

## **CALL FOR PRESENTERS: *The Market Research Event 2010***

Email [kvazquez@iirusa.com](mailto:kvazquez@iirusa.com) by **Friday, March 19, 2010**

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**From:** Krista Vazquez

**Re:** *The Market Research Event 2010*

**Event Date:** November 8-10, 2010

**Location:** Hilton Bayfront San Diego, San Diego, CA

**Deadline:** **Friday, March 19th, 2010**

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Krista Vazquez, Conference Director, *The Market Research Event* is now recruiting speakers for the 2010 program.

*The Market Research Event* is the industry's leading conference showcasing the business value of market research and introducing the very best of what's new in the market research field. Recognized for consistently delivering high quality content and speakers who are willing to share real stories, TMRE has earned the reputation as the "World's Top MR Event." The 2010 event is projected to attract nearly 1000 attendees with more than 60% representing end users and clients. Get involved today. **All speakers will receive a free pass to attend the event (\$3000+ Value).**

Read on for submission guidelines.

**Note: Submission deadline is Friday, March 19, 2010.**

**Content areas include:**

Segmentation  
Marketing & Media Mix  
In-store Research & Shopper Insights  
Trends  
Research & Social Media  
Analytics & Measurement  
Marketing & Brand Insights  
Management & Leadership  
Insight Driven Innovation  
Business to Business Research  
New Tools, Techniques & Methodologies  
ROI  
Neuroscience/Biometrics

NOTE: Suggestions for alternate topics also accepted. Sessions can be presented as a case study or interactive/roundtable discussion.

All submissions must include the following:

1. Compelling and benefit oriented session title
2. 75 word description of proposed topic
3. 2 bullet points identifying key take-aways
4. Short bio for proposed speaker (include name, business title and company)
5. Contact information including e-mail address and phone number for proposed speaker.

All submissions must be sent to Conference Director, Krista Vazquez via email at [kvazquez@iirusa.com](mailto:kvazquez@iirusa.com) by Friday, March 19, 2010.

NOTE: If your session is selected, portions of the content provided will be published in the event materials to promote your participation. Due to the high volume of submissions, only those submissions that are selected will be notified.

- Sessions are 30-45 minutes in length inclusive of time for Q&A
- Commercialism and self-promotion are NOT permitted or tolerated. If this happens, you will NOT be invited to return as a speaker.
- Travel, lodging and other expenses are the responsibility of the speaker.

**Who are we looking for?**

End users and market research clients from all industries including CPG, Technology, Entertainment/Media, Financial/Insurance, Pharmaceutical, Retail, Automotive, B2B and more. All speakers will receive a free pass to attend the event (\$3000+ value).

All vendors, solutions providers and consultants should contact Deborah Hatcher at [dhatcher@iirusa.com](mailto:dhatcher@iirusa.com) or Jon Saxe at [jsaxe@iirusa.com](mailto:jsaxe@iirusa.com) for information on how you can be considered for a speaking spot as well as exhibit opportunities.

All the best,

Krista Vazquez  
Conference Director  
Institute for International Research

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