



The Lab 1:1 Proof of Concept Unveiling the latest Pilot Results



An Invitation

to join other senior executives to learn more about the 1:1 Lab

Xerox Booth # 235

May 14 to May 16

2007 CMA – National Convention & Tradeshow
– Ottawa Congress Centre

www.xerox.com/1to1lab



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Dedicated
to helping
customers
do great
work

Join us

to learn about the Proof of Concept
that Xerox 1:1 Lab has delivered to the Canadian market

XEROX BOOTH # 235

Meet the Partners!
In depth presentations and discussions:

Tuesday, May 15

10:00 am – 1:30 pm

Xerox 1:1 Lab helps build loyalty among **Solidarity Fund QFL** shareholders

2:00 pm – 5:50 pm

Reader's Digest adds a new chapter in customized direct marketing with the Xerox 1:1 Lab

Wednesday, May 16

9:00 am – 1:00 pm

Xerox 1:1 Lab leads **The Conference Board of Canada** to double its direct response rates

www.xerox.com/1to1lab: Commercial printers, marketers and corporate decision makers now have access to downloadable case studies, video interviews, press releases and much more.

Demonstrating the Power of Personalization

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Are your Direct
Marketing Programs
yielding the results
you desire?

Xerox is dedicated to delivering excellence to clients with cutting-edge technology. The 1:1 Lab is no exception when it comes to providing state-of-the-art solutions for customers to use in their direct marketing initiatives. Xerox 1:1 Lab Program provides a learning environment for selected corporations to test and compare the results of data driven 1:1 direct mail marketing campaigns with traditional direct mail.

From increased return on investment to heightened customer response rate, the 1:1 Lab has made a tremendous impact to its participants: Heritage Education Funds Inc., Tourism BC, Solidarity Fund QFL, Staples Business Depot, The Conference Board Of Canada and Reader's Digest.

The 1:1 Lab Program reflects our commitment to delivering high-quality print colour marketing and variable digital printing.

XEROX®



To find out more about Xerox 1:1 Lab Proof of Concept, visit our website:

www.xerox.com/1to1lab