

August 4-6 | San Francisco

RETAIL2020[®]

The Future of Specialty Retailing

Why is sponsoring Retail 2020
a must for your company?



Meeting, selling and
supporting some of
your best specialty
retailing customers

This is a networking + education event!

See this year's program and guest speakers at:

www.retail2020.net

Partners in Education:

IHA
INTERNATIONAL HOUSEWARES ASSOCIATION[®]
the home authority

THE
GOURMET
RETAILER[®]
THE LEADING VOICE OF THE GOURMET INDUSTRY



SPONSORSHIP OPPORTUNITIES

Experience quality interactions at this retailer-focused, thought-leadership event. Retail 2020 puts your company in direct contact with retailers who are actively committed to improving their store’s merchandising, marketing, customer retention/loyalty and overall retail execution.

Platinum Sponsorship: \$10,000

As an official partner sponsor, your brand will be closely associated with Retail 2020. This is the most powerful way to brand your company to leaders in the industry.

- Official Sponsor Partner Logo recognition in all pre-conference and post-event marketing and advertising in *The Gourmet Retailer* Magazine and Nielsen affiliates
- Official Sponsor Partner Logo recognition in on-site printed materials
- Official Sponsor Partner Logo recognition online at Retail2020.net
- Official Sponsor Partner Logo recognition at prominent location during event
- Participation in Welcome Kit given to all retail attendees at registration
- Official Sponsor Partner Logo on Attendee Welcome Bag
- Access to retailer attendee database: title/name/address/ e-mail pre- and post-event for direct mail promotions
- Three full Retail 2020 registrations for sponsor (\$4,500 value)
- Skirted table in prime location in the exhibit area (\$3,000 value)
- Full-page, four-color ad in *TGR* for pre- or post-event coverage (\$6,000 value)
- Charter status providing benefits including first right for participation and sponsorship opportunities for all future events
- Opportunity to sponsor and introduce speakers at one (1) Breakout Session or Roundtable; notation in program as official sponsor of that session
- 6½ dedicated hours of exhibit time combined with meal functions
- Pre- and post-show attendee list
- 2 days of pre-scheduled one-to-one meetings with attendees

Gold Sponsorship: \$6,000

- Listing recognition as Gold Sponsor in all pre-conference and post-event marketing and advertising
- Listing recognition as Gold Sponsor in on-site printed materials
- Listing recognition as Gold Sponsor at prominent location during event
- Participation in Welcome Kit given to all attendees at registration
- Two full Retail 2020 registrations for sponsor (\$3,000 value)
- (1) 6 ft. skirted table, (2) chairs and table ID sign in Merchandise Hall
- One half-page, four-color ad in *The Gourmet Retailer* for pre- or post-event coverage (\$4000 value)
- 6½ dedicated hours of exhibit time combined with meal functions
- Pre- and post-show attendee list
- 1 day of pre-scheduled one-to-one meetings with attendees

Keynote Sponsors: \$2,500 each (4 available)

Four sponsorships are available for Keynote Speakers –

- Opportunity to introduce speaker and address attendees at function (five minutes)
- Opportunity to distribute sponsor materials at function
- One registration for function sponsor to full conference
- Prominent logo visibility as function sponsor on all marketing and advertising materials
- On-site sponsor recognition
- Signage at event and online at Retail 2020 Web site
- Participation in Welcome Kit given to all retail attendees at registration

Opening Night Sponsor: \$5,000 each (2 available)

Opening Reception Co-Sponsorship host kicks off welcome reception for all Conference attendees on Monday, Aug. 4. Here is your chance to make a lasting first impression

- Official recognition as the “Opening Reception” sponsor on Conference Web site and in print Conference ads in *The Gourmet Retailer*, *Convenience Store News*, *Progressive Grocer*
- Opportunity to address attendees at function (five minutes)
- Opportunity to distribute sponsor materials at function



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RETAIL2020®

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West: Shari Wainberg 800.229.1559

Midwest & International: Arnie Bennet 847.590.1332

Northeast: Phil Viscidi 781.431.1320

Mid-Atlantic & Southeast: Kevin Hohman 317.733.3490

Retail 2020 is a limited-attendance conference for kitchenware and specialty food professionals, offering strategies and solutions for retail success in a changing economy.

Lunch Sponsors: \$5,000 each (2 available)

- Opportunity to address attendees at function (five minutes)
- Opportunity to distribute sponsor materials at function
- One registration for function sponsor to full conference
- Prominent logo visibility as function sponsor on all marketing and advertising materials
- On-site sponsor recognition
- Signage at event and online at Retail 2020 Web site
- Participation in Welcome Kit given to all retail attendees at registration

Breakfast Sponsors: \$2,000 (2 available)

- Opportunity to address attendees at function (five minutes)
- Opportunity to distribute sponsor materials at function
- One registration for function sponsor to full conference
- Prominent logo visibility as function sponsor on all marketing and advertising materials
- On-site sponsor recognition
- Signage at event and online at Retail 2020 Web site
- Participation in Welcome Kit given to all retail attendees at registration

Exhibit Table: \$3,000 (Total of 35)


- One complimentary registration per tabletop
- (1) 6 ft. skirted table, (2) chairs and table ID sign in Merchandise Hall
- 6½ dedicated hours of exhibit time combined with meal functions
- Pre- and post-show attendee list
- Participation in Welcome Kit given to all retail attendees at registration

Official Badge & Lanyard Sponsor: \$2,000

- Two complimentary registrations

Manufacturer Attendee: \$1,500

- Three days of networking with the top retailers from across the country
- Pre- and post-show attendee list



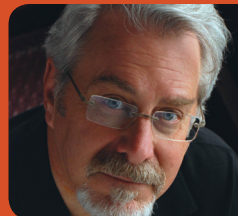
**FEATURED SPEAKERS
AT RETAIL 2020**



Bob Livingston
Surpassing Expectations:
How You Do...What You Do



Harold Lloyd
Riding the Wave
of CHANGE



Phil Lempert
Making the Consumer
Connection



Joe Wheeler
The Ownership
Quotient



**RETAIL 2020 SPONSORS
FOR AUGUST 2009**



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Exclusive Brand Distribution

DPI Specialty Foods
Customized Marketing and Distribution Solutions



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Preliminary agenda

CONTENT IS SUBJECT TO CHANGE

RETAIL 2020: SURGING AHEAD IN CHALLENGING TIMES

Designed specifically for the specialty food and kitchenware retail industry, Retail2020 provides tools to help retailers thrive in an increasingly difficult market. At the Bentley Reserve, specialty independent retailers, vendors, and industry experts will meet for two intensive days in a retreat environment focused on the nuts-and-bolts strategies for maintaining growth and profitability and a culture of fun and customer service...

AUG. 4-AUG. 6

Location: The Bentley Reserve, San Francisco

TUESDAY, AUG. 4

7:00 p.m. Welcome Reception
Lobby of The Bentley Reserve

WEDNESDAY, AUG. 5

7:30 a.m. Breakfast with Vendors

8:00 a.m. to 9:30 a.m. Welcome & Keynote Speaker **Surpassing Expectations: How You Do...What You Do**
Bob Livingston, Founder and CEO of REL Communications
From his experience as a senior sales executive with Unilever and The Nielsen Company, Bob Livingston has refined a road map for delivering outstanding customer service. In his book "How You Do...What You Do," Bob helps executives re-imagine their corporate culture as one of purpose and service. Livingston's proven road map for achieving service excellence differentiates your store from the competition, as Bob shows you how to develop and live your purpose and values as a company. Bob helps you build a service-oriented culture of continuous improvement that focuses on your customers' needs and creates a passion for service excellence. This inspirational approach to service builds customer loyalty and job satisfaction on all sides.

9:30 a.m. to 10:00 a.m. Exhibit Floor – Vendor Break

10:00 a.m. to 11:30 a.m. Cheaper & Better: Profitable Retailing in an iPod Age: Empowering Your Team

For 27 years, Ian Baldwin has helped independent, family-owned specialty garden and home retailers make more money with less stress, focusing both on nuts-and-bolts of finances, and store layout and display. Here, Ian shares his insights on selling profitably in any intensely seasonal business, and addresses the challenges of re-imagining how we sell the emerging next generation of consumers. Follow multiple case studies from Ian's Sales and Merchandising Best Practices developed through training with legendary retailers like Sickles Market (New Jersey), Stauffer's of Kissel Hill (Pennsylvania) and Roger's Gardens in California.

11:30 a.m. to 12:00 p.m. Exhibit Floor – Vendor Break

Noon to 1:15 p.m. – Lunch & Keynote The Ownership Quotient

In his new book "The Ownership Quotient," with co-authors and Harvard Business School Professors James Heskett and Earl Sasser, Joe Wheeler argues that the path to better performance starts with achieving a level of employee commitment he describes as "ownership." *It may be the single most important idea you pay attention to this year.*

1:30 to 2:00 p.m. – Exhibit Floor – Vendor Break
Plus scheduled Retailer-to-Vendor Sessions

2:00 p.m. to 6:00 p.m. – Design Workshops [concurrent sessions]

Concurrent with Breakout Best Practice Sessions on topics from inventory management to budgets.

3:00 p.m. to 6:00 p.m. – One-to-One Sessions [concurrent sessions]

Scheduled Retailer-to-Vendor Sessions

3:30 p.m. to 5:00 p.m. Retailer-to-Retailer Sessions [concurrent sessions]

Five Breakout roundtable sessions focused on Best Practice models with topics ranging from Store Design to Bottom-Line Financials.

6:00 p.m. to 9:00 p.m. Exhibit & Dinner Reception:
Artisans, vendors and chefs gather to taste and demonstrate products that you can carry in your stores – share with our sponsors as they prepare tastings, pairings, cross-merchandising, recipe ideas and more.

THURSDAY, AUG. 6

8:00 a.m. Continental Breakfast with Vendors

9:00 a.m. Keynote: Making the Consumer Connection – Phil Lempert

Phil's up-to-the-minute industry analyses and trend spotting will set the stage for his predictions which will impact specialty wholesale and retail in the next months, year, and decade. The consumer shifts in behavior and shopping habits over the past year have created a new paradigm for understanding how people buy specialty foods; in this session, you will learn how to leverage these learnings along with new technologies to meet the needs of your current and most desired shoppers in ways that were recently available only to Fortune 500 companies.

10:00 a.m. to 10:30 a.m. Session: Phil Lempert Consumer Panel

Engage shoppers firsthand as Phil moderates an unrehearsed, no-holds-barred discussion with consumers who tell it like it is – what they like, what they don't like and what they want more of from Specialty Food retailers and brands.

HERE'S WHAT ATTENDEES HAD TO SAY ABOUT THE AUGUST 2008 CONFERENCE:

"There's nowhere else to get this kind of information..."

- Mary Moore, The Cook's Warehouse, Atlanta, Georgia

"Each session gave me concepts that can and will help our business..."

- Dave West, Rolling Pin Kitchen Emporium, Brandon, Florida

"What a great mix of retailers and manufacturers!"

- Janis Friedman, Terrailon, Raleigh, North Carolina

"Retail 2020 gave us an opportunity to see the industry from a very different perspective."

- Gary Leavitt, Kitchen Resource, Salt Lake City, Utah

"This conference is exactly what the industry needed."

- Robert Coviello, HTI Buying Group, Rochester, New Hampshire

See all the testimonials online at www.retail2020.net.

10:30 a.m. to 11:30 a.m.: The Perfect Storm: Solutions for Today's Challenges

Expert retailers and industry insiders discuss what tools are necessary to weather today's challenging economic climate. They reveal how they built their own business, tools they've used to succeed and delve into their own visions and missions.

Moderator: Bob Livingston

11:30 a.m. to Noon - Exhibit Floor – Vendor Break

Noon to 1:00 p.m. – Social Networking: Brand Recognition in a Viral World

1:30 p.m. to 3:00 p.m. [concurrent sessions]

Five Breakout roundtable sessions focused on Best Practice models with topics ranging from Marketing to Social Networking.

2:00 p.m. to 3:00 p.m. – One-to-One Sessions [concurrent sessions]

Scheduled Retailer-to-Vendor Sessions

3:30 p.m. to 4:30 p.m.

Harold Lloyd - Riding the Wave of CHANGE

"Don't rock the boat. If it ain't broke don't fix it. Let sleeping dogs lie. Who moved my cheese?" All familiar phrases bemoaning the most fundamental law of nature... CHANGE is inevitable. So, why bemoan CHANGE if it's coming our way anyway? This session explains how to leverage the inevitability of change. Harold Lloyd highlights the two change agents underway today and demonstrates how to get your team on board and ride the waves of CHANGE. For vendors and retailers alike, this session and strategy is of paramount importance.

5:00 p.m. Conference Closes



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