



Sales 2.0 Conference Series 2011

ATTENDEE TESTIMONIALS

“Just finished attending one of the most interesting conferences I’ve attended in years, the Sales 2.0 Conference.”

JEFF ROZNER, DIRECTOR DEMAND GEN, PALACE RESORTS

“I have attended the Sales 2.0 Conference three years in a row and find the content and **networking opportunities excellent**. The professionals attending are genuinely looking to improve their business by learning about the best sales and marketing technologies and processes.”

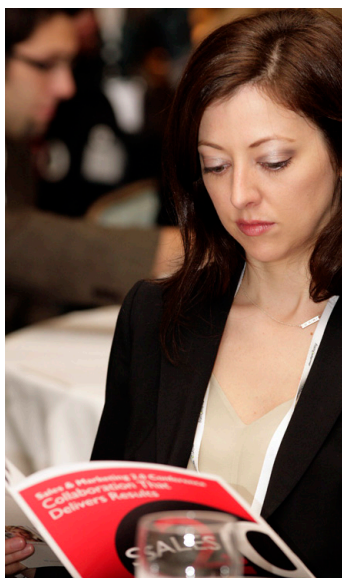
James Cabral,
Vice President of Sales-NA,
Infogroup OneSource



“The Sales 2.0 Conference was a **revolutionary event**.

It enhanced my future vision of the sales professional. Also, I brought back more sales and marketing strategies and programs than I could possibly implement immediately. My greatest challenge will be deciding which initiative to prioritize first. This will become an annual event for both my own self development, and for Paychex, Inc. to keep pace in an ever changing Sales 2.0 world.”

ANDY ROE, SALES MANAGER, PAYCHEX, INC.



“BEING A MANAGER OF SALES TECHNOLOGY, THIS IS THE #1 CONFERENCE I LOOK FORWARD TOO!”

Sam Sanderson, Manager, Sales Technology,
Insperity, Inc. (formerly Administaff)





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ATTENDEE TESTIMONIALS (CONTINUED)



*“Tom Drews, Craig Rosenberg, Rich Berkman and Jeffery Hayzlett gave **great insight** and wonderfully fresh, new ideas that I will definitely use. Those four presenters alone made the **conference worth it!**”*

MICHAEL ASHFORD, DIRECTOR OF BUSINESS DEVELOPMENT SUPPORT, CIVICPLUS



“Sales 2.0 Conference is a good event for any sales or marketing professional that wants to share and learn about best-practices. Sessions are many and varied, and I believe most attendees should take away enough **gems to warrant the cost** in time and money.”

Adrian Hurel, VP Sales – Americas, Helimedia Limited

“THIS CONFERENCE WAS AN EXCELLENT FORUM FOR MEETING VENDORS THAT DIRECTLY IMPACT MY ABILITY TO DO MY JOB AND PEERS WITH SIMILAR CHALLENGES. I WOULD RECOMMEND THIS FORUM FOR ALL MODERN MARKETING PROFESSIONALS.”

Bruce Lehman, Database Marketing Manager, IHS



“The Sales 2.0 Conference exceeded my expectations. I came away with several **solid new ideas** about how to implement 2.0 sales and marketing initiatives. I would highly recommend future Sales 2.0 Conferences to anyone.”

DICK ORLANDO, EXECUTIVE VICE PRESIDENT, BISCOM