



DSE[®]
DIGITAL SIGNAGE EXPO



Conference Presentation Proposal Form

February 26-28, 2013
Las Vegas Convention Center

CALL FOR PROPOSALS: For its 10th anniversary show, Digital Signage Expo (DSE) invites the submission of topics that offer insight and perspective on the various aspects of digital signage, interactive technology (including convergent media) and digital place-based networks for our audience of industry professionals.

AUDIENCE: This diverse audience consists primarily of end users, network operators, ad agencies, brand marketers, and systems integrators and installers. More than 40 distinct end-user types attended DSE 2012. In addition, the show attracted attendees from all 50 states and 70 countries.

CRITERIA: The DSE educational services staff evaluates each proposal based on the following criteria:

- Relevance – How germane is the topic to the advancement of knowledge in the digital signage/digital out-of-home (DOOH) industry
- Value – How useful or actionable is the proposed content for this topic to its intended audience
- Timeliness – How cutting edge or forward-thinking is this topic
- Peer Participation – Because DSE seminar attendees have repeatedly requested the participation of end-users, network operators, ad agency executives and brand marketers willing to share their real-world digital signage experiences, we are first and foremost soliciting proposals from peer presenters or peer presenters and their technology partners for the DSE 2013 conference program.

(Note: Please refer to the “[DSE 2013 Seminar Topics](#)” and “[DSE 2013 Pre-Show Topics](#)”. While DSE will consider any proposal, we are specifically looking for proposals that address the seminar topics the DSE Education Committees recommend.)

NON-COMMERCIAL POLICY: DSE strives to provide a unique forum for professionals to discuss and exchange ideas free from commercial content. To maintain the educational integrity of the DSE educational program, presenters are prohibited from using this opportunity as a platform for promotion of their products and services. A pledge to this effect is included on the speaker agreement you will be provided with your presentation notification.

HANDOUT REQUIREMENTS: Speakers whose topics are selected will be required to submit final presentations and handouts on or before Jan. 7, 2013. DSE’s guidelines for professional handouts will be provided with each prospective faculty member’s notification.

SUBMISSION TIMELINE:

- June 4, 2012 – Call for Proposals opens
- July 16, 2012– Deadline to submit proposals for consideration
- Aug. 10, 2012 – Applicants notified of selection results (final notification)
- Aug. 17, 2012 – Signed speaker agreement due (final notification candidates)
- Jan. 7, 2012 – Handouts due

The following form has been designed to expedite the evaluation process. Please execute the form in full and submit it to DSE Conference Manager, Brenda Keys, via fax at 770-518-0022 or email to: bkeys@exponation.net no later than July 16. Feel free to contact Brenda with any questions at 770-649-0300, ext. 20, or email bkeys@exponation.net.

I. Proposed Presentation Title:

II. Presentation Description: Please provide a brief outline or description (approximately 75 words) of what your presentation proposes to cover.

III. Key Learning Objectives: Please list three (3) brief learning objectives that attendees can expect to take away from your session, i.e., in this session, you will ...

- 1.
- 2.
- 3.

IV. Target Audience(s): To attract the appropriate audience for your presentation, please describe which segment has the most opportunity to apply or benefit by the information you will be providing (**Check ONLY ONE.**)

- End User
- Ad Agency/Brand Marketer
- System Integrator/Installer
- Out-of-Home Network Operator
- Content Provider
- Other (please specify)

V. Level of Instruction

- Cornerstone (fundamental information designed for those just getting started)
- Capstone (advanced information for established operators seeking to take their system or network to the next level)

VI. Relevant Track: Into which seminar track or pre-show education event does your proposed presentation fall? (**Check ONLY ONE. Note: Do not check off this section if you checked off a session in section VII. Separate proposal forms are required for each track and pre-show event.**)

- Digital Signage Fundamentals
- Interactive Technology
- Digital Out-of-Home Networks
- Hardware, Software & Connectivity
- Ad Agencies & Brand Marketers
- Network Design, Management & Operations
- Content University
- Special Interest (Retail, Healthcare, Corporate, Arts/Entertainment/Recreation)

VII. Pre-show Education (Check ONLY ONE. Note: Do not check off this section if you checked off a track in section VI. Separate proposal forms are required for each track and pre-show event.)

- Digital Place-Based Advertising Summit Digital Signage in Restaurants
 Mobile Models You Can Believe In Digital Signage in Education
 Digital Signage 360: A Global Perspective

VIII. Time Required: About how much time will you need for your presentation (Check ONLY ONE.)

- 40-45 minutes (full session) 15-20 minutes (half session) 10-15 minutes (panel)

IX. Professional biography (approximately 100 words), including your industry background and relevant experience as a presenter, as you would like it to appear in the DSE program. If more than one speaker is proposed, please attach their biographies on a separate sheet. DSE reserves the right to edit biographies to the required length. (Note: If your presentation is selected, you will be required to submit a professional color photo — jpg headshot minimum 300 dpi — along with your speaker's agreement).

X. Speaker Contact Information

Please complete the following section. Be sure to include professional affiliations with your name if applicable.

Speaker #1 Name/Title/Company:

Address:

Phone/Fax/email:

Your Adm. Asst. Name/Phone/email:

Speaker #2 Name/Title/Company:

Address:

Phone/Fax/email:

Your Adm. Asst. Name/Phone/email:

*NOTE: DSE also offers exclusive on-floor presentation opportunities for exhibitors. For information, contact Richard Lebovitz, editorial & educational services director (rlebovitz@exponation.net) Revised 5/22/12