


**From:** Britta Petersen [britta.petersen@razorfish.com](mailto:britta.petersen@razorfish.com)   
**Subject:** Razorfish Global Tech Summit (September 22, 2015)  
**Date:** September 2, 2015 at 10:37 AM  
**To:**

BP

Hi there -

I was passed your contact information by NYC Media Lab.

[Razorfish](#), the digital agency I work for, is hosting its seventh annual [Tech Summit](#) later this month. As part of the event, I am seeking exhibitions to feature in our "LAB" space. Ray Velez, Razorfish's Global Chief Technology Officer, and I reviewed your work and are hoping you would be interested in participating. Details below.

If you are interested, please let me know **by Thursday, September 10.**

Date: September 22, 2015

Timing: 8:00AM-7:00PM

Location: [Three Sixty](#) (10 Desbrosses Street) New York, NY

Attendee profile: 200 senior technologists, marketers and agency executives

What we will provide: Meals (breakfast, lunch), electricity, wifi, signage and tables. We cannot cover travel costs. If you have other set-up requests or requirements, we will do our best to accommodate – just let me know what you need!

Asks of you: Bring your technology to the event and share with attendees during meals, networking breaks and cocktail hour as part of the LAB. Other companies participating in the LAB include: Adobe and Razorfish.

Additionally, you are welcome to attend general session and listen to speakers including:

Andrew McAfee (Principal Research Scientist, MIT Sloan School of Management)

Lauri Saft (Vice President, Watson Ecosystem IBM)

Shiv Singh (Global Head of Digital & Marketing Transformation, Visa)

Hilary Mason (Founder & CEO, Fast Forward Labs)

Piers Fawkes (Founder & President, PSFK)

Please let me know any questions. I hope to meet you in person on September 22.

Cheers,



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