

2010 National Retailer Conference and Tradeshow Overview

October 15, 2009

Conference Dates, Location & Room Rates

- **Monday Sept. 13th - Wed Sept. 15th, 2010**
- **Westin Harbour Castle Hotel, Toronto, ON**
 - 4 Diamond Hotel on Lake Ontario
 - 30-45 minutes from Toronto Int'l Airport
 - Toronto Convention Centre: Located adjacent to Westin Harbour Castle
 - Site of Main Sessions, Tradeshow and all NRC activities

Retailer Participation Fee: Exceptional Value to drive retailer participation
Early Bird Price \$399 (plus applicable taxes). Begins Feb 1, 2010

Fee includes:

- all meals, coffee breaks, welcome reception (except drinks), final evening Gala dinner with entertainment
- admission to the Opening business session, tradeshow component, workshop/ learning seminar opportunities and guest speaker presentation

Proposed Conference Agenda

Monday September 13th

- Afternoon Registration
- Evening Welcome Reception Party – appetizers + cash bar

Tuesday September 14th

- A.M – Breakfast followed by Opening Session featuring Bruce March
- P.M – Lunch followed by Tradeshow and Conference Seminars
- EVENING - Dinner

Wednesday Sept 15th

- A.M – Breakfast followed by Tradeshow and Conference Seminars
- P.M – Tradeshow and Conference Seminars
- EVENING – Gala Dinner with entertainment
 - Includes Tradeshow vendors

Depart Thursday morning Sept 16th

Tradeshow and Workshops

TRADESHOW

- Tuesday Sept 14th after lunch to Wed Sept. 15th end of day
- Over 100 Supplier Tradeshow booths
 - Variety of C-store, C/Wash, Tech, Eng suppliers in attendance to promote new products, initiatives, special 'show' pricing
- Participants will have plenty of time to attend tradeshow & seminars
 - Personalized itineraries
 - Optimizes seminar sizes, supplier satisfaction, participant experience

WORKSHOPS

- Plan is to design Workshops that meet the needs of both COSS and Distributor Retailers
- Emphasis on what's new to the business and growing the business
- Focus Groups assembled to secure field input into seminar opportunities