

Stage-Gate® Innovation Summit '09

A powerful exchange and collaboration of cutting-edge ideas, solutions, experiences and free-flowing discussions with industry's best and brightest innovation leaders



SUMMIT CO-CHAIRS SCOTT J. EDGETT AND ROBERT G. COOPER

Robert G. Cooper and **Scott J. Edgett** are the world's foremost experts in the field of product innovation. They have inspired and enabled business executives and organizations around the world to create billions of dollars in new wealth

through product leadership. Creators of the world's most widely implemented innovation system, Stage-Gate®, their pioneering research and resulting methodologies have led to some of the most important discoveries in new product development and portfolio management.

FEBRUARY 24-25, 2009



**SHERATON SAND KEY
RESORT
CLEARWATER, FLORIDA**

PRESENTATIONS BY INNOVATION CHAMPIONS FROM THESE LEADING COMPANIES

- Church & Dwight** – Matthew Wasserman, Director, Global Portfolio & Product Stewardship
- Corning Inc.** – Bruce Kirk, Director Corporate Innovation Effectiveness
- Fresenius** – Wally Slone, Vice President Business Solutions
- ICOM** – Peter Meyers, Vice President Marketing
- ITT Industries** – Dick Arra, Vice President and Chief Technology Officer
- Johnson & Johnson** – John Gilbert, Director of Research & Development
- McKesson** – Andres Salinas, Vice President Process Improvement
- Procter & Gamble** – Kim Jones, Director of Innovation & Initiative Management Systems



REGISTER TODAY! ♦ Event is strictly limited to 125 industry practitioners

Don't be disappointed ♦ This event SOLD OUT quickly last year! ♦ www.stage-gate.com

FEBRUARY 24-25, 2009
SHERATON SAND
KEY RESORT
CLEARWATER, FLORIDA

Stage-Gate® Innovation Summit '09



Dear Business Leader:

How do leaders of the world's top performing companies drive consistent, profitable growth through product innovation?

Join us at Stage-Gate Summit '09 for a powerful exchange of cutting-edge ideas, discussion and learning with industry's best and brightest innovation leaders as we explore this critical topic. Discover how and why certain companies are achieving stellar organic growth results despite the numerous challenges and obstacles before them. Learn from 8 case studies hand-selected for their rich, practical and exemplary demonstrations of product leadership and best practices: Church & Dwight • Corning • Fresenius Medical Care • ICOM • ITT Industries • Johnson & Johnson • McKesson Provider Technologies and Procter & Gamble. We guarantee you will get tremendous value by listening to the stories of these champions.

This year in particular, we've witnessed business leaders maximize their performance in two key areas:

- ◆ Driving value-creation through active product innovation leadership and,
- ◆ Transforming the organization into an innovation machine.

We plan to share valuable learnings, real stories and practical tips for accelerating and succeeding in both of these key areas. We look forward to seeing you in sunny Florida this February.

Best regards,

Bob Cooper Scott Edgett

*“What an incredible event
(Stage-Gate Summit '08).*

*I took away numerous
learnings and made many
valuable connections.*

*Your entire team is
fabulous and did a
perfect job in order to
make it a big success.*

*I plan to be a part of
‘the Stage-Gate
family/community’
for many more
years to come.”*

Johannes Erler
Vice President Innovation
D. Swarovski & Co.

ABOUT STAGE-GATE INTERNATIONAL



Stage-Gate International is the world's leading full-service provider of solutions which enable organizations to improve their Product Innovation and Portfolio Management capabilities. A globally recognized and trusted brand, Stage-Gate International accelerates

client success with strategic advisory and transformation services, leading-edge products, best-selling publications, first-rate seminars and Stage-Gate® certification. Clients include more than 5000 organizations of all sizes across all industries.

Maximizing Product Innovation Performance to Drive Profitable Results

WHO SHOULD ATTEND

The Stage-Gate® Innovation Summit is a unique opportunity to meet with innovation leaders and Stage-Gate Best Practice Champions, all of whom share a common quest — to get better results from innovation. Exchange ideas and learn from this high caliber faculty and user group. The Summit will be of most value to Vice Presidents, Directors and Senior Managers of R&D, Product Innovation, Marketing, Product Engineering, Business Development and Business Process Improvement from all industries, company sizes and experience levels.

BREAKDOWN OF REGISTERED DELEGATES TO THE 2009 STAGE-GATE SUMMIT TO DATE

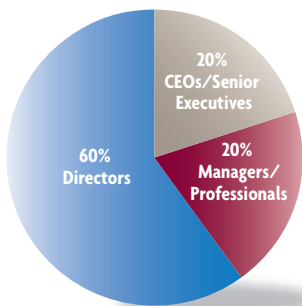


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8 KEY DELIVERABLES

- 1** Insights into the Product Innovation Strategies and Programs of top performing companies through case presentations delivered by Church & Dwight • Corning • Fresenius Medical Care • ICOM • ITT Industries • Johnson & Johnson • McKesson Provider Technologies and Procter & Gamble.

- 2** Network with a high caliber of industry leaders to exchange ideas, solutions and experiences. Formal and informal networking activities including the popular ‘Evening Social’ event.

- 3** Learn trends and forward predictions delivered by Summit Co-Chairs and Keynote Speakers, Dr. Robert Cooper and Dr. Scott Edgett.

- 4** Participate in professionally facilitated, interactive workshops and panel discussions on the topics you said were most critical to you.

- 5** Receive personal advice and coaching on how to solve your toughest challenges from Dr. Cooper, Dr. Edgett, Guest Speakers and Stage-Gate International Product Innovation Specialists.

- 6** Discover advanced techniques and cutting-edge solutions to the most challenging aspects of product innovation.

- 7** Learn more about the product innovation software tools that have achieved Stage-Gate Ready Certification and receive personal demonstrations by participating vendors.

- 8** Receive a full set of reference materials including an executive summary capturing key learnings to share with others upon return to your company.

REGISTER TODAY!

This event SOLD OUT quickly last year!

SUMMIT AGENDA • FEBRUARY 24-25, 2009

TUESDAY • FEBRUARY 24 CONFERENCE DAY ONE

- 7:30 – 8:30 Registration and Networking Breakfast
- 8:30 – 8:45 Welcome and Introduction
- 8:45 – 9:30 **Keynote Address: CREATING VALUE: DRIVING PROFITABLE GROWTH THROUGH PRODUCT LEADERSHIP**
Dr. Robert G. Cooper, World-Renowned Authority on Product Innovation and Creator of Stage-Gate®
- 9:30 – 10:15 **CORNING'S UNWAVERING COMMITMENT TO PRODUCT INNOVATION**
*Bruce Kirk, Director Corporate Innovation Effectiveness, **Corning Inc.***
- 10:15 – 10:45 Refreshments and Networking Break
- 10:45 – 11:30 **PRODUCT LEADERSHIP: P&G'S INNOVATION DIAMOND**
*Kim Jones, Director of Innovation & Initiative Management Systems, **Procter & Gamble***
- 11:30 – 12:00 **Review of Morning Presentations:**
Wrap-up with Dr. Cooper
- 12:00 – 1:00 Networking Luncheon
- 1:00 – 1:45 **CHURCH & DWIGHT'S APPROACH TO PRODUCT INNOVATION: FEWER, BIGGER, BETTER**
*Matthew Wasserman, Director, Global Portfolio & Product Stewardship, **Church & Dwight***
- 1:45 – 2:45 **Idea Exchange Break-out Session: ACHIEVING EFFECTIVE PRODUCT INNOVATION GOVERNANCE**
- 2:45 – 3:15 Refreshments and Networking Break
- 3:15 – 3:45 **Presentation of Break-out Session Results:**
Moderator: *Jim Mikell, Executive Vice President, **Stage-Gate International***
- 3:45 – 4:30 **Review of Afternoon Presentations:**
Wrap-up and Open Q&A with Dr. Cooper and Dr. Edgett
- 5:00 – 6:00 **Evening Networking Reception**

WEDNESDAY • FEBRUARY 25 CONFERENCE DAY TWO

- 7:30 – 8:00 Networking Breakfast
- 8:00 – 8:45 **Keynote Address: LEADING THE CHARGE: TRANSFORMING YOUR ORGANIZATION INTO AN INNOVATION MACHINE**
Dr. Scott J. Edgett, World-Renowned Authority on Product Innovation & Pioneer of Portfolio Management for New Products
- 8:45 – 9:30 **A DISCIPLINED STAGE-GATE SYSTEM WITHIN A TRULY ENTREPRENEURIAL CULTURE**
*John Gilbert, Director Research & Development, **Johnson & Johnson***
- 9:30 – 10:15 **HOW ICOM IS USING STAGE-GATE TO ACHIEVE TOP-LINE GROWTH**
*Peter Meyers, Vice President Marketing, **ICOM***
- 10:15 – 10:45 Refreshments and Networking Break
- 10:45 – 11:30 **ALIGNING PEOPLE, PROCESS, AND TECHNOLOGY TO DRIVE PRODUCT INNOVATION PERFORMANCE**
*Wally Slone, Vice President Business Solutions, **Fresenius Medical Care***
- 11:30 – 12:30 Networking Luncheon
- 12:30 – 1:15 **HOW MCKESSON PROVIDER TECHNOLOGIES IS IMPLEMENTING STAGE-GATE TO 'MAKE IT STICK'**
*Andres Salinas, Vice President Process Improvement, **McKesson Provider Technologies***
- 1:15 – 1:45 **Innovation Leaders Panel Discussion:**
Moderator: *Michelle Jones, Executive Vice President, **Stage-Gate International***
- 1:45 – 2:15 Refreshments and Networking Break
- 2:15 – 3:00 **HOW ITT DRIVES VALUE CREATION WITH VALUE BASED PRODUCT DEVELOPMENT**
*Dick Arra, Vice President and Chief Technology Officer, **ITT Industries***
- 3:00 – 3:30 **Review of Afternoon Presentations:**
Wrap-up and Open Q&A with Dr. Cooper and Closing Remarks



KEYNOTE PRESENTATIONS

Tuesday, February 24

8:45 - 9:30am

CREATING VALUE: DRIVING PROFITABLE GROWTH THROUGH PRODUCT LEADERSHIP



Dr. Robert G. Cooper
SUMMIT CO-CHAIR

Father of Stage-Gate®; author of best-selling *Winning at New Products, 3rd Edition* and *Lean, Rapid and Profitable New Product Development*; recently named “The World’s Top Innovation Management Scholar” (*PDMA’s Journal of Product Innovation Management*)

Product Innovation is the lifeblood of the modern corporation. It is the only sustainable way to drive real, long-term value-creation. Business leaders who embrace product innovation and lead the charge deliver superior performance results. For busy executives, the popular question remains: What role must the company’s leaders play in product innovation to achieve profitable growth? In this keynote address, Robert Cooper confirms three critical roles the company’s leaders must play and simplifies the daunting task by introducing the Executive’s Framework to Successful Product Innovation.

Wednesday, February 25

8:00 - 8:45am

LEADING THE CHARGE: TRANSFORMING YOUR ORGANIZATION INTO AN INNOVATION MACHINE



Dr. Scott J. Edgett
SUMMIT CO-CHAIR

World expert in the field of product innovation; co-author of *Portfolio Management for New Products, 2nd Edition*; named among “The World’s Top Ten Innovation Management Scholars” (*PDMA’s JPIM*)

Product Innovation is one of the most complex business activities an organization will undertake. Top performing companies see this complexity as an opportunity to create a unique, difficult-to-copy competitive advantage by establishing a solid Product Innovation Program. In this keynote address, Scott Edgett shares how leaders drive strong performance results by being involved and by putting into place simple yet effective strategies, such as demanding continuous improvements to Stage-Gate processes and implementing metrics for improving governance. Dr. Edgett concludes with the top five mistakes you must avoid while transforming your organization into an innovation machine.

“Dr. Robert Cooper and Dr. Scott Edgett have been ‘leading the way’ in the field of NPD for some time now — we look forward to their high impact presentations. ISBM’s Membership is comprised of some of the worlds’ most admired companies looking for cutting edge insights and guidance on business issues. It is critical that we deliver the world’s foremost thought leaders to our membership — Cooper and Edgett are among the quintessential leaders in this field and who we turn to first.”

Ralph A. Oliva, Executive Director, Institute for the Study of Business Markets
Professor of Marketing, Smeal College of Business, Penn State University

REGISTER TODAY!

5

This event SOLD OUT quickly last year!



CASE PRESENTATIONS

HOW ITT DRIVES VALUE CREATION WITH VALUE-BASED PRODUCT DEVELOPMENT



Dick Arra, Vice President and Chief Technology Officer, ITT Industries

In 2002, ITT Industries established an ambitious goal to drive top-line organic growth to new levels and launched Value Based Product Development (VBPD).

In just a few short years, the manufacturing conglomerate more than doubled sales revenues from new products. Mr. Arra attributes this success to the introduction of a disciplined Stage-Gate process with emphasis on high quality voice-of-customer input and tough Go/Kill decision points (gates) — a key cornerstone of VBPD.

Mr. Arra will provide an overview of how ITT approaches product innovation and will discuss the leadership required to drive such a rigorous, disciplined approach across the complex, global ITT community of 40,000 people in 55 countries.

Key takeaways include:

- ◆ ITT's Value Based Product Development Model and the key considerations in determining the degree of standardization of Stage-Gate across the 50+ value centers
- ◆ ITT's strategic (and opt-in) approach to implementing Value Based Product Development
- ◆ ITT's approach to introducing Value Based Product Development Model to their steady stream of new acquisitions

PRODUCT LEADERSHIP: P&G'S INNOVATION DIAMOND



Kim Jones, Director of Innovation & Initiative Management Systems, Procter & Gamble

At Procter & Gamble, innovation is their lifeblood. For over 15 years, P&G has pursued improved performance in new product success and in Initiative Management

(P&G's internal model for improving the systems and processes which they use to drive new products to market). While great progress has been made, particularly over the last 8 years, P&G has once again, raised the bar. Recently, they established corporate objectives which will push P&G's performance to a completely new level. While they continue to make modest improvements to their Stage-Gate process, their attention and effort has shifted to learning how to truly leverage all four points of their Innovation Diamond (modeled after Cooper & Edgett's Innovation Diamond™).

Through careful study they have come to recognize that the biggest gains in business performance will come from a focus on improving Initiative Leadership — more specifically, the 'People' side of the equation.

Ms. Jones will discuss the learning journey and action plans that P&G has implemented to drive continued improvements to their product innovation performance and specifically their leadership qualification process.

Key takeaways include:

- ◆ Diagnosing the health of your Innovation Diamond
- ◆ Developing a balanced improvement plan

“There was a tremendous amount of energy and passion from speakers and delegates around a broad array of topics relating to innovation and product development. It was a very professional and practical environment for discussion and learning.”

Matthew Lovell, Vice President, R&D Finance, Advanced Medical Optics

A DISCIPLINED STAGE-GATE SYSTEM WITHIN A TRULY ENTREPRENEURIAL CULTURE



John Gilbert, Director Research & Development, Johnson & Johnson

Johnson & Johnson, a leader in consumer healthcare, has enjoyed year-over-year sales growth for more than a century. They attribute this success to their unwavering commitment to developing superior products and their truly entrepreneurial culture. Therefore, when the Consumer Products Company Division (CPC) decided to introduce a disciplined approach to global collaboration to improve the speed and efficiency of product innovation they anticipated resistance. However, in order to maintain the company's competitive edge in a continually growing globally competitive market, status-quo was not an option.

In 2004, the journey began for Johnson & Johnson's CPC Division. To ensure success, they designed a comprehensive Product Innovation Roadmap. It started with what is believed by the CPC team to be one of the most important enablers of their success — a truly global R&D organization. The implementation of Stage-Gate, Portfolio Management and Resource Management followed with all three leading to the organization-wide visibility necessary to engage their executives and maintain their unwavering commitment to product innovation.

Mr. Gilbert will describe Johnson & Johnson's approach to Product Innovation and will highlight what he believes is pivotal to their continued success.

Key takeaways include:

- ◆ Overview of Johnson & Johnson's Product Innovation Model and enabling organization structure
- ◆ Key considerations when introducing a Stage-Gate process into an entrepreneurial culture

CORNING'S UNWAVERING COMMITMENT TO PRODUCT INNOVATION



Bruce Kirk, Director Corporate Innovation Effectiveness, Corning Inc.

This year's winner of the Outstanding Corporate Innovator Award, Corning is recognized for the strength of its innovation strategy including a "recipe" for success that draws on long-standing materials and process knowledge, deep market understanding and an entrepreneurial, collaborative culture. The world leader in specialty glass and ceramics has achieved market and peer recognition for their ability to deliver a steady stream of truly 'breakthrough' new product winners.

In 2004, Corning conducted a thorough internal assessment of their Product Innovation Program which included all core elements critical to their success: product innovation and technology strategy, technical core competencies, internal business processes such as: Stage-Gate, Voice of Customer, Ideation and their Innovation Governance structure. Mr. Kirk will share how the decisions and actions that followed this study helped Corning to make significant improvements in their overall approach to New Product and Process Development. He will discuss how Corning's improvements were critical for new product success, and how their new NPD governance structure is engaging company leaders on a new level, helping them to target and successfully develop truly breakthrough new products.

Key takeaways include:

- ◆ What Corning has learned is critical for new product success
- ◆ Overview of Corning's newly launched NPD governance structure
- ◆ How Corning accelerates development of breakthrough new products

DID YOU KNOW THAT THE STAGE-GATE® SYSTEM — EVERY DETAIL OF ITS DESIGN — IS DELIBERATE, EVOLVING AND BASED ON PROVEN RESEARCH?

Subtle design details such as: placing a gate before the 1st stage; requiring eight dimensions of a product definition; the product superiority criteria; the readiness check; defining red flag parameters; requiring gatekeepers to score privately; the scorecard standard deviation and so on (300+ design details), drive specific practices and behaviors which are proven to correlate with new product success.



CASE PRESENTATIONS

HOW MCKESSON PROVIDER TECHNOLOGIES IS IMPLEMENTING STAGE-GATE TO 'MAKE IT STICK'



Andres Salinas, Vice President Process Improvement, McKesson Provider Technologies

In 2006, McKesson Provider Technologies conducted a thorough analysis of its portfolio of current products and concluded that a significant percentage were at risk given their 'mature' positioning within the Product Lifecycle.

They concluded it was critical to accelerate the implementation of a world-class approach to product innovation and committed to implementing Stage-Gate. They recognized that in order to drive the performance results necessary to replenish a maturing portfolio, they needed a complete organizational and cultural transformation.

Mr. Salinas will walk through McKesson's unique and well-thought-out approach to implementing Stage-Gate for a complex organization and will describe how, from the get-go, their intent was to 'Make It Stick.'

Key takeaways include:

- ◆ An overview of the Master Implementation Roadmap used to accelerate the introduction of Stage-Gate
- ◆ How McKesson integrated People, Process and Technology to ensure a successful implementation
- ◆ McKesson's Dashboard – Key metrics used to monitor Process Adoption, Process Health and Performance Outcomes

ALIGNING PEOPLE, PROCESS, AND TECHNOLOGY TO DRIVE PRODUCT AND TECHNOLOGY INNOVATION PERFORMANCE



Wally Slone, Vice President Business Solutions, Fresenius Medical Care

In 2006, Fresenius Medical Care, the world's largest provider of life-sustaining dialysis products and services set into motion the necessary actions to implement a disciplined Stage-Gate process. Developing high quality products effectively and efficiently is a mission-critical business process for the \$10 billion dollar market leader. The initial goal was to get the complex, heavily regulated process of developing new products under an efficient and consistent process that would increase speed to market and sustain the current product portfolio.

Mr. Slone led the effort to implement a Product Lifecycle Management (PLM) process. His team focused on understanding the "current reality" of product innovation by first engaging the people (voice of customer) who would ultimately be the end users of the PLM process. This set the foundation for changing 'the-way-we-work.' Fresenius is transforming its organization's product ideation-to-launch process, technology procurement and implementation. By killing less attractive projects and shifting valuable resources, Wally and his team have reinvigorated the product and senior management team to focus on the "critical few" to accelerate the time to market without reducing the pipeline's value.

Key takeaways include:

- ◆ Overview of Fresenius's Product and Portfolio Management
- ◆ How Fresenius is aligning People, Process, and Technology to accelerate new product performance results
- ◆ How the Stage-Gate process is helping transform Fresenius' organization into a 'business-minded' culture

"I cannot recall any Summit on any subject that was as valuable or as well managed as this one."

Jack Welsch, Vice President Product Development, InterMetro (an Emerson Electric Company)

CHURCH & DWIGHT'S APPROACH TO PRODUCT INNOVATION: FEWER, BIGGER, BETTER



**Matthew Wasserman, Director,
Global Portfolio & Product Stewardship
Church & Dwight**

Over the past five years Church & Dwight has been steadfast in building their product innovation capability. Their five year plan started with the implementation of Stage-

Gate and what they fondly refer to as the 'engine' of their product innovation program. Recently, they implemented the remaining components of their program which are modeled on Cooper's Innovation Diamond™, including portfolio management and product innovation and technology strategy.

Since implementing a disciplined approach to product innovation, Church & Dwight has seen their organic growth rate climb 500%. They have recently decided to find new ways to engage their leadership and by doing so have managed to take product innovation to an even more strategic level resulting in their new goal — Fewer, Bigger, Better.

Key takeaways include:

- ◆ How Church & Dwight is integrating the three critical decision points of NPD Governance (Strategy, Portfolio, Gates) to yield decisions which drive high value projects to market, faster
- ◆ How Church & Dwight engages their executives in Product Innovation and how this is resulting in more strategic discussions, which is leading to fewer, bigger and better projects

HOW ICOM IS USING STAGE-GATE TO ACHIEVE TOP-LINE GROWTH



**Peter Meyers, Vice President Marketing,
ICOM**

In 2006, ICOM established a strategic business goal to double company revenues through organic product innovation. An internal assessment concluded that the ambitious goal combined with an inadequate new product pipeline meant that ICOM had a large gap to close in a very short period of time. The resulting plan was designed to accelerate the implementation of a 'new products engine,' create a growing momentum, and to solicit high quality contributions from employees.

In building their 'new products engine,' ICOM focused on three key drivers: meaningful and active leadership, an authentic Stage-Gate process and voice of customer skills training. Their implementation approach was creative and engaging and resulted in a full organizational transformation. ICOM is well on their way to achieving their growth target having increased revenues from new products by over 400%.

Key takeaways include:

- ◆ How ICOM's senior leadership team leveraged Go/Kill decision points as their primary vehicle to 'role model' and communicate new product performance expectations
- ◆ The strategic role of the Stage-Gate Process Sponsor in mentoring 'growth-oriented' behaviors from all stakeholders
- ◆ Key considerations when transforming a culture to 'business growth behaviors'

IDEA-EXCHANGE BREAKOUT SESSION: ACHIEVING EFFECTIVE PRODUCT INNOVATION GOVERNANCE

Do you have an effective Product Innovation governance model in place? More importantly, do you know where and how to improve if it isn't producing desired results? Numerous research studies confirm the critical link between effective decision-making and business results. However, despite all the hard evidence, many companies struggle to make effective decisions and harmonize all of the drivers of top Product Innovation Performance: Product Strategy, Portfolio Management, Stage-Gate Idea-to-Launch systems and Climate, Culture and Leadership. Why?

The interactive Idea-Exchange enables you to participate in a free-flowing discussion among a small group of delegates to explore this critical topic. Sessions are professionally facilitated and focus on key aspects of effective Product Innovation Governance including: Goal-Setting, Strategic Arenas, Strategic Buckets, Resource Allocation, Portfolio Balancing, Portfolio Value Optimization, and Making Tough Go/Kill Decisions at Gate Meetings. Hear what other companies and their leaders are doing to improve their Product Innovation Governance model — what is working and what is not. Delegates will hear all Idea-Exchange Session results and receive an Executive Summary for future reference.



10 Reasons You and Your Team Should Attend Summit '09

STAY ON TOP

- 1 Learn how to drive long-term value creation through your product innovation efforts.
- 2 Create a unique, competitive advantage with a solid product innovation program.
- 3 Gain powerful insights and recommended actions from world renowned experts in innovation, Dr. Robert Cooper and Dr. Scott Edgett.

LEARN FROM INNOVATION CHAMPIONS

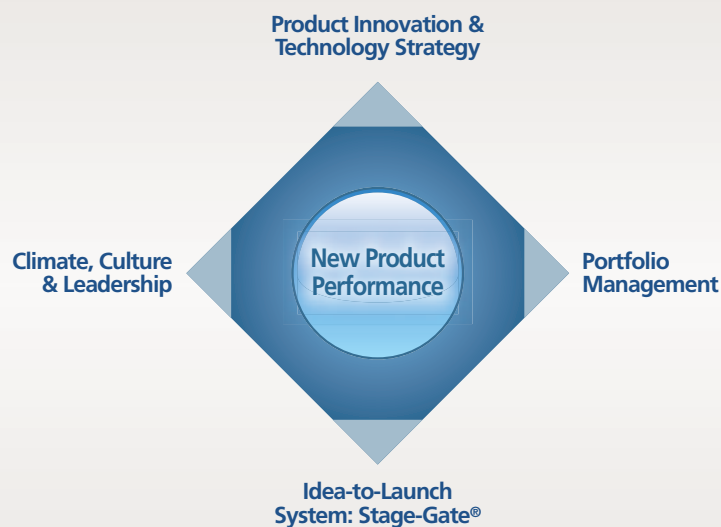
- 4 Hear presentations by eight innovation professionals from leading organizations — their challenges, solutions and lessons learned.
- 5 Discover how industry leaders, during the peak of their innovation performance, pushed the envelope to reach new performance levels.

- 6 Learn about the critical decision points that helped companies achieve outstanding organic growth — as much as 500%.

NETWORK AND EXCHANGE

- 7 Join a focused discussion/workshop on the topic of 'Achieving Effective Product Innovation Governance.'
- 8 Get answers to your specific innovation questions and challenges by connecting with speakers, presenters, delegates, and Stage-Gate experts.
- 9 Swap ideas and solutions with conference attendees during breakfast, lunch and the evening reception.
- 10 Gain an instant, high caliber network of innovation professionals who make it their business to excel in Stage-Gate Innovation Processes.

EXPLORE THE DEPTH AND BREADTH OF THE INNOVATION DIAMOND™: WHERE CAN IT TAKE YOUR PERFORMANCE?



“Top performing companies focus on the four drivers of The Innovation Diamond™.”

Dr. Robert G. Cooper and Dr. Scott J. Edgett, creators of The Innovation Diamond™

PROGRAM INFORMATION

Dates and Time:

Stage-Gate® Innovation Summit '09 will be held on February 24-25, 2009. Registration and continental breakfast will start at 7:30 a.m. Sessions begin at 8:30a.m. on February 24 and concludes on February 25, 2009 at 3:30p.m.

Location and Accommodations:

The Summit will be held at the beautiful Sheraton Sand Key Resort located on the beach in Clearwater FL. Reservations can be made by calling 727-595-1611. (Mention the Stage-Gate® Innovation Summit.)

Program Fee: \$2495 U.S./person. Fee includes summit materials, breakfasts, luncheons, refreshment breaks, and networking reception.

Send Your Team: Groups of 3 or more may deduct \$200 per person.

No Risk Guarantee: Your satisfaction is 100% guaranteed — money back or credit. If you are not satisfied with the quality of this program, let us know in writing and we'll refund your registration fee.

Conference Attire: We recommend attire in the category of "business casual."

Cancellations/Substitutions:

You may send a substitute attendee in your place at any time with no penalty (please inform us in advance, if possible). Cancellations made within 5 business days are subject to a \$200 administration fee. No-shows are liable for the full fee.

Questions? Please contact Valerie Sather at valerie.sather@stage-gate.com or +1-905-304-8797.



MEET YOU AT THE SUMMITSM

In the business of product innovation, a high quality network is crucial. The right network can help accelerate a number of important activities such as discovering your next breakthrough new product, sourcing talent, finding the right development partners, discovering beta clients, benchmarking your performance, solving tough challenges and so on. The Stage-Gate Summit attracts one of the highest caliber audiences in the field of Product Innovation. Meeting and connecting with speakers, best practice companies, delegates and vendors enables you to expand your product innovation network — your most valuable source of ideas and advice. Numerous networking opportunities are designed into the event including:

- ◆ Meet + Greet Breakfasts
- ◆ Evening Reception Event
- ◆ "Meet You at the Summit" Facilitators
- ◆ Sponsor Introductions

Connect with a specific speaker or delegate at the Summit. The Stage-Gate On-Site Team will be pleased to facilitate an introduction to help you optimize your Summit '09 experience!

GOLD SPONSORS



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WAYS TO REGISTER:

CALL: +1-905-304-8797

FAX: +1-905-304-8799

WEB: www.stage-gate.com

MAIL: Stage-Gate Innovation Summit '09
1425 Osprey Drive, Suite 201
Ancaster Business Park
Ancaster • Ontario • L9G 4V5
Canada

REGISTER TODAY! View full program description and agenda at www.stage-gate.com



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2 Innovation Thought Leaders

+ 10 Best Practice Presentations

+ 8 Leading Companies

+ 2 Interactive Panel/Workshop Events

+ much more. . .

= 1 Powerful Learning and Networking Experience

Please accept the following registration(s):

(please photocopy for additional people)

Name Mr./Ms. _____

Title _____

Company _____

Division/Dept _____

Address _____

City/State/Zip _____ Country _____

Phone _____ Fax _____

Email _____

PAYMENT INFORMATION:

Check for \$ _____ enclosed, payable in US funds to *Stage-Gate International*

Please bill my VISA Mastercard AMEX

Card No. _____ Exp. Date _____

Name as it appears on card _____

Signature _____

Please bill my company. PO# _____

Stage-Gate® Innovation Summit '09

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Stage-Gate® Innovation Summit '09

1425 Osprey Drive, Suite 201
Ancaster Business Park
Ancaster • Ontario • L9G 4V5
Canada
www.stage-gate.com