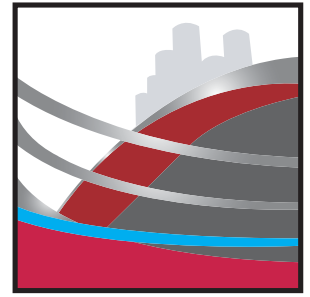


# THE CIO FORUM

NORWEGIAN DAWN, 6-9 MAY 2007



## CaseStudy



One-on-One Meetings



Mealtime Meetings



Conference

### Burlington Coat Factory at The CIO Forum: Actionable Information for Cost-Effective Innovation

Burlington Coat Factory's IT organization has an industry-wide reputation for cost-effective innovation. To maintain and extend his company's advantage, Vice President of Information Services Brad Friedman has attended three consecutive CIO FORUMS.

"I can only attend two or three events each year," says Friedman. "I need to make sure the value I'm receiving is very high. I get that from THE CIO FORUM."

#### WHAT WORKS: LESSONS FROM FELLOW CIOS

"The sessions and keynotes are very engaging, and so are the smaller, more intimate roundtables, where I'm networking with other CIOs. There's tremendous value in hearing about other people's trials and tribulations, what they've done and what they're doing, their successes and failures. I can use all that to make improvements in my own efforts and processes."

Friedman says THE CIO FORUM is an especially productive way to meet potential suppliers. "If you walk a trade show floor, you might see 500 different vendors, but it's very difficult to take in any of it. You're basically walking by, getting a brochure, putting it in a bag – that's all." In contrast, "THE CIO FORUM allows you to pick and choose who you talk to, and gives you time to understand what they do. It's not high pressure. And if you desire to follow up, you can have them present in your office in a leisurely environment. It's simply a much better way of doing business."

Sometimes, THE CIO FORUM helps Friedman discover potential suppliers that his competitors might not hear about for years. For example, "Savvis is riding a wave right now. They've come a long way in the three and a half years since I first met them at THE CIO FORUM."

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Brad Friedman, Vice President of Information Services  
-Burlington Coat Factory

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Round Table Meetings



Networking



One-on-One Meetings

Burlington Coat Factory has been widely praised for its use of emerging technologies to reduce costs. Friedman comes to THE CIO FORUM looking for vendors that can support his leading-edge Linux environment, and he's got a great business proposition for them: "If a company offers a product that can deliver substantial value in my environment, and they're committed to delivering that product on a Linux platform, I'm open to partnering with them. I can help them get there" – thereby helping them gain access to a new, fast-growing market.

#### WHERE VENDORS GET PAST THE VOICEMAIL

Potential suppliers are far likelier to get Friedman's attention at THE CIO FORUM than through conventional selling. Friedman's voicemail system offers detailed directions for even asking to make a presentation. "There's so much being pushed at you today, that's the only way I even have close to enough time to manage it." Inevitably, many suppliers simply don't make the cut. But, if he's met you at THE CIO FORUM, "it's no longer a cold sales call. They've already met with me for 30 minutes. Maybe they've eaten dinner with me. They have their foot in the door. They've made an impression, and I'll be more likely to entertain them in my office."

Friedman says the vendor meetings can be extremely useful even if they don't lead directly to a purchase. "I sat down with Intel for a half-hour, and got really great product updates: roadmaps that help me understand where they're going with their processors."

Beyond the conference and vendor meetings, Friedman values THE CIO FORUM for its peer networking. "There are many people I've grown to know where, if I had some challenge, I wouldn't hesitate to give them a call. Or I'll see them elsewhere, and we'll have something in common. That's valuable. Maybe not today or tomorrow, but in the future, the networking you can do here pays you back by leaps and bounds."

THE CIO FORUM INDUSTRYWIDE and THE CIO FORUM FINANCIAL SERVICES are the premier events connecting senior IT executives at leading North American companies with the world's leading suppliers of IT products and services. Senior enterprise technology executives who meet stringent qualification standards are invited to participate in a strategic conference program tailored to address their most urgent business challenges. They spend two days and three nights networking with executive-level colleagues in a luxurious, distraction-free environment. These executives also meet one-on-one with the suppliers of their choice, enabling them to access and rapidly evaluate the field's highest value solutions.

THE CIO FORUMS will take place from May 6-9, 2007 onboard the Norwegian Dawn, sailing from New York City. To learn more about participating as a supplier, please contact GRACE LAMBERT 212.651.8749, [glambert@richmondevents.com](mailto:glambert@richmondevents.com)

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