



OCTOBER 25TH, 2006

KNOW YOUR CUSTOMER

TOUR&TAXIS - BRUSSELS

A ONE DAY EVENT GATHERING MORE THAN 1,000 PROFESSIONALS

Digital technologies enable you more than ever to build one-to-one customer relationships.

Discover how and visit Customer First 06!

- 40 workshops hands-on providing you with immediate results
- Unique business and networking opportunity
- Top speakers, offering you success recipes, following 7 themes

WEB DEVELOPMENT

Discover the best techniques to optimise the efficiency of your website and learn how a new generation of new web techniques enables you to build superior customer experiences.

INTERACTIVE MARKETING

How to achieve the best interactive campaigns and discover new techniques including blogs, RSS, iDTV and much more!

INTERACTIVE DIRECT MARKETING

Building a one-to-one relationship, the ultimate goal of every direct marketing activity, has become easier than ever before. Techniques such as e-mail, SMS, weblogs and so on enable you to target your customers.

MOBILE MARKETING

Discover how you can use state-of-the-art solutions to build meaningful relationships with today's mobile consumer.

CUSTOMER RELATIONSHIP MANAGEMENT

Bringing more value into the relationship and optimising the value per customer is key. CRM, Marketing Automation systems and Business Intelligence solutions enable you to obtain a global view on your customers.

CONTENT MANAGEMENT

Leveraging existing content and exploring new ways to build value through content requires efficient systems to manage, distribute and capitalize on that content.

E-COMMERCE

Belgians spent 1,2 billion euros shopping online in 2005. Learn all about e-commerce and the ways to turn your website visitors into customers more rapidly and more efficiently.



Customer First 06 is the first integrated customer-centric solutions event, enjoying industry-wide support by leading e-marketing associations and media including:





- CRM
- WEB DEVELOPMENT
- INTERACTIVE MARKETING
- INTERACTIVE DM
- MOBILE MARKETING
- CONTENT MANAGEMENT
- E-COMMERCE
- ...



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Customer first is the first customer-centric solutions event that help you meet marketeers and advertisers in search of specific solutions. The format of the event facilitates networking & demonstrations the whole day long. Seven themes are developed, each of them having a deicated demo zone. Entrance is free. Venue is made of professionals only. Lunch is free as well as the closing drink at 6.30. The day event is followed by the 8th Night of Internet Awards dinner party, gathering another 300 decision makers in the field. Don't delay, give your company a boost ; exhibit at Customer First 06!

Customer first price list*

6 M ² booth	<input type="checkbox"/>	3.200 €
12 M ² booth	<input type="checkbox"/>	5.900 €
24 M ² booth	<input type="checkbox"/>	11.000 €
Workshop	<input type="checkbox"/>	1.900 €
Demo package	<input type="checkbox"/>	4.900 €
6 M ² (fully equiped) + Workshop	<input type="checkbox"/>	11.800 €
Business package	<input type="checkbox"/>	23.000 €
12 M ² (fully equiped) + Workshop + 1/1 page inside FR+NL	<input type="checkbox"/>	
Partner package	<input type="checkbox"/>	
32 M ² floorspace + 2 workshops + 1/1 page inside FR+NL + mention of the partner logo on mediaplan + 200 invitations + table for 10 at Night Of		

**Please
return
by fax:
02/645 34 87**

Name Function:

Company: Adress:

City: Postal code:

Phone.: Fax:

E-mail:

date

signature

* Members of the supporting organisations (IAB, BDMA, Feweb, CMS Channel & Flanders Multimedia Valley) benefit from a 15% discount on all prices (except for the seats & tables at the Night Of Internet Awards).