

# CAUTION: This conference will have hot B2B Marketing topics.

B2B CONFERENCE 2007

March 1, 2007 - Westin Harbour Castle - One Harbour Square, Toronto

Following one of the most successful B2B conferences ever held by the Canadian Marketing Association, the **2007 CMA B2B Conference** on **March 1, 2007** promises to be one of the highlights of the year. The program for 2007 features some of the top B2B marketers in the country. Our mandate is to challenge your current thought processes, study and recommend solutions and provide important and current benchmark data that will drive many of your decisions in 2007 and beyond.

Important discussions and significant speakers will be addressing the top issues affecting our businesses today. Driving effective marketing and sales integration, strategies to increase your demand creation, the rise of branded content as a core B2B marketing vehicle and the all-important statistical data that drives our decision making will be hot topics for this conference.

register now

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## Who will you hear from?



### DR. DAVID SUZUKI

Chair of the David Suzuki Foundation and award-winning scientist, environmentalist and broadcaster



### RICHARD ELDH

Managing Director and Co-Founder SiriusDecisions, Inc.



### JOE PULIZZI

Publisher, B2B Marketing Trends and Group Director, Penton Media, Inc.

[See the full speaker list, topics, and schedule »](#)

## What organizations attend?

Aéroplan  
Amex Canada Inc.  
Bell Canada  
Canada Post  
CIBC  
Cornerstone Group of Companies  
Google Inc.  
Hewlett-Packard Co.  
Home Depot of Canada Inc.  
HSBC Bank Canada

IBM Canada Ltd.  
MacLaren McCann  
Microsoft Canada  
Rogers Media Inc.  
TD Bank Financial Group  
The Globe And Mail  
Via Rail Canada Inc.  
Xerox Canada Ltd.

[See a complete list of previous attendees »](#)