

ARF 2011

 think

ANNUAL CONVENTION + INSIGHTS ZONE

Marriott Marquis • New York City

3.20.11–3.23.11



Join the Conversation: #rethink11



INSIGHTS ZONE

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March 21–22, 2011

Insights Zone

T3
T2
T1

FOOD & BEVERAGE

CHEVY VOLT

NIelsen
DIAMOND ROOM

S1 S2 S3 S4 S5

S6

**SOCIAL MEDIA/
LISTENING
ZONE**

FOOD & BEVERAGE

INNOVATION ZONE

518	516	514	512	510	508	506
419	417	415	413	411	409	407

NETBASE
JD.POWER
uSamp

FOOD & BEVERAGE

LEARNING ZONE

STAGE

ARF
ARF PAVILION

decipher
WiFi ZONE

INTERVIEW ZONE

NEC
CYBER CAFE

FOOD & BEVERAGE

216	214	212	210	208	206	204
117	115	113	111	109	107	105

TWITTER WALL

NETWORKING LOUNGE

QUOVA
KNOW WHERE

emsense

LUTH research

103
101

EMSENSE SHOWCASE ROOM

LUTH RESEARCH SHOWCASE ROOM

**NEUROMETRICS/
BIOMETRICS
ZONE**

FOOD & BEVERAGE

N1 N2 N3

INSIGHT DIRECTORY

REGISTRATION

INSIGHTS ZONE ENTRANCE

ELEVATOR LOBBY

CHARGING STATION
Toluna

ESCALATORS

ESCALATORS

WORLD OF KANTAR



INSIGHTS ZONE

Diamond Learning Sessions

Diamond sponsors **Nielsen, Kantar** and **J.D. Power & Associates, NetBase** and **uSamp** will feature case histories, best practices, demos and new white papers.

Showcase Rooms

Benefit from product demonstrations and new research from **EmSense** and **Luth Research**.
See schedule, page 6.

The Social Media / Listening Zone

Social media and listening go together like iPods and iTunes. Enter the Zone to learn how to use them to create business advantage.

The Neurometrics / Biometrics Zone

Meet some of the best and brightest! We'll showcase the ARF NeuroStandards Collaboration, the first study of its kind to conduct an independent peer review of neuro and biometric marketing research services.

Innovation Zone

Don't miss the Innovation Zone, featuring the Chevrolet Volt, a one-of-a-kind, all-electrically driven vehicle designed and engineered to operate in all climates. Gain inspiration for your next innovation!

Interview Zone

Gain insights from 15 interviews with leading experts in social media and neurometrics. ARF's very own Steve Rappaport, Knowledge Solutions Director, and Horst Stipp, EVP, Global Business Strategy, will conduct these interviews.

Learning Zone

Research pioneers will report on best practice case studies with their clients inside the Learning Zone.
See schedule, page 4.

ARF Pavilion

Learn about the ARF's latest research projects, knowledge initiatives, publications and how we can help you and your organization! Explore a special ARF Great Mind Awards exhibit, proudly sponsored by GfK and learn about our publishing partner Warc. Plus, take a retrospective look at our founding and history.

PARTICIPATING COMPANIES

Neurometrics/Biometrics Zone

- N1 Neuro-Insight
- N2 Sands Research Inc.
- N3 Innerscope Research, Inc.

Social Media/Listening Zone

- S1 Visible Technologies
- S2 Visible Measures
- S3 PeopleBrowsr
- S4 Converseon
- S5 Networked Insights
- S6 Alterian

Exhibitors

- T1 Quirk's
- T2 Marketing Research Association
- T3 University of Georgia & MRII

Exhibitors

- 101 Optimum Solutions Corporation
- 103 Cido Research
- 105 Lightspeed Research
- 107 Global Market Insite, Inc.
- 109 Kinesis Survey Technologies
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- 210 Luminosity Marketing
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- 417 Survey Sampling International
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- 508 Precision Opinion
- 510 Opinionology
- 512 Snippies
- 514 NeuroFocus
- 516 Tobii Technology
- 518 Datstat, Inc.

Learning Zone Session Descriptions

10:30–11:30am

Clear

Brand Desire: What Makes Us Love the Brands We Love?

Adam French – Managing Director/Co-Founder, Clear

Damian Symons – Global Quant Director, Clear

Katie Szecel – Senior Quant Consultant, Clear

Come join us to understand WHY desire is critical for long-term brand growth. Together, we'll explore what makes brands desirable, how desire is connected to growth, and what you can do to make your own brand more desirable.

11:30am–12:30pm

C & R Research

5 Myths of Youth and Advertising: Uncovering the Un-Truths and Discovering Authentic Youth Insight

Amy Henry – VP of Youth Insights, C&R Research

When it comes to the kid, tween and teen advertising space, many myths abound. It's easy to reduce this group to simple clichés and hyperbolized headlines, but to really understand today's youth, marketers need to hurdle over the hype and uncover their authentic needs and beliefs. Informed by fresh, from-the-field research on youth culture – including their relationship to advertising – this presentation will shatter stereotypes and offer practical advice for conducting research that truly taps into their desires and creating ideas that will resonate with them.

2:30–3:30pm

Converseon

Overcoming Social Media Paralysis

Rob Key – CEO, Converseon

To harness the value of social media, brands must overcome an all too familiar syndrome – social media paralysis. You may have experienced the symptoms: real-time social intelligence flows through the arteries of the enterprise, but the organization is not agile enough to capitalize on opportunities. For many, it has become increasingly clear that effective ROI from

social media cannot happen without an accompanying enterprise environment designed to leverage, scale and act on the intelligence. This session will focus on best practices to overcome this social media paralysis through the next generation of social intelligence and emerging frameworks.

3:30–4:30pm

Directions Research

Brand Comparisons – A Superior Measurement Of Image

James Nyce – VP Consumer Insights, Sun Products Corporation

Randy Brooks – President, Directions Research

For far too long researchers have claimed the “attitude change slowly” when faced with significant in-market changes in behavior that did not result in noticeable changes in ratings. The authors believe that the use of ratings to measure images was simply not sensitive enough. Come see our proof!

4:30–5:30pm

OnResearch

Leveraging Traditional and New Market Research Techniques in Creative Testing – a Sesame Street Case Study

Diana Polvere – VP Market Research, Sesame Workshop

Zach Vetter – VP, OnResearch

This presentation will explore how Sesame Street partnered with OnResearch to leverage learnings (or insights) from traditional research methods (focus groups), newer methods (online quantitative survey) and really new methods (social media analysis) to optimize the insights driving key decisions regarding a large creative test.

MONDAY

10:30–11:30am

Survey Sampling International

Unleashing the Power of Social Media for Market Research

Edward Carroll – Sales Director, West, Survey Sampling International

Paul Abbate – VP, Sales, Survey Sampling International

Clifford Young – Ph.D., Managing Director Public Sector, Ipsos Public Affairs

The session will include findings from SSI's recent research work, and recent business examples from research leaders who have harnessed the power of social media for success.

11:30am–12:30pm

Drumcircle

Discovering “Satan’s Handpuppet”: A Short Case Study About Farmers, Tractors and Emotivations

Anne Manning and Bill Mount – Co-Founders, Drumcircle

Phil Jones – Manager of Brand Marketing, North America, AGCO Corporation

AGCO (a \$6.6 billion global agricultural equipment manufacturer) had a breakthrough product ready to launch, the world's most environmentally-friendly tractor. It saved fuel. It cleaned the air. It was “a marketing no-brainer.” Then Drumcircle discovered farmers' real, hidden emotions about farming and the environment and completely transformed AGCO's intro plans.

12:30–1:30pm

NeuroFocus

MYND: The World's First Wireless, Dry EEG Headset for Full-Brain Neuromarketing Research

Dr. A.K. Pradeep – CEO, NeuroFocus, Inc

Experience MYND for yourself. See your own brainwave activity in real-time as NeuroFocus introduces MYND, a breakthrough in neuromarketing technology. Market researchers can now capture the highest-quality data on consumers' subconscious responses, in both a laboratory setting and on a fully mobile basis, with remarkable ease of use.

1:30–2:30pm

Sachs Insights

Insights Into a Moving Target

Emily Paxhia – Senior Research Consultant, Sachs Insights

Emily Bona-Cohen – Research Consultant, Sachs Insights

Thirty percent of U.S. cell phone customers use smartphones, and penetration is predicted to soar past fifty percent in 2011. As consumers are moving to an increasingly mobile experience for e-commerce, entertainment and communication, we explore their needs, desires and behaviors.

2:30–3:30pm

Harris Interactive

The 3 Commandments of Social Media Listening

Jeni Chapman – EVP, Harris Interactive

Social media monitoring is the latest “must have” business asset, but measuring buzz is a far cry from insights that drive business decisions. Join social media insights expert Jeni Chapman as she shares the 3 Commandments of Social Media Listening every company should know to maximize social listening investment.

3:30–4:30pm

GfK

Handle with Care: The Challenge of Celebrity Advertising

The use of actors, athletes, the famous and the infamous to promote, endorse and support brands is a routine part of many marketing campaigns. But how effective is the use of celebrities in ads? Based on data gathered over the past several years, using GfK's brand and advertising tracking system, BVT, we offer some insights into the opportunities and challenges that celebrity endorsements present to advertisers.

4:30–5:30pm

The ARF

Neuromarketing and Biometrics Deep-Dive

Join Bob Woodard, VP, Global Consumer and Customer Insights, Campbell Soup Company, and other researchers who participated in the ARF's NeuroStandards Collaboration. This in-depth session is a follow up to the general session on this ground-breaking inquiry into the methods and the promise of this new field of advertising research.

TUESDAY

Luth Research Schedule

Monday, March 21

10:45–11:15am



Digital Behavioral Data: A Case Study Driving Ad Metrics

A leading software brand learns surprising insights about their ad campaign by integrating digital behavioral data. Join Luth Research in their showcase room as they take you through this case study that proves how web behaviors and survey research can be combined to provide significant improvement in measuring ad metrics.

3:00–4:00pm

Snack Time!

Stop by Luth Research's showcase room for a quick mid-afternoon snack and enter to win a pair of designer shoes.

Tuesday, March 22

7:30–8:30am

Rise and Shine Breakfast

Stop by Luth Research's showcase room for breakfast and enter for your last chance to win a pair of designer shoes.

3:45–4:00pm

Digital Behavioral Data: A Case Study Driving Ad Metrics

A leading software brand learns surprising insights about their ad campaign by integrating digital behavioral data. Join Luth Research in their showcase booth as they take you through this case study that proves how web behaviors and survey research can be combined to provide significant improvement in measuring ad metrics.

EmSense Schedule

Monday, March 21

4:00–5:00pm



Neuroscience and Predictive Modeling

EmSense Science advisor, the neuroscientist Read Montague, who conducted the well-known fMRI study of loyal Coke drinkers taking the Pepsi Challenge, will discuss the first large-scale test of neuroscience and predictive capability. Over 8,000 people were tested for this truly groundbreaking study on market validation. Due to high demand, please RSVP for an invitation, scott.smith@emsense.com.

5:00–6:00pm

EmSense Client Cocktail Party

Please join the EmSense team and science advisor, Read Montague, for a casual discussion on neuroscience and its application to consumer and shopper market research. Due to high demand, please RSVP for an invitation, scott.smith@emsense.com.

Tuesday, March 22

2:00–2:30pm

EmSense In-Home Neuroscience Panel

EmSense is revolutionizing the market research industry with the development of the first neurometric market research in-home panel capability. Bringing neurometrics to the market research panel world now elevates Neurometric research to the leading industry standards for sampling, cost efficiency and speed. Due to high demand, please RSVP for an invitation, scott.smith@emsense.com.

SHOWCASE ROOMS

The ARF Thanks Our Diamond Sponsors

Kantar

Diamond Sponsor

www.kantar.com



Kantar's World Tour of the Consumer – The World of Kantar is an experiential space that demonstrates how Kantar companies help clients make creative business decisions.

In a world over-supplied with information, possibilities and advice, Kantar goes beyond. We aim to transform data into insights that inspire our clients to make creative business decisions. In short, we supply inspiration. Inspiration is a standard that permeates every corner of our organization, every company and every person within Kantar. We add creative and collaborative energy to our unrivalled expertise, specialist knowledge and global scale to inspire confidence, action and better outcomes for clients.

Nielsen

Diamond Sponsor

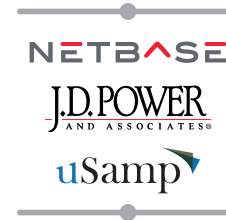
www.nielsen.com



An Increasingly complex and fragmented marketplace demands innovative methodologies for complete views of what today's consumers watch and buy. Join The Nielsen Company to learn how to better understand consumers holistically, both as media viewers and advertiser prospects through demand driven business models, new media planning techniques and progressive approaches to consumer feedback.

In 100+ countries around the world, Nielsen provides clients the most complete understanding of what consumers watch and buy. As a global leader in measurement and information, we believe providing our clients a precise understanding of the consumer is the key to making the right decisions – decisions that can lead to profitable growth. At Nielsen, we're always innovating to keep pace with emerging market trends and the increasingly diverse, demanding and connected consumer.

DIAMONDS



Diamond Sponsors

J.D. Power, Netbase and uSamp team up to showcase how they can help you understand consumer opinion, emotion and behavior online. Using technology, each company has innovative tools to identify insights in real-time using the latest media methodologies, which can be quickly applied to drive product development, positioning and communication.

J.D. Power and Associates

www.jdpower.com

J.D. Power and Associates is a global marketing information services company operating in key business sectors across industries. Since 1968 the company has been listening to consumers, analyzing their opinions and perception and refining research techniques to offer the most advanced product quality, customer satisfaction and tracking research available today.

NetBase

www.netbase.com

NetBase Social Media Insight and Analysis is the reliable way to understand online brand equity, analyze consumer passion, and generate deep insights from social data. Our workbench tools and scorecards serve hundreds of brand managers and market researchers, including Coca-Cola and J. D. Power & Associates.

uSamp

www.uSamp.com

uSamp is one of the world's fastest growing technology and online sample companies, providing more than 4.7 million global survey panelists. uSamp has transformed the management and delivery of online panel for market researchers by offering unprecedented access to online panelists through its web-based panel platform.

	Learning Sessions	Interviews	Showcase Rooms
10:30am	Clear Brand Desire: What Makes Us Love the Brands We Love?	Sands Research New Insights on NeuroMarketing Research with Dr. Steve Sands (10:45-11:15am)	Luth Research A Case Study Driving Ad Metrics (10:15–11:00am)
11:00am			
11:30am	C&R Research 5 Myths of Youth and Advertising: Uncovering the Un-Truths and Discovering Authentic Youth Insight	NM Incite A Holistic Measurement to Benchmark the Impact of Brand Advocacy	
12:00pm		Converseon Creating Organizational Frameworks to Scale Social Intelligence	
12:30pm			
1:00pm	 <p>Visit the us at all day at The ARF Pavillion Learn about the ARF's latest research projects, knowledge initiatives, publications and how we can help you and your organization! Explore a special ARF Great Mind Awards exhibit, proudly sponsored by GfK and learn about our publishing partner Warc. Plus, take a retrospective look at our founding and history.</p>		
1:30pm			
2:00pm			
2:30pm	Converseon Overcoming Social Media Paralysis	Harris Interactive Adopting Listening in the Organization	
3:00pm		Visible Measures How Advertisers Can Generate User Choice from Social Video Data	Luth Research Snack Time!
3:30pm	Directions Research Brand Comparisons – A Superior Measurement of Image	Neuro-Insight Dr. Richard Silberstein Discusses Advances in Neuromarketing Methods	
4:00pm		NetBase Understanding Brand Passion In Social Media	EmSense Neuroscience and Predictive Modeling
4:30pm	OnResearch Leveraging Traditional and New Market Research Techniques in Creative Testing – a Sesame Street Case Study	ARF QeP? It's ARF's GIS for Your Research Quality Journey	
5:00pm			EmSense Client Cocktail Party
5:30pm			

	Learning Sessions	Interviews	Showcase Rooms
10:30am	Survey Sampling International Unleashing the Power of Social Media for Market Research	Innerscope Research, Inc. Innerscope Shares New Biometric Research Findings (10:45–11:15am)	(7:30–8:30am) <i>Rise and Shine Breakfast</i> Luth Research Stop by Luth Research's showcase room for breakfast and enter for your last chance to win a pair of designer shoes.
11:00am			
11:30am	Drumcircle Discovering “Satan’s Handpuppet”: A Short Case Study About Farmers, Tractors and Emotivations	Alterian Customer Life-Cycle Measurement with Social Listening: Understanding Lead acquisition	
12:00pm		Visible Technologies Transitioning Organizations From Online Listening to Social Intelligence to Business Results	
12:30pm	NeuroFocus MYND: The World’s First Wireless, Dry EEG Headset for Full-Brain Neuromarketing Research	<div style="background-color: #e0f2f1; padding: 10px; border-radius: 5px;"> <p>Stay connected</p> <p>Visit the Wifi Zone, Cyber Café and Charging Station.</p>  </div>	
1:00pm			
1:30pm	Sachs Insights Insights Into a Moving Target		
2:00pm		TWTRCON Real-Time Brands: How to Build and Manage the Business of Now	EmSense In-Home Neruoscience Panel
2:30pm	Harris Interactive The 3 Commandments of Social Media Listening	Networked Insights Predicting Business Outcomes from Social Insights	
3:00pm		PeopleBrowsr Markets as Mindsets and Targeting Conversations	
3:30pm	GfK Handle with Care: The Challenge of Celebrity Advertising	Quova “Do Not Track” Doesn’t Mean Do Not Target	Luth Research A Case Study Driving Ad Metrics (3:45–4:00pm)
4:00pm			
4:30pm	The ARF Neuromarketing and Biometrics Deep-Dive	 <p>Join the Conversation: #rethink11</p>	
5:00pm			
5:30pm			

Company Descriptions

AIP

Booth 206

www.aip-global.com

AIP is a Tokyo-based provider of online panels for market research data collection in Asia. Our proprietary panels include – Japan, China, Korea, Taiwan, Hong Kong, Singapore, Thailand, Malaysia, Indonesia, Vietnam, India and The Philippines. We have been in business since 1997 and bring great local knowledge to all your projects.

Alterian

Social Media S6

www.alterian.com

Alterian (LSE: ALN) enables organizations to create relevant, effective and engaging experiences with their customers and prospects through social, digital, and traditional marketing channels. Alterian's Customer Engagement solutions are focused in four main areas: Social Media, Web Content Management, Email, and Campaign Management & Analytics.

Cido Research

Booth 103

www.cidoresearch.com

Cido Research is your independent global partner for qualitative/quantitative field services. Our facilities in the U.S., Canada, Costa Rica, Germany, Hong Kong, China and India deliver complex projects smoothly, on time and on budget. Large or small, local or global. Cido Research – we help you understand the world.

Cint

Booth 115

www.cint.com

Cint is a leading technology company focused on providing innovative SaaS-based solutions for the market research industry. Cint's Panel Exchange (CPX) brings together research buyers and panel owners to form a transparent online sample marketplace. Through Cint, research professionals have access to over 5 million consumers in 40+ countries.

Converseon

Social Media S4

www.converseon.com

Founded in 2001, Converseon is a leading international social business consultancy that helps brands harness the value of social across the enterprise via industry leading, proprietary social intelligence technologies (Conversation Miner™), organizational consulting and award winning activation services. For more information follow @converseon on Twitter.

Datstat, Inc.

Booth 518

www.DatStat.com

DatStat technologies provide the most sophisticated multi-mode, enterprise research platforms in the industry. Advanced survey design is made easy, and data collection options encompass: web, mobile, in-person (CAPI), telephone (CATI), and predictive dialer integration for best-of-breed solutions. Automation and services that grow your business.

EFG

Booth 413

www.efgresearch.com

EFG, a leading global data collection provider, is dedicated to the management of International Quantitative/Qualitative fieldwork for North American Market Research and Consulting firms. EFG's worldwide capabilities: 115 FGs, 12,500 F2F interviewers, 2750 CATI, and global panel access in 35 countries. Our fieldwork capabilities are quality certified ISO 9001.

EmSense

Showcase Room

www.emsense.com

EmSense, a world leader in neurometrics, has tested 100,000+ consumers in 25+ countries. It applies quantitative EEG and other bio-sensory measures for breakthrough insights in advertising, packaging, digital content, innovation and shopper behavior. EmSense partners with research leaders, including Fifth Dimension, GfK NA, Millward Brown, PRS, Red Dot Square and SymphonyIRI.

Focus Crossroads

Booth 415

www.focuscrossroads.com

Focus Crossroads, a new qualitative research facility located in the New Jersey Meadowlands, is just minutes from Manhattan. Access a truly representative cross section of urban and suburban respondents. Three spacious and comfortable suites: each includes large discussion room, spacious viewing room, and dedicated client lounge. One discussion room set up in living room style.

Friedman Marketing Services

Booth 419

www.friedmanmktg.com

Friedman Marketing Services is a data collection network that has been in business for over 35 years. Friedman specializes in all forms of market research, interviewing throughout its many nationwide interviewing facilities. Friedman offers high quality data collection utilizing state-of-the-art technology and unparalleled client service.

Global Market Insite, Inc.

Booth 107

www.gmi-mr.com

GMI specializes in innovative technology-enabled solutions for global on-line market research and helps clients learn more about consumer trends every day. Founded in 1999, GMI has operations in America, Europe and Asia Pacific and its team can deploy surveys quickly and is highly responsive to client needs, wherever they arise.

Innerscope Research, Inc.

Neurometrics/Biometrics N3

www.innerscoperesearch.com

Innerscope Research, Inc. is dedicated to solving difficult market research questions by measuring and analyzing unconscious emotional responses to media. Innerscope accurately predicts consumer behaviors for Fortune 100 companies, leveraging the latest advances in biometrics, neuroscience and eye tracking to measure moment-to-moment emotional engagement, the primary driver of behavior and choice.

Kinesis Survey Technologies

Booth 109

www.kinesissurvey.com

Kinesis Survey Technologies is the industry leader for future-proof market research solutions and mobile survey software. Delivering a multimode survey and panel management product suite, Kinesis provides the most advanced and innovative online research platform, and offers more mobile survey experience than any other solution provider.

Lightspeed Research

Booth 108

www.lightspeedresearch.com

Lightspeed Research provides digital access to the most qualified panelists whenever, wherever and in whatever segments needed. Our thorough panelist pre-screening process and large global respondent pool delivers business-ready results fast and cost-effectively. Lightspeed Research provides deeper quantitative and richer qualitative data in a single, trusted partner.

Luminosity Marketing

Booth 210

www.luminositymarketing.com

Luminosity Marketing is an analytical marketing communications firm that provides services in target audience definition, message framing and connection strategy to enable powerful connections between brands and target audiences. Our research practice deploys the most innovative tools and technologies available to creatively solve our clients' marketing insight challenges.

Luth Research

Showcase Room

www.luthresearch.com

Positioned at the forefront of market research since 1977, Luth Research continually develops new methodologies and adopts cutting edge technologies to move business ahead. Built on experience, Luth offers full service research with custom quality solutions and unparalleled service.

M3 Global Research

Booth 111

<http://research.m3.com>

M3 Global Research has offices in the U.S., U.K., Germany, Japan, Korea, and China. Capabilities include quantitative, qualitative, and omnibus surveys, utilizing its physician panels, CATI, studios, and in-country PMs. M3 Global Research provides the largest verified panel of physicians and healthcare professionals in the world. Email requests to research@usa.m3.com.

Marketing Research Association (MRA)

Tabletop T2

www.mra-net.org

The Marketing Research Association (MRA) is your source to succeeding in the MR profession. MRA provides you with opportunities to foster relationships with your clients and colleagues, facilitate your advancement through professional development and inspire leadership through promoting, unifying and advancing the marketing research profession.

Marketing Systems Group

Booth 204

www.m-s-g.com

Marketing Systems Group products include GENESYS Sampling, PRO-T-S Dialers and ARCS Panel Management IVR and WEB recruiting. GENESYS Sampling provides full service sampling capabilities, PRO-T-S is a research predictive dialing system, and ARCS is an ALL-IN-One tool created for Panel Management, Web/IVR recruiting and data collection.

Mktg., Inc.

Booth 212

www.mktg.com

Mktg., Inc. founded in 1979, has always had a reputation for quality data collection. The Sample Source Auditors division provides unique online sample quality measurements and standards: Grand Mean®/Real ID™/Optimum Blending®/Consistent Track®. We offer the quality control metrics needed to insure a consistent data output and give researchers a stable sampling frame.

MyPoints

Booth 208

www.mypoints.com

MyPoints is a proven leader in high-quality, online sampling solutions. For your consumer or B2B needs, MyPoints has one of the largest actively-managed member bases available in the U.S. and Canada. Clients benefit from a deeply profiled member base and knowing that sample is always comprised of 100% MyPoints members. For experienced online sampling, validated by industry comparison tests and top research companies, try MyPoints.

Netvibes

Booth 117

www.netvibes.com

Netvibes is the global leader in Dashboard Intelligence: business intelligence evolved for the real-time Web. Netvibes Dashboard Intelligence solutions transform the intangible, unstructured real-time Web into tangible trends, expert knowledge and business action. Netvibes customers include 1,500 of the world's leading brands, interactive agencies, market research companies and enterprises.

Networked Insights

Social Media S5

www.networkedinsights.com

Fueling insights to increase marketing ROI since 2006, Networked Insights social media analytics excel at discovering themes and predicting trends that inform strategy. Our technology and expert analysts help drive marketing activities from campaign design to media planning and buying.

NeuroFocus

Booth 514

www.neurofocus.com

NeuroFocus is the world's leader in neuromarketing research, with global offices in seven countries and testing capabilities in virtually every corner of the world. With over 40 patents and a blue-chip client list representing Fortune 100 companies in dozens of categories, NeuroFocus provides deep consumer insights into brands, products, packaging, in-store and retail marketing and advertising.

Neuro-Insight

Neurometrics/Biometrics N1

www.neuro-insight.com

Neuro-Insight specializes in the application of SST brain activity measures in the field marketing communications research, especially advertising and media research. Neuro-Insight operates in North America, UK, Europe and Australia to provide global clients with actionable, commercially validated insights to optimize both creative & media effectiveness.

Ocucom

Booth 407

www.ocucom.com

Ocucom™ provides comprehensive market research service and software solutions. Its proven Ocular™ interviewing methodology with PreCast™ video technology uses media to produce richer data, higher completion rates and shorter online interviews. Ocucom™ will design your sample, questionnaire and panel. Other services include data mining, web hosting, and project management.

Opinionology

Booth 510

www.opinionology.com

About Opinionology (formerly Western Wats): The leader in online panel quality, Opinionology is one of the largest and most respected survey research data collection companies in the world. Specializing in Online Panels, Mobile Research and Live Telephone Interviewing, Opinionology is the single source destination for the data collection needs of research organizations worldwide.

Optimum Solutions Corporation

Booth 101

www.oscworld.com

For over 20 years, OSC has provided leading market research firms with the expertise and technology required to process their most extensive, complex surveys. Only OSC's patented software (FACTS) captures and interprets data automatically from all forms – even damaged or torn surveys – and exceeds the industry standards with a guaranteed accuracy rate of 99.9%.

PeopleBrowsr

Social Media S3

www.PeopleBrowsr.com

PeopleBrowsr is a high-tech social analytics company with a passion for marketing, providing data mining, analytics, brand engagement and campaign services to top global brands and Advertising/PR agencies. PeopleBrowsr now has 1,000 Days of Conversations available for social search with ReSearch.ly. Discover, lead and connect with PeopleBrowsr today at @PeopleBrowsr.

Precision Opinion

Booth 508

www.precisionopinion.com

Precision Opinion is America's Premier Market Research Company specializing in Quantitative Research via Phone, Internet and Qualitative Research via Focus Groups and In Person Interviewing. Precision Opinion has a rich 20 year history and does not sell "pre-set" data collection packages but instead develops customized research services for every client.

Quick Test/Heakin

Booth 506

www.QuickTest.com

Quick Test/Heakin offers essential market research services to execute, support, enhance and complete your study from start to finish. We provide a diverse range of products and maintain a high level of service in the industry's largest network of owned-and-operated mall based facilities. Real people. Real results.

Quirk's

Tabletop T1

www.quirks.com

Quirk's is the only monthly magazine, e-newsletter and Website devoted entirely to marketing research. Free resources include original articles on research techniques, case histories, news, global listings for conferences and jobs, discussion forums and the most complete and up-to-date directories of market research product and service companies. 135,000 + professionals access Quirk's resources every month. Get free access at www.quirks.com.

Quova

Networking Lounge

www.quova.com

Quova empowers businesses to instantly identify where a visitor to their site is geographically located based on information an IP address provides, all while protecting personally identifiable information. This enables retailers and brands to geotarget their advertising and localize marketing offers, detect card-not-present fraud, and manage distribution of digital content.

Research Now

Booth 411

www.researchnow.com

Research Now is a leading global online sampling and data collection company. We are proud to offer you the largest, most powerful online research panels available today – the Valued Opinions™ Panel and the industry's first and best "by invitation only" panel, the e-Rewards® Opinion Panel. Supported by over 1000 experienced professionals in 22 global offices, we go further to meet your business needs effectively and immediately.

Sands Research Inc.

Neurometrics/Biometrics N2

www.sandsresearch.com

Sands Research Inc. is a pioneer in applying cognitive neuroscience technology (68-channel, full spectrum EEG with Eye-tracking) for gaining unique insight into the consumer's response to television and print advertisements, product packaging and design, digital/web media, flavors, scents and real-world, in-store environments.

SMI

Booth 113

www.smivision.com

SMI is a leading provider of eye and gaze tracking systems to a global market. Our advanced remote and head mounted eye tracking systems and analysis software make all of your advertising research needs a breeze! Let us show you how to add an eye tracker to your existing set of tools.

Smith Hanley Associates LLC

Booth 214

www.smithhanley.com

Smith Hanley Associates is a national leader in the placement of quantitative and qualitative marketing research professionals since the firm's founding in 1980. Industry specialties include financial services, insurance, information technology, consumer packaged goods, advertising, media, entertainment, consulting, healthcare and pharmaceutical. Positions are available in custom research, consumer research, syndicated data analysis, strategic planning, advertising research and on-line/web based research.

Snippies

Booth 512

www.snippies.com

Snippies is one of the largest providers of marketing communication videos on the planet. We shoot for agencies, brands, and channels in multiple markets worldwide to amplify your message with powerful imagery. Through speed, reach, and relevancy, Snippies helps you find the most effective voice to creatively communicate your research.

Survey Sampling International

Booth 417

www.surveysampling.com

Survey Sampling International is the premier global provider of sampling solutions for survey research. SSI reaches respondents in 72 countries via Internet, telephone and mobile/wireless. Client services include questionnaire design consultation, programming and hosting, and data processing. SSI serves more than 2,000 clients worldwide, including 48 of the top 50 research organizations. Founded in 1977, SSI has 17 offices in 15 countries.

SurveyWriter

Booth 409

www.surveywriter.com

SurveyWriter is a global leader in the technology of web-based survey research. Professional research organizations of all sizes use SurveyWriter to collect, manage, analyze and report data. With no upfront costs, no network administration, and the best feature-to-price ratio in the industry, SurveyWriter is the tool for online research.

Tobii Technology

Booth 516

www.tobii.com

Tobii Technology is the world leader in hardware and software solutions for eye tracking, offering new powerful ways to understand consumer behavior. Products are used in market research for testing of product packaging, shopping shelves, print, TV, DM, and online advertising as well as in usability studies.

Toluna

Booth 216

www.toluna.com

Toluna provides companies the ability to answer questions of their target audience quickly and efficiently and leverages a unique approach to respondent recruitment and engagement with its online 'community' and proprietary Real-Time Sampling® methodology. Further, Toluna provides the industry's leading online market research technology suite, enables hundreds of market research organizations and agencies worldwide to create surveys, manage panels and build online communities.

University of Georgia & MRII

Tabletop T3

www.uga.edu

The Principles of Marketing Research is the only self-paced, self-study, certificate program presenting the complete copyrighted Marketing Research Core Body of Knowledge (MRCBOK©) covering the core skills of the marketing and opinion research profession. The CEU awarding program has become the research profession's most widely supported educational program on the fundamentals of marketing research.

Visible Measures

Social Media S2

www.visiblemeasures.com

Visible Measures is the independent third-party media measurement firm for online video advertisers and publishers. The company provides its customers and partners with unprecedented visibility into their online video audiences and how they choose to engage with both content assets and advertising placements.

Visible Technologies

Social Media S1

www.visibletechnologies.com

Visible Intelligence™ is the industry's only enterprise ready social media monitoring platform. The platform was designed and built from its inception to be big, smart and agile with the needs and growth of the enterprise in mind. At Visible Technologies, our vision is simple: to deliver an industry leading social intelligence platform, service and support, designed to optimize business outcomes across enterprises.



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