

Road Map For an IPO

JUNE 20-21, 2000

Going public is often perceived as an enviable mark of great success - an acknowledgement from that most skeptical of judges - Wall Street. However, it is just one ingredient in a company's continued or ultimate success. The best option for you and your company is the one that will give you the sharpest edge in today's competitive environment. To judge if the going public option is right for you, join us for a realistic view of the going public process, including a view of the costs, benefits and risks.

7:30 a.m. - Registration and Breakfast

8:30 a.m. to 12:00 p.m. - Program

Welcome and Overview - Rich Poccia, PricewaterhouseCoopers

Planning, Timing and Expense of a Successful IPO - Mordy Soloff, PricewaterhouseCoopers

Legal Aspects - David Redlick, Hale and Dorr LLP

IPO Execution Issues - Lawrence Calcano, Goldman Sachs

Ensuring a Smooth Ride with the SEC - Bob Fish, PricewaterhouseCoopers

Investor Relations - Karen Griffiths, The Financial Relations Board

Effective Tax Strategies for Company and Senior Management - Murray Alter, PricewaterhouseCoopers

Executive Panel - Larry Begley, CCBN.com; Richard Forman, Register.com; Ken Tarpey, Proxicom; Timothy Weller, Akamai

Fee \$70 per person

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