

WELCOME

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january 27-30, 2019  
westin kierland resort and spa  
scottsdale, arizona

SP



# StorePoint® Fresh

## Supplier Planning Guide

 Connecting Point  
MARKETING GROUP

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## Welcome!

**Thank you for participating in StorePoint Fresh 2019 in Scottsdale, Arizona!**

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 StorePoint Fresh. 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 Scottsdale.

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

Best Regards,



*Nicole Rousseau*

Nicole Rousseau  
Event Support Executive  
(603) 379-8522



*RJ Lincoln*

RJ Lincoln  
Director of Sales  
(603) 379-8504



56 Dow Lane  
PO Box 501  
Rye, NH 03870  
(603) 964-4022

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## 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)*

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Item	Available	Deadline
<input type="checkbox"/> Registration Part 1 <ul style="list-style-type: none"><li>• Company Profile</li><li>• Company Logo</li><li>• Category Selection</li><li>• Attendees</li></ul>		November 30, 2018
<input type="checkbox"/> Registration Part 2 <ul style="list-style-type: none"><li>• Boardroom Ranking</li><li>• One-on-One Requests</li></ul>	November 30, 2018	December 7, 2018
<input type="checkbox"/> Planning Webinar	January 7, 2019	
<input type="checkbox"/> Personalized Event Preparation Organize a call with your team and <a href="#">RJ Lincoln</a> to discuss your Event preparation strategy.		
<input type="checkbox"/> <a href="#">Hotel Room Reservations</a> :	Now (First come, first served)	Two-night deposit will be forfeited if your reservation is changed or cancelled after December 14, 2018
<input type="checkbox"/> <a href="#">Audio Visual</a> (optional) Orders placed on or after April 4, 2019, are subject to the standard rate.	Now	January 16, 2019 for 20% discount rate.
<input type="checkbox"/> <a href="#">Room Drop Request</a> (optional)	Now	Fax form to hotel before January 18, 2019.
<input type="checkbox"/> <a href="#">Shipping Materials to Event</a> (optional)	Now	Fax form to hotel before items ship. Items not to arrive earlier than January 24, 2019 or additional storage charges will apply.
<input type="checkbox"/> <a href="#">Food and Beverage Deliveries</a> (optional)	Now	Fax form to hotel before January 11, 2019.
<input type="checkbox"/> <a href="#">Download</a> our Connect! Mobile App		January 25, 2019



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## Boardroom Presentations

At StorePoint Fresh, 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](#)

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## 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

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## 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. [RJ Lincoln](#) 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.**

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## BOARDROOM LOGISTICS

### Boardroom Timing

Each Boardroom session runs **twenty (20) 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 *previous*

### Boardroom Feedback

Chain Executives are asked to provide feedback on presentations through the StorePoint Fresh 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 StorePoint Fresh Portal.

- Within the StorePoint Fresh 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 StorePoint Fresh.

**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

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# StorePoint® Fresh 2019

## 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.

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## 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 StorePoint Fresh 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

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## 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 StorePoint Fresh 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](#)

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## 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 StorePoint Fresh 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.





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## 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.

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## 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 [RJ Lincoln](#) for further details.
- Supplier guest badges are not available.
- Not available for individual sale.

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## MyStorePoint Fresh Portal

MyStorePoint Fresh 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 StorePoint Fresh, 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 #spfresh19.
- 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.

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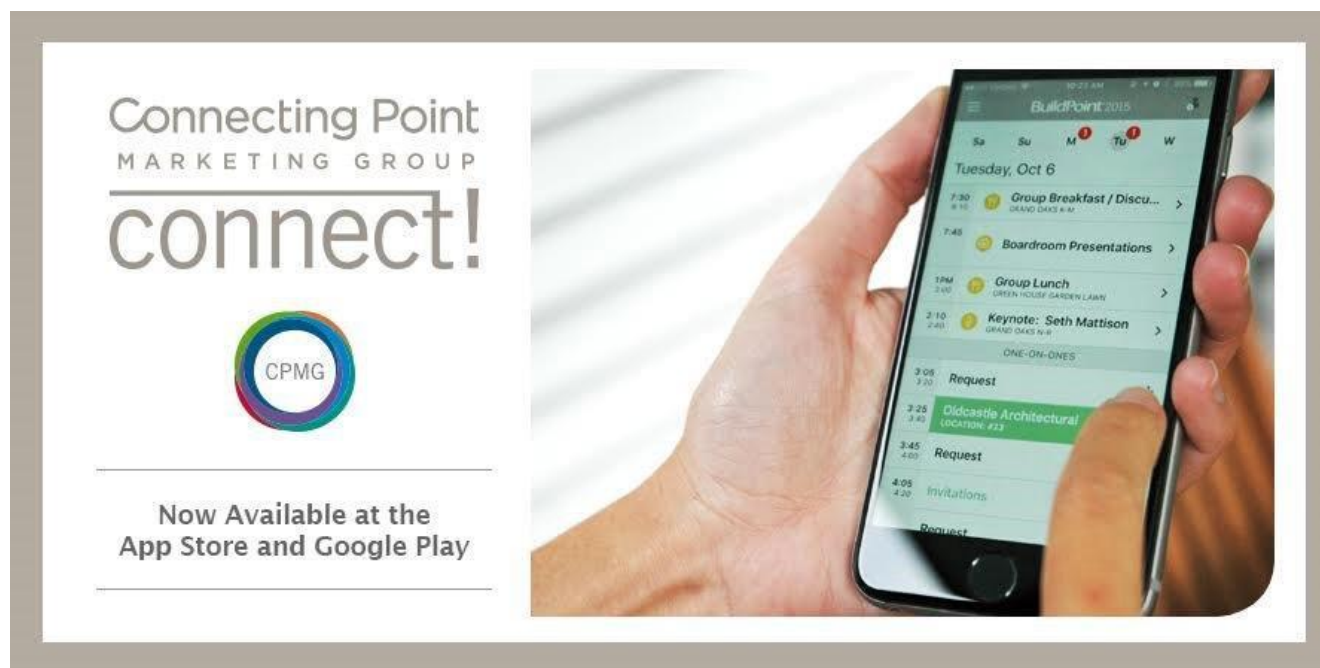
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## CPMG connect! Mobile App

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.



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## 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 MyStorePoint Fresh 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.



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## 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.

**January 7<sup>th</sup>, 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

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## 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 [Nicole 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.

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# StorePoint® Fresh 2019

## HOTEL RESERVATION

The Event runs from Sunday, January 27<sup>th</sup>, to Wednesday, January 30<sup>th</sup>. There are optional activities on Sunday morning (Golf Tournament and Hiking and Scavenger Hunt Tour). Participants taking part in the optional activities should plan to arrive on Saturday, January 26<sup>th</sup>.



**Westin Kierland**  
6902 East Greenway Parkway  
Scottsdale, Arizona 85254  
Phone (480) 624-1000

[Book your hotel rooms.](#)

### Hotel Reservations

- Rooms and rates are subject to availability (\$309 + applicable taxes). Resort fee is waived for StorePoint Fresh 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 **December 14, 2018**, the full two-night deposit will be forfeited. Should you change your reservation after **December 14, 2018**, 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 Westin Kierland from the Phoenix Sky Harbor International Airport will be provided for you (see date/time availability below).

### From the Airport:

- Saturday, January 26<sup>th</sup>, 11:00am – 4:00pm, every half hour, top and bottom of the hour.
- Sunday, January 27<sup>th</sup>, 11:00am – 7:00pm every half hour, top and bottom of the hour.

### To the Airport:

- Wednesday, January 30<sup>th</sup>, 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 STOREPOINT FRESH 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 Phoenix Sky Harbor International Airport to the Westin Kierland is about \$55 (plus tip).

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## Sunday Optional Activities

We are offering two optional activities on Sunday, January 27<sup>th</sup>, before the Event for an additional fee. To participate in the Golf Tournament or the Hiking Scavenger Hunt 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, January 26<sup>th</sup>, as optional activities commence early in the morning on Sunday.

## GOLF TOURNAMENT



Designed by Scott Miller, formerly a senior designer for Jack Nicklaus, Kierland Golf Club provides three

18-hole combinations from which to choose. Named after indigenous plant life found on the course, Acacia, Ironwood and Mesquite offer a complementary collection of nines – each with its own flavor and strategy.

**Registration/practice/breakfast:** 7:00am – 8:00am

**Tee-off:** 8:00am

**Cost:** \$365 per person, clubs available for rentals \$75.

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

## HIKING AND SCAVENGER HUNT TOUR



Get to know the Sonoran Desert! This competitive exercise will give you an opportunity to learn about the flora,

fauna, geography, and geology of one of the most diverse deserts in the world. Navigate through the landscape (watch where you're walking, this is a land of cactus!) and identify the features of this unique environment. Your team's mission is to "collect" with your camera the most elements of this region and ecosystem and win the satisfaction of being the resource experts of the event..

Departing the hotel at 8:15am.

**Cost:** \$225 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.

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## Forms

### Room Drop (optional)

**Deadline to submit form is January 18<sup>th</sup>.**

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 January 24<sup>th</sup>, or additional storage charges may apply.

### Food and Beverage Delivery (optional)

**Deadline to submit form is January 11<sup>th</sup>.**

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](#)



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### Audio Visual (optional)

**Deadline to submit your order at a 20% discount is January 16<sup>th</sup>.**

StorePoint Fresh'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](mailto: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.

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## Frequently Asked Questions

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*When should I arrive and depart?*

*Are meals provided?*

*When is Onsite Event Material / Badge Pick-Up?*

*Where is the StorePoint Fresh Information Desk?*

*What if I am arriving outside of Registration Times?*

*What is Supplier Reception and Orientation?*

*What are the Networking Opportunities?*

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## What is the Dress Code?

- Business Casual during the day.
- Temperatures average high 60s (day) – low 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, April 14<sup>th</sup>. 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, January 26<sup>th</sup>.
- Depart anytime Wednesday, January 30<sup>th</sup>.
- Remember to check [ground transportation date/time](#) availability before booking your flights.

## Are meals provided?

The following meals are included in your StorePoint Fresh 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, January 26<sup>th</sup>, from 3:00pm – 6:00pm for those attendees participating in the optional activities and on Sunday, January 27<sup>th</sup>, from 2:00pm – 7:00pm for all attendees.

Badge Pick-Up is located in the Culturekeepers Hall West.

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](#)

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### Where is the StorePoint Fresh Information Desk?

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

- Beginning Monday, January 29<sup>th</sup> at 7:00am, located in the Culturekeepers Hall West. 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 [Nicole Rousseau](#), as you need your badge to attend all social events at StorePoint Fresh.

### 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 StorePoint Fresh.
- 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.

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### 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. StorePoint Fresh 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.