



TUESDAY, JANUARY 10, 2012 - THE PLAZA HOTEL - NEW YORK, NY

SCHEDULE OF EVENTS

7:30 - 8:15 a.m. REGISTRATION & CONTINENTAL BREAKFAST						
8:15 - 8:45 a.m. WELCOME & OPENING REMARKS Linda Gridley, President & CEO, Gridley & Company LLC						
Grand Ballroom - Lobby Level						
COMPANY PRESENTATIONS	Room 1	Room 2	Room 3	Rendezvous Room	Champagne Suite	Terrace Room
8:55 - 9:15 a.m.	JiWire	eBureau	Thrillist	Cardlytics	Silverpop	Adknowledge
9:20 - 9:40 a.m.	Authentic Response	BrightTag	Complex Media	RESERVED	Zeta Interactive	Appnexus
9:45 - 10:05 a.m.	ReturnPath	aiMatch	WMI	Rushcard	Vitrue	Tremor Media
10:10 - 10:30 a.m.	AdBlade	Exelate	New Track Media	Regulatory Data Corp	Triad Digital	Vibrant Media
10:35 - 10:55 a.m.	MORNING BREAK					
11:00 - 11:20 a.m.	RESERVED	TouchCommerce	Marin Software	Lending Club	WhaleShark	Forrester Analysts Panel
11:25 - 11:45 a.m.	PrivacyStar	OrderMotion	RESERVED	Receivable Exchange	Appsavvy	
12:00 - 1:30 p.m.	NETWORKING LUNCH KEYNOTE: FIRESIDE CHAT Grand Ballroom - Lobby Level					
1:45 - 2:05 p.m.	Linkable Networks	Acculynk	PaySimple	Marketing Software Panel	Mobile Panel	Data Measurement Panel
2:10 - 2:30 p.m.	EDO Interactive	HeathEquity	Truaxis			
2:35 - 2:55 p.m.				VC Panel	Big Data Panel	eCommerce Panel
3:00 - 3:20 p.m.						
3:25 - 3:40 p.m.	AFTERNOON BREAK					
3:45 - 4:05 p.m.				Private Equity Panel	Digital Content Panel	Ad Tech Panel
4:10 - 4:30 p.m.						
4:45 - 5:45 p.m.	END OF DAY FIRESIDE CHAT "SUCCESSFUL ENTREPRENEURS TAKE THE STAGE" Grand Salon - Lobby Level					
5:45 - 7:00 p.m.	NETWORKING COCKTAILS					
						