

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

september 29 – october 2, 2019
jw marriott austin
austin, texas



RestaurantPoint® EAST

Supplier Planning Guide



Connecting Point
MARKETING GROUP

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO

Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour
Forms
FAQs

RestaurantPoint® EAST 2019

Welcome!

Thank you for participating in RestaurantPoint East 2019 in Austin, Texas!

We look forward to assisting you with your preparation to drive your success at the Event and help you achieve your individual and corporate goals for RestaurantPoint East. Our experience has shown that participants who are actively engaged yield lasting results both personally and professionally. We encourage you to take advantage of every aspect of the Planning Guide to maximize your results.

The Event format has been designed to create a highly effective environment where you can build your customer relationships and launch your products, services, and/or your business strategy. Efforts to deliver the highest return on your Event participation should begin long before you arrive in Austin.

Please let us know how we can assist you during this planning process. We are all here to help make your RestaurantPoint East experience a great success!

Best Regards,



Nikki Rousseau

Nikki Rousseau
Event Support Executive
(603) 379-8522



Jason Wood

Jason Wood
Sales Manager
(603) 379-8504



56 Dow Lane
Rye, NH 03870
(603) 964-4022



WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO

Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour
Forms
FAQs

Event Elements

Based on your Company's participation package, your schedule will include:

Executive Boardroom Presentations	An opportunity to privately present your latest innovations/solutions to participating Chain Executives.
Boardroom Groups	A group of Chain Executives that is pre-assigned and strategically assembled based on similar product/service interests.
One-on-One Appointments	Connect with Chain Executives in an intimate One-on-One environment to provide time to determine needs, partnership opportunities, and next steps
Peer to Peer Meetings	Connect with your fellow Suppliers/peer group between Boardroom Presentations.
Keynote Sessions	Featuring leading speakers or panels from within and outside of the Industry, the Keynote Sessions bring you actionable and inspiring insight delivered on trends, opportunities, skills, best practices, and personal growth.
Networking	Connect with your peers and Chain Executives during first-class interactive social events designed to develop and strengthen relationships in a casual and fun environment.

[\(Please click here to see current Agenda\)](#)

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW
Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO
Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

CHECKLIST/DEADLINES

Item	Available	Deadline
<input type="checkbox"/> Registration Part 1 <ul style="list-style-type: none"> • Company Profile • Company Logo • Category Selection • Attendees 		August 12, 2019
<input type="checkbox"/> Registration Part 2 <ul style="list-style-type: none"> • Boardroom Ranking • One-on-One Requests 	August 12, 2019	August 19, 2019
<input type="checkbox"/> Planning Webinar	August 30, 2019	
<input type="checkbox"/> Personalized Event Preparation Organize a call with your team and Jason Wood to discuss your Event preparation strategy.		
<input type="checkbox"/> Hotel Room Reservations:	Now (First come, first served)	Two-night deposit will be forfeited if your reservation is changed or cancelled after August 30, 2019.
<input type="checkbox"/> Audio Visual (optional) Orders placed on or after April 4, 2019, are subject to the standard rate.	Now	September 18, 2019 for 20% discount rate.
<input type="checkbox"/> Room Drop Request (optional)	Now	Fax form to hotel before September 20, 2019.
<input type="checkbox"/> Shipping Materials to Event (optional)	Now	Fax form to hotel before items ship. Items not to arrive earlier than September 26, 2019 or additional storage charges will apply.
<input type="checkbox"/> Food and Beverage Deliveries (optional)	Now	Fax form to hotel before September 20, 2019.
<input type="checkbox"/> Download our Connect! Mobile App		September 26, 2019

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW
[Boardroom Presentations](#)
[One-on-One
Appointments](#)
[Badges](#)
[MyRestaurantPoint East
Portal](#)
[CPMG connect! Mobile
App](#)
[Post Event Strategy](#)

TO DO
[Planning Webinar](#)
[Registration Details](#)
[Hotel Reservations](#)
[Ground Transportation](#)
[Optional Sunday
Activities](#)
[Golf Tournament](#)
[Zilker Brewing
Company Tour](#)

[Forms](#)
[FAQs](#)

Boardroom Presentations

At RestaurantPoint East, you will have the opportunity to present your Company, innovations, and capabilities in a unique setting. The Boardroom presentations take place on Monday and Tuesday morning. Your Company will be presenting to a small Boardroom Group of Chain Executives. These groups will be comprised of Chain Executives who have similar interests or needs in products and categories. We guarantee at least seven (7) Chain Executives in each group. The presentations are 20 minutes in length and should provide a high-level overview of the innovations and capabilities that your Company offers.

You will have the opportunity, several weeks prior to the Event, to review and approve your Preliminary Schedule. Your Company's schedule will be available from this point onwards to aid in your team's planning and management.



[Presenting Your Company next page](#)

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

PRESENTING YOUR COMPANY

Given the caliber of the Audience, present your Company and solutions on a strategic level.

Keys to Success in mind.

- Your twenty minutes includes Q&A and time for Chain Executives to answer your questionnaire on their mobile device.
- Gain insight into how your Company can be a better partner/Supplier.
- Build questions into your presentation and weave them into the conversation.

When presenting your Company/products/services:

- Focus on key benefits.
- What do you do?
 - What does your Company offer?
 - What problem(s) can you solve? (As opposed to giving granular detail on how it works).
 - Comparative benefits/ROI?
 - How does it impact the customer experience?
 - Focus on specific projects/highlight a case study.
 - What differentiates your solution from the competition?
- Avoid using Boardroom Presentation time to detail the history of your Company.

Consider using case studies or real-world examples to:

- Focus on your annual/current innovations.
- Illustrate your expertise.
- Demonstrate real world (tangible) results.
 - Before/after photos, if applicable.
 - Share results from highlighted case study.
- If using a current customer, ask for permission to reference their case.

Keep in Mind

- Returning Suppliers should avoid repeating presentations from prior years.
- If you know that a current customer will be in the session – be sure to ask them for permission to reference work you have done together (and results).
- Include key industry data points that support your proposition but don't drown them in statistics.
- Please note: collect business cards for contact information as we do not distribute email addresses or direct phone numbers

Presenting Your Company continued

TO KNOW

- Boardroom Presentations
- One-on-One
Appointments
- Badges
- MyRestaurantPoint East
Portal
- CPMG connect! Mobile
App
- Post Event Strategy

TO DO

- Planning Webinar
- Registration Details
- Hotel Reservations
- Ground Transportation
- Optional Sunday
Activities
- Golf Tournament
- Zilker Brewing
Company Tour
- Forms
- FAQs

PRESENTING YOUR COMPANY *previous*

Presentation Software

You do not have to use an electronic presentation in your Boardrooms, but should you choose to, consider the following guidelines:

Presentation Design

- Create a logical structure / roadmap.
- Save a backup copy of your presentation.
- Keep written notes to refer to if you want to go into further detail.
- Be creative, make your presentation memorable.
- Do not read from the slides.

Visual Clarity

- Limit the number of slides being used, and the amount of words on each slide.
- Use large, legible font.
- Use visual aids.

Know Your Environment.

Your Boardroom setting is available twenty (20) minutes prior to your presentation time. Arrive early and use this time to enter the room and setup. To avoid difficulties, consider finding your Boardroom location the day prior and get acclimated to your environment; know where you will need to stand. Be poised to greet the Chain Executives as they enter the room and prepared to begin your presentation immediately.

Rely on Our Team.

Allow us to help talk through your presentation. [Jason Wood](#) would be happy to review your presentation before the Event and provide feedback. Reach out to him directly to schedule a call with your team.

Takeaways

If you choose to provide a takeaway, please review the following:

- Remember that not all Chain Executives are able to accept takeaways.
- Be cognizant of the weight and size of your takeaways.
- Items that exceed the 18"x14"x12" size of the shipping box will be the responsibility of the Supplier to ship.
- Liquids cannot be shipped.

We do not believe that takeaways are essential for your success.

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

BOARDROOM LOGISTICS

Boardroom Timing

Each Boardroom session runs **twenty-five (25) minutes** in length.

- Chain Executives have a five (5) minute transition time between Boardroom Presentations.
- Supplier Companies will have twenty (20) minutes prior to the start of their Boardroom Presentations to set up.
- Supplier Companies have five (5) minutes to break down and depart the room.

Boardroom Presentations that require additional set up/breakdown time, or extra assistance, need to be discussed with a sales manager. Additional labor costs might apply.

CPMG Boardroom Group Leader

- Each Chain Executive group will be assigned a CPMG Group Leader who will stay with that group for the duration of the Event.
- The Group Leader's responsibility is to time the Boardroom sessions, ensuring that each presentation starts and finishes on time.
- Prior to the start of your Boardroom, the Group Leader will introduce themselves and ask if you would like them to give you a visual warning when your presentation time is almost up.
- During the session, the Group Leader will stay near your Boardroom as much as possible.
- At the agreed upon time, he/she will enter the room and provide you with a signal that you agreed upon, at which point, you should begin closing your presentation.
- At the twenty-minute mark the Group Leader will end your session and move the Chain Executive Group to the next session. Again, there are only five minutes between sessions, so this will happen very quickly.
- The Group Leader will let you know when the next Chain Executive Group is on the way.

Audio Visual Technicians

- Each Boardroom group will be assigned an AV technician to provide support in connecting your device to their provided equipment.
- Setting display resolution.
- AV technicians are not responsible for formatting your presentation or other application settings.

Boardroom Logistics continued

Supplier Planning Guide | 8

BOARDROOM LOGISTICS *previous*

Boardroom Feedback

Chain Executives are asked to provide feedback on presentations through the RestaurantPoint East portal, which enables you to view feedback in real time as soon as it is submitted by the Chain Executives.

Feedback includes:

- A Rating of the quality of your Company presentation. You will also see the overall Event average as a comparison point.
- Chain Executives may also include a comment regarding the score they have given.
- Chain Executives can choose to share their email addresses with you.
 - Note that contact information is shared in no other capacity; it is your responsibility to collect this information throughout the Event.

Questionnaire

If your Company has specific questions for the Chain Executives, we encourage they be asked through the RestaurantPoint East Portal.

- Within the RestaurantPoint East Portal “settings” tab, you can select the three questions that you would like to ask the Chain Executives.
- You may use the three default questions provided, or you may change them by adding up to three multiple choice questions of your own.
- Your team can see these responses and who gave them within the “Results” tab.
- Your questions can be edited until Monday morning at 8:00am of the Event.
- NOTE: This feature may be updated prior to RestaurantPoint East.

Presentation Score & Feedback
Datalogic: Boardroom [12:15-12:40 PM]
1. Rate Quality of Presentation:
☆☆☆☆ (No Rating)
Poor Great
Comments:
2. Share email address with Datalogic?
3. What timeframe would you potentially be looking to use our solution(s)/service(s)?
4. How would you like to us to follow up from this presentation?
5. On a scale of 1-4, rate your interest in our Company/offering. (4 - being the highest)
Oops-go back | Submit

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

BOARDROOM SET-UP

- Boardrooms will be set either U-shape or Conference Style.
- The layout and size of some of the rooms may be different from one to another.
- Arrive at least **twenty (20) minutes** prior to your presentation time to get oriented to the room and set-up for your presentation.

U-Shape



Complimentary Boardroom items:

- LCD projector
- Wireless Presenter
- 7' X 7' Screen
- Audio Speakers
- Wireless internet
- HDMI and VGA cables

Conference Style



Not provided: laptops and tablets are not provided with the Boardroom. Please come prepared with your own laptop for use in the Boardroom.

Set-Up Note:

- 16:9 widescreen format projection (build all presentations in widescreen format).
- iPad – need an Apple iPad dock connector to VGA adapter.
- Apple laptops need their VGA adapter/"dongle" to hook to projector. The availability of this adapter cannot be guaranteed by CommCo. Please bring them with you for use in the Boardrooms.

One-on-One Appointments

On Monday and Tuesday afternoons, you will be participating in One-on-One Appointments. These meetings are 15 minutes in length, with a 5-minute transition, and have been designed to provide you with a private environment to continue building your business relationships. Each Supplier Company will be provided a designated meeting area in which these One-on-One Appointments will take place.

Preparation for One-on-One meetings is similar to that of a sales call:

- Know who you are meeting with.
- Have an objective for each meeting.
- Ensure that there is a clearly defined follow up plan.



One-on-One Appointment Request System

A few weeks prior to the Event, you will receive access to your Company's Preliminary Schedule through the RestaurantPoint East Portal. You will receive an email notification from CPMG when your preliminary schedule is available for review. Your Company's schedule will be available from this point onwards to aid in your team's planning and management. Additional information on the system, instructions on its use, and log-in and password details will be emailed prior to the Event. A demonstration video of the Scheduling Tool will be sent out to all attendees.

You may only schedule One-on-One Appointments with Chain Executives for the time shown on the agenda set aside for One-on-One Appointments.

One-on-One Appointments continued

ONE-ON-ONE APPOINTMENTS [previous](#)

One Week before Event

- Be sure that the address “ADMIN@CPMGEVENTS.COM” is in your Company’s “safe email list” so these informative emails do not end up in spam folders
- Chain Executives can send appointment requests to Supplier Companies.
- When a Chain Executive makes a request of your Company, each member of your team attending the Event will receive an automated email.
- Your Company will be allowed to respond to these requests via the RestaurantPoint East Portal.
- Supplier Companies are **not** able to send requests at this time.

Saturday before the Event

- Your Company may begin sending meeting requests to Chain Executives Saturday of the Event weekend.
- The scheduling system is accessible through any internet-enabled device.
- At any one time, your Company can have five (5) outstanding requests to Chain Executives. As the Chain Executives respond, your Company can make additional requests.

Helpful to Know

- Have a plan for who will lead your Appointment requests onsite. We recommend that one (1) person be responsible for making and responding to requests to maximize your efficiency and prevent duplicate requests being made.
- Prior to using the Appointment request tool, determine with which Chain Executives your Company would like to meet.
- Keep in mind that if you are seeing a Chain Executive in a Boardroom on Tuesday, you would want to request that One-on-One on Tuesday, not Monday.
- Depending on how many attendees you have participating in the Event, you can “double book” your Company, meaning you would have two (2) simultaneous meetings with two (2) Chain Executives at the same time.
 - There are extra tables set up around the ballroom to host a second meeting if your team is “double booked”.
 - These tables are not assigned; please don’t “claim them” or move them, as they are intended to be shared and to provide additional space for all attendees.
- If you double book Appointments, determine who from your team is meeting with each Chain Executive so they are prepared to welcome them as they arrive.

Helpful to Know continued on next page

[One-on-One Appointments continued](#)

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

[Boardroom Presentations](#)

[One-on-One
Appointments](#)

[Badges](#)

[MyRestaurantPoint East
Portal](#)

[CPMG connect! Mobile
App](#)

[Post Event Strategy](#)

TO DO

[Planning Webinar](#)

[Registration Details](#)

[Hotel Reservations](#)

[Ground Transportation](#)

[Optional Sunday
Activities](#)

[Golf Tournament](#)

[Zilker Brewing
Company Tour](#)

[Forms](#)

[FAQs](#)

ONE-ON-ONE APPOINTMENTS [previous](#)

Peer Meetings

- Suppliers can use the Appointment request system to schedule meetings with other Supplier Companies.
- This is a great way to meet with partners or potential partners during any down time you might have at the Event. You can use this time to collaborate with your peers and explore potential business opportunities or connect on existing relationships.
- These meetings times do not conflict with One-on-One Appointment times and the Scheduling Tool will only allow you to request meetings outside of the afternoon One-on-One schedule. You may determine the location and length of the meeting when making the request.
- These meetings **cannot** be requested using the connect! Mobile app but can be seen within your schedule on the app. Meetings must be made using the web-based My RestaurantPoint East Portal.

Displaying Marketing Material

- This (8'x8' space) is intended for private meetings with the Chain Executives.
- **This is not an area to display products.**
- Marketing materials must remain within your One-on-One space, this includes packaging used to ship your materials to the Event.
- Nothing should be hung or attached to structure/material.
- Free standing signage may be placed against the back or side walls or on the table tops provided all signs meet the requirements listed below:
 - Signs against the back wall should not be taller than 6' (just below the white curved sign).
 - Signs against the side wall should not be taller than 3'.
 - Signs on your table top should not be more than 1' tall.
- CPMG reserves the right to remove any signage that does not comply with the requirements listed above.



WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

ONE-ON-ONE APPOINTMENTS [previous](#)

Included as part of your participation package, each Supplier will receive the following

One-on-One Area Set-up:

- 1 Backdrop Unit (with Supplier Company Name and location number)
- 1 30" Round Skirted Table
- 4 Chairs
- 1 5amp/500 Watt Plug Strip
- Wireless internet

If you require equipment other than what comes standard (outlined above), you will need to order directly through CommCo (see [FORMS](#) section).

One-on-One Meeting Place Etiquette

- The meeting area has been designed for quiet, private dialog between Chain Executives and Suppliers. You will not find a traditional trade show appearance or the traffic.
- Do not “grab” Chain Executives when they walk past your location, as they are on their way to a scheduled Appointment; in order for the schedule to stay on time, the Chain Executives must move quickly to their next Appointment.
- If you would like to meet with a Chain Executive during the One-on-One time that you are not scheduled with, please use the online system to make those requests.
- We ask all participants to be considerate of their neighbors in the One-on-One area and to refrain from loud music or audio demonstrations.
- There are some extra tables set up around the ballroom to host a second meeting if your team is “double booked.” These tables are not assigned; please don’t “claim them” or move them, as they are intended to be shared and to provide additional space for all attendees.

One-on-One Meeting Strategy

- An empty area is a lost opportunity, have at least one team member in your area at all times.
- Know your schedule and plan which team member will greet your pre-scheduled Chain Executive; this is very important if you have pre-scheduled two Chain Executives from different companies at the same Appointment time.
- Mingle in the open areas to meet additional participants.
- Please request business cards as Connecting Point Marketing Group **does not** distribute email addresses or direct phone numbers.
- Take notes during your meetings for post-Event follow up.
- Be present.

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW
Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO
Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

Badges

Event badges

- Allocated based on the specific Boardroom package your Company has purchased.
- Boardroom packages include a limited number of badges for attendees from your Company.
- Must be worn at all times throughout the Event.
- Access to any Social Functions, Content Sessions, Meals, One-on-One Meeting area, etc. is prohibited without a badge.
- Onsite Security will be on hand to check badges.
- Badges are non-transferable.

Additional Badges

- Additional badges may be available with the purchase of a sponsorship; contact [Jason Wood](#) for further details.
- Supplier guest badges are not available.
- Not available for individual sale.

MyRestaurantPoint East Portal

MyRestaurantPoint East Portal will allow you to:

- View your current Boardroom and One-on-One Schedule, as well as accept pending One-on-One Appointments, and make your own requests.
- Preview a complete listing of the Chain Executive companies attending RestaurantPoint East, with their Company profiles.
- Learn about our Opening and Daily Keynote speakers.
- Download, or view, the full Event Directory as a PDF with complete profile details for Chain Executives and Suppliers that will have interactive links when the Event begins.
- Navigate your way around the Resort with the property map, as well as get a snap-shot of the One-on-One Area.
- Join us in supporting the local Food 4 Kids Backpack Program by donating through the Portal.
- Join the conversation by tweeting both leading up to and during the Event, and watch your tweets appear on the Portal's Twitter Widget. The Event hashtag is #rpeast19.
- Post Event – revisit the Portal after the Event to view Post Event Resources, including photos, keynote presentations, your Company's Boardroom Questionnaire results, and more.

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament

Zilker Brewing

Company Tour

Forms

FAQs

- WELCOME
- EVENT ELEMENTS
- CHECKLIST/
DEADLINES

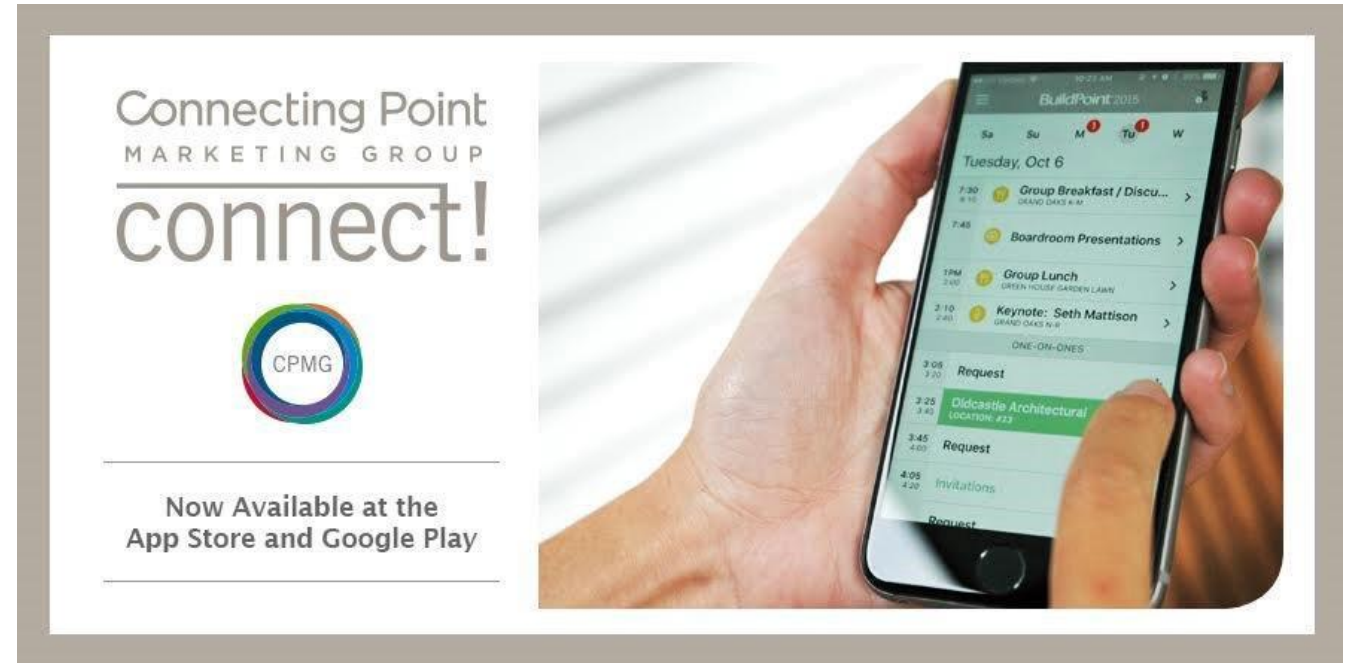
- TO KNOW
 - Boardroom Presentations
 - One-on-One
Appointments
 - Badges
 - MyRestaurantPoint East
Portal
 - CPMG connect! Mobile
App
 - Post Event Strategy

- TO DO
 - Planning Webinar
 - Registration Details
 - Hotel Reservations
 - Ground Transportation
 - Optional Sunday
Activities
 - Golf Tournament
 - Zilker Brewing
Company Tour

- Forms
- FAQs

CPMG connect! Mobile App

CPMG connect! is a mobile app that can be used at any of the Connecting Point Marketing Group Events to manage your schedule and connect with other attendees! Available for download now in the iPhone App Store and Android Google Play by searching for "CPMG connect!". Your schedule will be accessible through the app a few days before the Event.



Post Event Strategy

As you are following up on the connections you made at the Event, please keep these guidelines in mind:

- Have reasonable expectations and understand that it may take some time for active dialogue to commence.
- Be patient. It can be a long process trying to connect with Chain Executives post-event. Be persistent, but respectful.
- Clearly reference any onsite conversation that you had with a Chain Executive and strive to differentiate yourself from other Suppliers.
- Follow through on what you promised to deliver Post-Event

Note: The MyRestaurantPoint East Portal will be updated to show Post-Event Resources like Event photos and materials from our Keynote speakers.

You can also download your Boardroom results and notes directly from the Portal.

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament

Zilker Brewing

Company Tour

Forms

FAQs

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

Planning Webinar

Your Company's Event Contact will receive an email invite for the Planning Webinar. We ask that they share with the team attending the Event.

It is extremely beneficial to have your entire team participate in the webinar in order to enhance your Company's experience at the Event. This webinar will be recorded.

August 30th, from 11:00am - 12:00pm EST

- Event Perspective from an attending Chain Executive
- Chain Executive Attendee Update
- Boardroom Preparation
- One-on-One Appointment Strategy
- Mobile App

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO

Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour
Forms
FAQs

Registration Details

Registration for the Event takes place in two parts.

Your credentials to login and begin Registration will be emailed to your Company's Event Contact by [Nikki Rousseau](#).

Registration Part 1:

Complete your Company's profile, submit a Company logo, specify what categories of products/services you will be offering at the Event, and will register your Company's specific Event attendees.

When Registration Part 1 closes, Registration Part 2 will open.

Registration Part 2:

Indicate the Chain Executives you would most like to see in your Boardroom Presentations. During this time, you will also separately select up to five (5) preliminary Chain Executives that you would like to request to meet in a One-on-One Appointment. CPMG will manage all pre-event requests in order to maintain one point of contact.

What Happens Next? / How it Works

- Your input with your Chain Executive Selections, as well as with the product/service categories, is critical to building your schedule.
- Chain Executive groups are created to represent similar buying power, being thoughtful about the make-up of each group's interests, responsibilities, and background, etc.
- We then match your interests with the 'groups of Chain Executives' which have the optimal fit with your requests/categories.
- This ensures that you will be presenting to Chain Executives who have qualified interest.

TO KNOW

- Boardroom Presentations
- One-on-One Appointments
- Badges
- MyRestaurantPoint East Portal
- CPMG connect! Mobile App
- Post Event Strategy

TO DO

- Planning Webinar
- Registration Details
- Hotel Reservations
- Ground Transportation
- Optional Sunday Activities
 - Golf Tournament
 - Zilker Brewing Company Tour
- Forms
- FAQs

HOTEL RESERVATION

The Event runs from Sunday, September 29th, to Wednesday, October 2nd. There are optional activities on Sunday morning (Golf Tournament and Zilker Brewing Company Tour). Participants taking part in the optional activities should plan to arrive on Saturday, September 28th.



JW Marriott Austin
110 East 2nd Street
Austin, Texas 78701
Phone (512) 474-4777

[Book your hotel rooms.](#)

Hotel Reservations

- Rooms and rates are subject to availability (\$299 + applicable taxes). Resort fee is waived for RestaurantPoint East attendees.
- Booking prior to the deadline does not guarantee hotel accommodation
- If our room block is sold out, we may not be able to get you the group rate

Cancellation Policy

Your reservation requires a two-night room and tax deposit to be collected at the time your reservation is made. This two-night deposit will apply to the first night of your stay, and the last. Should you cancel your reservation in its entirety after **August 30, 2019**, the full two-night deposit will be forfeited. Should you change your reservation after **August 30, 2019**, to arrive later than what your original reservation was confirmed for, or depart sooner, the deposit paid for the first and/or last night will be forfeited.

GROUND TRANSPORTATION

Complimentary transportation to the JW Marriott Austin from the Austin-Bergstrom International Airport will be provided for you (see date/time availability below).

From the Airport:

- Saturday, September 28th, 11:00am – 4:00pm, every half hour, top and bottom of the hour.
- Sunday, September 19th, 11:00am – 7:00pm every half hour, top and bottom of the hour.

To the Airport:

- Wednesday, October 2nd, 5:00am – 11:00am, every half hour on the top and bottom of the hour.

Instructions Upon Arrival:

- Proceed to the Baggage Claim area where the Greeter will be holding a RESTAURANTPOINT EAST sign.
- The Greeter will direct you to the shuttle loading area.

If you have any trouble locating the greeter, please call our Transportation Manager, David Minner, at (321) 231-6096.

Taxi: The average fare from Austin-Bergstrom International Airport to the JW Marriott Austin is about \$32 (plus tip).

TO KNOW

- Boardroom Presentations
- One-on-One
Appointments
- Badges
- MyRestaurantPoint East
Portal
- CPMG connect! Mobile
App
- Post Event Strategy

TO DO

- Planning Webinar
- Registration Details
- Hotel Reservations
- Ground Transportation
- Optional Sunday
Activities
 - Golf Tournament
 - Zilker Brewing
Company Tour

Forms

FAQs

Sunday Optional Activities

We are offering two optional activities on Sunday, September 29th, before the Event for an additional fee. To participate in the Golf Tournament or the Zilker Brewing Company Tour, you will need to pre-register. We offer a limited number of spaces at both activities, first come first served. When making your travel plans, please plan to arrive at the hotel on Saturday, September 28th, as optional activities commence early in the morning on Sunday.

GOLF TOURNAMENT



Wolfdancer Golf Club at the Hyatt Regency Lost Pines is a picturesque, par 72 course that takes golfers through rolling prairies, heavily wooded ridgelines, and river valleys lined with pecan trees. Enjoy scenic views of the lower Colorado River as it winds through the course's final holes.

Registration/practice/breakfast: 6:30am – 7:00am

Shot Gun Start: 7:00am

Cost: \$225 per person, clubs available for rentals \$75.

[Please click here to fill out form and submit payment.](#)

ZILKER BREWING COMPANY TOUR



Zilker Brewing Company is a craft brewery and taproom focusing on the American Belgo style while brewing a wide array of interesting and classic beers. Their unique brewing style is influenced by world travel and experimentation. By combining delicate trappist yeast strains with clean American brewing techniques they produce a unique beer that is always in balance, always complex, and always has a proper finish. Lunch included.

Departing the hotel at 9:45am.

Cost: \$245 per person.

[Please click here for more information and to register.](#)

Optional Activity Sponsorship includes:

- Tour fee for (1) one individual from your Company
- Light Continental Breakfast
- Lunch and Beverages

Golf foursomes are subject to change. Both activities are first come first serve.

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations
One-on-One
Appointments
Badges
MyRestaurantPoint East
Portal
CPMG connect! Mobile
App
Post Event Strategy

TO DO

Planning Webinar
Registration Details
Hotel Reservations
Ground Transportation
Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

Forms

Room Drop (optional)

Deadline to submit form is September 20th.

If there are items that you want to have delivered directly to the guest rooms(s) of the Chain Executives, you will need to complete the Room Drop Form. Be aware that there is a fee associated with this service.

NOTE: Chain Executives are provided with a shipping box to ship any Event materials that they receive onsite; for your reference, the size of the box is 18"x14"x12". Liquids and breakables are not permitted to be shipped. Be conscious of the weight of your item and understand that any materials that do not fit inside a closed shipping box become that Supplier's responsibility to ship. This also applies to [takeaways](#) and samples that you provide to Chain Executives in a Boardroom or One-on-One appointment:

[Please click here to print the Room Drop form.](#)

Shipping (optional)

If you plan to ship Event materials to the hotel, carefully review shipping instructions and complete the [Shipping form](#) for use during the Event. Event materials should not arrive at the hotel prior to September 26th, or additional storage charges may apply.

Food and Beverage Delivery (optional)

Deadline to submit form is September 20th.

If you would like to serve food or beverages to Chain Executives in your Boardrooms or One-on-One Location, you must coordinate directly with the Hotel using the attached [Food and Beverage Authorization Form](#). No outside food or drink will be permitted in the Boardroom or One-on-One areas. CPMG does provide snacks and beverages to the Chain Executives throughout their Boardrooms.

Forms continued

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities
Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

FORMS *previous*

Audio Visual (optional)

Deadline to submit your order at a 20% discount is September 18th.

RestaurantPoint East's Audio Visual partner is CommCo Productions, who will have staff on-hand during the Boardroom presentations to address any needs you may have with your audio visual and computer equipment.

Within each Boardroom you will find:

- LCD projector
- Wireless Presenter
- Screen
- Speakers
- Wireless internet
- HDMI and VGA cables

Laptops ARE NOT provided. Please come prepared with your own laptop or device for use in the Boardrooms.

If you require any special adapters to connect your laptop to a standard HDMI or VGA cable within the Boardrooms, please bring them with you. CommCo cannot guarantee the availability of such items.

Should you require any additional equipment in your Boardroom other than what comes standard (outlined above), please order directly with CommCo Productions:

[Click here to print and complete the Audio Visual form.](#)

Please scan and email your completed form to: Courtney Whitaker at courtney@commcopro.com.

CommCo will respond to you within 72 hours of receiving your order to process payment. If you do not receive a call within 72 hours, your order form may not have been received. If you do not receive a call regarding your order, or you have any specific questions, please call Courtney directly at (407) 494-5587.

Frequently Asked Questions

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

What is the Dress Code?

When should I arrive and depart?

Are meals provided?

When is Onsite Event Material / Badge Pick-Up?

Where is the RestaurantPoint East Information Desk?

What if I am arriving outside of Registration Times?

What is Supplier Reception and Orientation?

What are the Networking Opportunities?

How is the Boardroom set-up?

What is provided in my One-on-One location?

What else should I bring?

When is there Executive Contact information sharing?

Frequently Asked Questions continued

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament

Zilker Brewing
Company Tour

Forms

FAQs

FAQs [previous](#)

What is the Dress Code?

- Business Casual during the day.
- Temperatures average low 90s (day) – high 60s (evening). Please check the Weather Channel forecast pre-Event.
- Evening activities are casual attire, with the exception of Tuesday night's Closing Dinner, which is business casual (such as sports coat for men and equivalent for women).

When should I arrive and depart?

- Arrive no later than mid-afternoon on Sunday, September 29th. Supplier Reception and Orientation will take place on Sunday at 4:45pm. Plan to attend this kick-off to the Event as it is a great opportunity for you to learn how to navigate the Event and to join in some interactive peer discussions.
- If you are participating in the optional activities, plan to arrive Saturday, September 28th.
- Depart anytime Wednesday, October 2nd.
- Remember to check [ground transportation date/time](#) availability before booking your flights.

Are meals provided?

The following meals are included in your RestaurantPoint East participation package:

- Sunday Welcome Reception
- Breakfast – Monday, Tuesday, and Wednesday
- Lunch – Monday and Tuesday
- Monday Dinner Party
- Daily refreshments during the One-on-One Appointments
- Tuesday Closing Cocktail Reception and Dinner

When is Onsite Event Material / Badge Pick-Up?

Saturday, September 28th, from 3:00pm – 6:00pm for those attendees participating in the optional activities and on Sunday, September 29th, from 2:00pm – 7:00pm for all attendees.

Badge Pick-Up is located at the Grand Foyer.

At Badge Pick-Up you will receive:

- Name Badge (to be worn at all times)
- Event Directory
- Event Guide: includes map of the resort and One-on-One area

[Frequently Asked Questions continued](#)

WELCOME
EVENT ELEMENTS
CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament
Zilker Brewing
Company Tour

Forms

FAQs

FAQs [previous](#)

Where is the RestaurantPoint East Information Desk?

This will be the "information hub" throughout the Event.

- Beginning Monday, September 30th at 7:00am, located at the Lone Star Foyer. Come to the Information Desk for Event questions, Late Registration, Event Badges, and Materials pick-up.

What if I am arriving outside of the Registration Times?

- If you will miss Sunday's registration and plan to attend the Welcome Reception, email [Nikki Rousseau](#), as you need your badge to attend all social events at RestaurantPoint East.

What is Supplier Reception and Orientation?

- A Chain Executive and a Supplier will join our panel to share their thoughts on how to be successful at RestaurantPoint East.
- A representative from our AV provider, CommCo Productions, will be available if you would like to test your presentation with the LCD projectors that will be supplied in the Boardrooms.
- Even if you've been to an Event before, consider attending the Reception/Orientation just the same. We are always sharing new information, and it's a great way to socialize and interact with your peers in a relaxed environment.

What are the Networking Opportunities?

Within the Event agenda, you will find many opportunities to enjoy first class meals and events designed to expand, develop, and strengthen your business relationships. From the Welcome Reception on Sunday, to the Closing Dinner and Entertainment on Tuesday evening, and everything in between, the opportunities to connect are numerous, so don't forget to bring plenty of business cards.

Additional tips:

- Attending all networking functions.
- Split up your team and mingle individually with the Chain Executives.
- Invite Chain Executives to sit with you.
- Exchange business cards.
- Using the social functions to build relationships with the Chain Executives.
- Avoid heavy discussion unless initiated by the Chain Executive. If you build a relationship, there will be time for the sales pitch later.

[Frequently Asked Questions continued](#)

WELCOME

EVENT ELEMENTS

CHECKLIST/
DEADLINES

TO KNOW

Boardroom Presentations

One-on-One
Appointments

Badges

MyRestaurantPoint East
Portal

CPMG connect! Mobile
App

Post Event Strategy

TO DO

Planning Webinar

Registration Details

Hotel Reservations

Ground Transportation

Optional Sunday
Activities

Golf Tournament

Zilker Brewing

Company Tour

Forms

FAQs

FAQs [previous](#)

How is the Boardroom set-up?

- LCD projector
- Wireless Presenter
- 7' X 7' Screen
- Audio Speakers
- Wireless internet
- HDMI and VGA cables

What is provided in my One-on-One location?

- 1 – Backdrop Unit (with Supplier Company Name and location number)
- 1 – 30" Round Skirted Table
- 4 – Chairs
- 1 – 5amp/500 Watt Plug Strip
- Wireless internet

What else should I bring?

- Plenty of current business cards.
- Your laptop and necessary cords.
- Back-up materials for your Boardroom presentation; you want to be prepared in the event of computer equipment failure, etc. The show must go on!
- Sunglasses and sunscreen – Lunch is often hosted outdoors in favorable weather conditions.

When is there Executive Contact information sharing?

- It is your responsibility to collect business cards and contact information from the attending Chain Executives. RestaurantPoint East does not share contact information for the Chain Executives before or after the Event. Instead of reaching out to attending Chain Executives directly prior to the Event, use the One-on-One scheduling tool to make your meeting requests.