



Marketing and Research Services
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Register by March 30th, reference priority code **SPONM1928CEE**,
and save over **\$1150!**

www.themarketresearchevent.com

Dear Market Research Professional,

As a sponsor and presenter at the industry event for discussing market research, Centrac DC Marketing Research would like to invite you to attend **The Market Research Event, October 14-18, 2007 at the Hyatt Regency Century Plaza in Los Angeles, CA.**

Market research and consumer insights should be the genesis of informed ideas and the impetus for strategy development and profitable guidance. If you're already the cornerstone of these driving forces in your corporation, then it's time to strengthen your hold. If you're still on your way, then come learn from the best on how to make it happen. **Discover the business value of market research. It's in your hands.**

Please join Jeffrey C. Adler, *President* and Shannon M. Ely, *Director* at Centrac DC Marketing Research on **October 15th** at **2:15pm** in the *Market Research for New Product Development* track for a presentation on **Tastes Great. Less Filling. Stated Importance. Derived Importance. Moving beyond the never-ending conflict to achieve product optimization.** Our 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? Why do so many "optimized" products fail? 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:

- **Jeremy Bailenson**, Director of the Virtual Human Interaction Lab, Stanford University
- **Tom Kelley**, General Manager, IDEO & Author, *The Art of Innovation and Ten Faces of Innovation*
- **Gary Loveman**, Chairman, Chief Executive Officer & President, Harrah's Entertainment, Inc.
- **Jeff Ma**, Performance Metrics Specialist, Founder of PROTRADE & MIT Engineering Student Who Took Down Las Vegas
- **Jimmy "Jimbo" Wales**, Founder, Wikipedia

Centrac DC Marketing Research is very pleased to be a part of this annual Market Research event once again, and would like to invite you and your team to join us.

We would like to see you at the 2007 event.
Register by **March 30th**, with **priority code SPONM1928CEE**, and **Save over \$1150** off the standard price.

Registration Information:

[Click here](#)

Call **888.670.8200**

Email register@iirusa.com

Visit www.themarketresearchevent.com

Please mention your registration priority code: **SPONM1928CEE**

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