info Resources provide you with insightful information on project spending activity as well as tips and techniques on how to sell and marketing in today's economic environment.

## MARKET OUTLOOK PRESENTATIONS

### North American Power Industry Outlook

Join Industrial Info Resources as we uncover the emerging spending trends, market drivers and challenges in today's Power Industry that will help keep you focused on the right opportunities. What's the future for new-build construction, environmental compliance, and maintenance spending over the next 12 to 24 months? Discover our views from this session, which will be presented by Britt Burt, IIR Executive Vice President for Power Industry Research.

Session Length: 30 Minutes

May 18th 12:00 pm (All Attendees)

May 19th 8:30 am (Exhibitors Special)  
& 12:00 pm (All Attendees)

### Twenty-Ten US Industrial Market Spending Forecast

2009 had its share of constraints, and the industrial market suffered through a large decline in plant spending. Will 2010 be an up year as leading economic conditions show improvement? Or could we see another downturn? Join us for this session as we disclose IIR's forecast numbers for the industrial market and discuss trends impacting markets beyond the Power Industry. This session takes place immediately after the IIR Power Industry Outlook and will explore trends in other industrial markets that are pulling back or leading the way in spending for 2010. Presented by: Michael Bergen, Sr.Vice President of Marketing and Forecast Products.

Session Length: 30 Minutes

May 18th 12:45 pm (All Attendees)

May 19th 9:15 am (Exhibitors Special)  
& 12:45 pm (All Attendees)

## MARKETING STRATEGIES PRESENTATION

### How To Grab Market Share When Nobody's Looking – Using Multimedia Effectively

Be more effective with your marketing campaigns by using the latest technologies in multimedia. From this session, learn how to utilize multimedia strategies to create cost-effective campaigns that produce quantifiable, tangible results that provide proof that your message connected with your future customers. In this session, IIR discusses its services for audio and video production, podcasting, email campaigns and the new IIR Plant Buyers Guide.

Session Length: 45 Minutes.

Session Length: 30 Minutes

May 18th 2:00 pm (All Attendees)

May 19th 2:00 pm (All Attendees)

## IIR CLIENT USER-TRAINING – DISCOVER WHAT'S NEW

### Exclusive Knowledge Builder Session

Are you a user of Industrial Info Resources and looking for more training on our online database tools? Join us as we put together several training sessions designed to make you more efficient using PECWeb, Power Tracker and other resources found on our website. We will teach you best practices, techniques on searching the database, how to optimize your search tools and more. We will also touch on new features and future enhancements that will help you become more successful in your sales and marketing activities.

Session Length: 45 Minutes

May 18th 3:00 pm (All Attendees)

May 19th 3:00 pm (All Attendees)



**INDUSTRIAL INFO RESOURCES**

*Providing Global Market Intelligence Constantly Living Forward*