



Revenue Planning for Aggressive Companies

...In This Tumultuous Economy,
...Where's Our Industry Now?
...Where Is It Going?

Here's The Answer!!

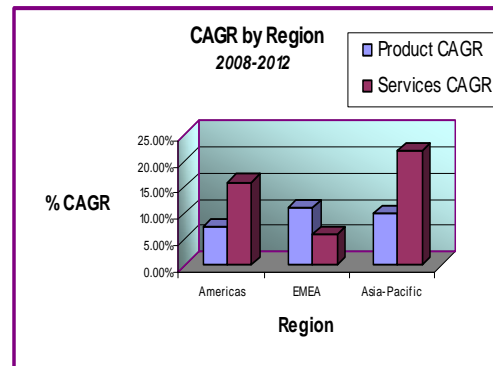
The Global Market Intelligence Briefing!

.....a straight talk, fact filled on-site presentation of the Global and North American *Professional TV Products* markets, structured exclusively for suppliers and resellers of products and services.

The *Briefing* brings you up-to-date on the current status, and near term revenue prospects, for our industry. The *Briefing* includes:

A. The Global Look (... sample topics):

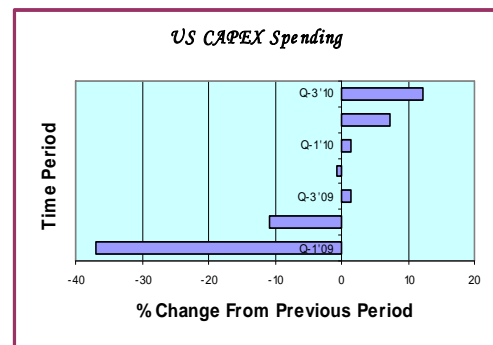
Breakdown of the global market...what's selling...global market by nine distinct product categories/services...geographic breakdown...the Americas, EMEA and Asia...CAGR the next five years...the new rise of the service sector... where's the future growth...factors holding up sales-credit, economic, pricing, deferrals, discounting...near term outlook



Discussion

B. North American View (... sample topics):

Overall "climate"...Capital Equipment Expenditure (CAPEX) projections ...Products vs. Services... Who and where are the end users...key company performances...five year OTA TV station revenue projections...Where to concentrate sales efforts...Broadcast as a % of the market



Discussion

C. Optional Discussions: Growth Opportunities With Today's New Marketing

*New Technology...3DTV

*Tips and Tricks for planning your business

- Seasonality for your company
- Using your existing sales data base
- Know where you're at...growth and trends...

*Customer Loyalty Programs

*MARCOM & the media....print or electronic... Using the Internet

*Sales Re-Discovery Program

- Your resellers, inside and direct sales

Discussion

Briefing Requirements:

- maximum of six attendees
 - Dedicated conference room with computer projector or display device
 - GEA provides hand out material
 - GEA provides on-site catered lunch
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Briefing Costs, Benefits and Expenses

<i>One-Time Fee:</i>	\$ 1,200, paid in advance
<i>Complimentary Telephone Consulting:</i>	Up to two ½ hour calls/week, for three weeks after the completion of the briefing, no additional charge
<i>Travel to Briefing Site:</i>	Travel expenses at actual cost, cost sharing with other clients as applicable, coach class airfare, Holiday Inn/Courtyard class hotels, auto mileage at the current IRS rate, rental car-intermediate size

All payments to be made to **GEA & Associates, Fed ID# 41-2151501**

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