LEARN HOW TEAMWORK AND COLLABORATION ARE KEY TO YOUR SUCCESS.

At the 3rd annual Marketing & Sales Leaders Forum, foodservice marketing and sales pros will convene to discover the insights and best practices to help formulate successful plans for execution.

**Hear firsthand best practices in working with operators.**

This closing session will feature lively discussions from a panel of both operators and manufacturers as they discuss their learnings from participating in the Operator Collaboration Model initiative.

**DON'T MISS THE CLOSING PANEL:**

**The Operator Collaboration Model**

Help both sales and marketing professionals do what they do better individually and in collaboration with each other. Give your team the benefit of:

- **A forum with the latest information and implications,** with presentations from Datassential and The NPD Group. See the New View of Foodservice & Industry Update and the rollout of the all-new Insights Library.
- **A guided tour into the future with an update on Foodservice 2020 and its implications for the industry.**
- **Updates on best practices from the report Full Plate.**
- **Hear from a panel of distributors, manufacturers and brokers who have completed the program and will share their learnings and results.**
- **Methods that drive planning and execution through breakout sessions on driving demand by using data and insights.**
- **A better way to collaborate from hearing a panel of operators and manufacturers who have piloted and activated the Operator Collaboration Model.**

**2014 PROGRAM AT-A-GLANCE**

- **August 5-6, 2014**
- **Rich Products Worldwide Headquarters, Buffalo, NY**

**Why**

Help both sales and marketing professionals do what they do better individually and in collaboration with each other. Give your team the benefit of:

- An opportunity to gain critical insights and best practices that will help you do your job better.
- A platform to meet new peers and exchange ideas with colleagues from around the world.
- A venue to connect with industry professionals and key opinion leaders.
- An opportunity to showcase your latest innovations and demonstrate your thought leadership.

**PRICING**

- **IFMA Manufacturer Members:** $1,095 each for the first two paid registrants; $795 each for additional registrants when registered as a group.
- **IFMA Associate Members:** $1,295 for one person. $1,195 per person for additional registrants when registered as a group.
- **IFMA Non-Members:** $1,495 flat rate

**REGISTRATION**

Scan here or visit ifmaworld.com/mslf14 to register. Follow IFMAWORLD on Twitter and use #MSLF14 to connect with others about the Marketing & Sales Leaders Forum.

**SPONSORSHIPS**

Special sponsorship opportunities available. Contact Anthony DePaolo at tony@ifmaworld.com for more information.

**IMPORTANT DETAILS**

You are responsible for making your hotel reservations. Rates at the hotels below are guaranteed until July 11, 2014. We suggest you book your hotel room soon.

- **Adam's Mark:** $109/night + taxes
- **Embassy Suites Downtown:** $159/night + taxes

Rooms can only be reserved online. Please go to www.cvent.com/d/84qwr9 to book your room.

**For more information, including our cancellation policy, visit ifmaworld.com/mslf14.**

---

**LEARN HOW TEAMWORK AND COLLABORATION ARE KEY TO YOUR SUCCESS.**

**LEADERS FOR U M**

Insights that drive planning. Planning that drives Execution.

**Insights & Best Practices that drive Planning & Execution.**

Follow @IFMAWORLD on Twitter and use #MSLF14 to connect with others about the Marketing & Sales Leaders Forum.
ONE OF THE MUST-ATTEND CONFERENCES OF THE YEAR.

At the 3rd annual Marketing & Sales Leaders Forum, foodservice marketing and sales pros will convene to discover the market insights and best practices to help formulate successful plans for execution.

Discover the path to extraordinary results for your organization by attending one motivating conference. At the Marketing & Sales Leaders Forum, you’ll gain:

- Consumer-driven views of the foodservice landscape
- New data focused on driving demand
- Best practices in operator/supplier collaboration
- Introduction to the new Insights Library

For marketing. For sales. And for better collaboration between the two.

YOUR GO-TO-MARKET STRATEGY STARTS HERE.

Research. Insights. Proven strategies. Two energy-packed days.

DON’T MISS THE CLOSING PANEL:
The Operator Collaboration Model

Hear first-hand best practices in working with operators. The closing session will feature lively discussions from a panel of both operators and manufacturers as they discuss their learnings from participating in the Operator Collaboration Model initiative.

Bring your entire team. Register at ifmaworld.com/mslf14

Follow @IFMAWORLD on Twitter and use #MSLF14 to connect with others about the Marketing & Sales Leaders Forum.
DAY ONE
TUESDAY, AUGUST 5, 2014
1:00PM - 5:30PM

The teams from Datassential and The NPD Group will present the latest information on the state of the foodservice industry, including:

- Key industry developments and trends
- Insights into the current and future status and implications for suppliers
- An all-new Insight Library

Jack Li of Datassential will unveil fascinating new Consumer and Culinary Research, including:

- Consumer dining occasions
- Eater types
- Latest food trends
- An impending critical industry shift

Get ready for non-stop learning and interaction, beginning with pivotal presentations and culminating in breakout sessions on the subjects you asked for.

Detailed analysis of industry performance and forecasts by Datassential & the NPD Group. Includes New View of Foodservice, Foodservice Landscape Update and the new Insights Library.

A tour of the future of foodservice through consumer-focused and operator-centric insights and best practices.

Updates on Foodservice Category Management, including industry professionals executing the Full Plate™ process.

Best practices in using data planning and execution to drive demand with a focus on independents and chains.

Best practices in working with operators and learnings from the Operator Collaboration Model initiative.

And much, much more.

In response to feedback from last year, we’ve lengthened the time of the breakouts to allow you to gain the greatest amount of insights possible.

RECEPTION
TUESDAY EVENING
5:30PM - 7:00PM

DAY TWO
WEDNESDAY, AUGUST 6, 2014
8:00AM - 3:00PM

360-degree view of the foodservice landscape

New data focused on getting shared

Best practices in incorporating key information

Introduction to the new Insight Library

For marketing. For sales. And for better collaboration between the two.

YOUR GO-TO-MARKET STRATEGY STARTS HERE.


BREAKOUTS NOT TO BE MISSED.

Discover the path to extraordinary results for your organization by attending one motivating conference.

At the Marketing & Sales Leaders Forum, you’ll gain:

- Consumer-driven views of the foodservice landscape
- New data focused on driving demand
- Best practices in operator/supplier collaboration
- Introduction to the new Insights Library

For marketing. For sales. And for better collaboration between the two.

YOUR GO-TO-MARKET STRATEGY STARTS HERE.

Research. Insights. Proven strategies. Two energy-packed days. Discover the path to extraordinary results for your organization by attending one motivating conference.

At the Marketing & Sales Leaders Forum, you’ll gain:

- Consumer-driven views of the foodservice landscape
- New data focused on driving demand
- Best practices in operator/supplier collaboration
- Introduction to the new Insights Library

For marketing. For sales. And for better collaboration between the two.

YOUR GO-TO-MARKET STRATEGY STARTS HERE.

Research. Insights. Proven strategies. Two energy-packed days.

First hear Roger Toomey, President & CEO of UniPro Foodservice, Inc., discuss the future of distribution and how it relates to working together to build business with independents. Then listen to a panel of brokers as they discuss best practices to reach and influence the independent foodservice operator market.

Session Leader: Dave DeWalt, President, Franklin Foodservice Solutions

Driving Demand: Independent Operators

Hear from a panel of operators as they share their insights on best practices and what they learned: “The Good, the Bad and the Ugly” experiences.

Session Leader: Art Bell, Partner, The Partnering Group

Driving Demand: Chain Restaurants

Learn best practices for using data to drive your business plan from a panel of restaurant operators who have “taken the drive.”

Using Data and Insights to Drive Planning

What are the best practices for the use of insights to execute your business plan? Learn from a panel of industry executives who will share their results.

Using Data and Insights to Drive Execution
The teams from Datassential and The NPD Group will present the latest information on the state of the foodservice industry, including:

» Key industry developments and trends
» Insights into the current and future status and implications for suppliers

Jack Li of Datassential will unveil fascinating new Consumer and Culinary Research, including:

» Consumer dining occasions
» Eater types
» Latest food trends
» An impending critical industry shift

Get ready for non-stop learning and interaction, beginning with pivotal presentations and culminating in breakout sessions on the subjects you asked for.

» Detailed analysis of industry performance and forecasts by Datassential & the NPD Group. Includes New View of Foodservice, Foodservice Landscape Update and the new Insights Library.

» A tour of the future of foodservice through consumer-focused and operator-centric insights and best practices.

» Updates on Foodservice Category Management, including industry professionals executing the Full Plate™ process.

» Best practices in using data planning and execution to drive demand with a focus on independents and chains.

» Best practices in working with operators and learnings from the Operator Collaboration Model initiative.

In response to feedback from last year, we’ve lengthened the time of the breakouts to allow you to gain the greatest amount of insights possible.

YOUR GO-TO-MARKET STRATEGY STARTS HERE.
Research. Insights. Proven strategies. Two energy-packed days. Discover the path to extraordinary results for your organization by attending one motivating conference. At the Marketing & Sales Leaders Forum, you’ll gain:

» Consumer-driven views of the foodservice landscape
» New data focused on driving demand
» Best practices in operator/supplier collaboration
» Introduction to the new Insights Library

For marketing. For sales. And for better collaboration between the two.

First hear Roger Toomey, President & CEO of UniPro Foodservice, Inc., discuss the future of distribution and how it relates to working together to build business with independents. Then listen to a panel of brokers as they discuss best practices to reach and influence the independent foodservice operator market.

Driving Demand: Independent Operators

Hear from a panel of operators as they share their insights on best practices and what they learned: “The Good, the Bad and the Ugly” experiences.

Session Leader: Dave DeWalt, President, Franklin Foodservice Solutions

Driving Demand: Chain Restaurants

Learn best practices for using data to drive your business plan from a panel of restaurant operators who have “taken the drive.”

Using Data and Insights to Drive Planning

What are the best practices for the use of insights to execute your business plans? Learn from a panel of industry executives who will share their results.

Using Data and Insights to Drive Execution

This year there are four breakouts and attendees may participate in all of them.

© 2014 Rich Products Corporation. All Rights Reserved.
One of the must-attend conferences of the year.

At the 3rd annual Marketing & Sales Leaders Forum, foodservice marketing and sales pros will convene to discover the market insights and best practices to help formulate successful plans for execution.

Hear firsthand best practices in working with operators. This closing session will feature lively discussions from a panel of operators and manufacturers as they discuss their learnings from participating in the Operator Collaboration Model initiative.

Don't miss the closing panel:

The Operator Collaboration Model

IFMA Manufacturer Members:

IFMA Associates Members:

IFMA Non-Members:

You are responsible for making your hotel reservations. Rates at the hotels below are guaranteed until July 11, 2014. We suggest you book your hotel room soon.

We have a block of rooms at the following hotels:

- Adam's Mark: $109/night + taxes
- Embassy Suites Downtown: $159/night + taxes

Rooms can only be reserved online. Please go to www.cvent.com/d/84qwr9 to book your room.

Buses will travel between the above hotels and Rich's Headquarters for the conference. There is no parking at Rich's. Please plan to shuttle from one of the hotels.

For more information, including our cancellation policy, visit ifmaworld.com/mslf14.

August 5-6, 2014
Rich Products Worldwide Headquarters, Buffalo, NY

Help both sales and marketing professionals do what they do better individually and in collaboration with each other. Give your team the benefit of:

- A forum with the latest information and implications, with presentations from Datassential and The NPD Group. See the New View of Foodservice & Industry Update and the rollout of the all-new Insights Library.
- Updates on best practices from the report Full Plate®.
- Hear from a panel of distributors, manufacturers and brokers who have completed the program and will share their learnings and results.
- Methods that drive planning and execution through breakout sessions on driving demand by using data and insights.
- A better way to collaborate from hearing a panel of operators and manufacturers who have piloted and activated the Operator Collaboration Model.

August 5-6, 2014, Rich Products Worldwide Headquarters, Buffalo, NY

Learn how teamwork and collaboration are key to your success.

...success were ready for you to discover.

Connect. Discover. Optimize.

There was an event where the insights for...What

Follow @IFMAWORLD on Twitter and use #MSLF14 to connect with others about the Marketing & Sales Leaders Forum.

This closing session will feature lively discussions from a panel of operators and manufacturers as they discuss their learnings from participating in the Operator Collaboration Model initiative.

When
August 5-6, 2014

Where
Rich Products Worldwide Headquarters, Buffalo, NY

Why
Help both sales and marketing professionals do what they do better individually and in collaboration with each other. Give your team the benefit of:

- A forum with the latest information and implications, with presentations from Datassential and The NPD Group. See the New View of Foodservice & Industry Update and the rollout of the all-new Insights Library.
- A guided tour into the future with an update on Foodservice 2020 and its implications to the industry.
- Updates on best practices from the report Full Plate®.
- Hear from a panel of distributors, manufacturers and brokers who have completed the program and will share their learnings and results.
- A better way to collaborate from hearing a panel of operators and manufacturers who have piloted and activated the Operator Collaboration Model.

One of the must-attend conferences of the year.

At the 3rd annual Marketing & Sales Leaders Forum, foodservice marketing and sales pros will convene to discover the market insights and best practices to help formulate successful plans for execution.

2014 Program At-a-Glance

- A forum with the latest information and implications, with presentations from Datassential and The NPD Group. See the New View of Foodservice & Industry Update and the rollout of the all-new Insights Library.
- A guided tour into the future with an update on Foodservice 2020 and its implications to the industry.
- Updates on best practices from the report Full Plate®.
- Hear from a panel of distributors, manufacturers and brokers who have completed the program and will share their learnings and results.
- Methods that drive planning and execution through breakout sessions on driving demand by using data and insights.
- A better way to collaborate from hearing a panel of operators and manufacturers who have piloted and activated the Operator Collaboration Model.

PRICING

IFMA Manufacturer Members:

IFMA Associates Members:

IFMA Non-Members:

Don't miss the closing panel:

The Operator Collaboration Model

When
August 5-6, 2014

Where
Rich Products Worldwide Headquarters, Buffalo, NY

Why
Help both sales and marketing professionals do what they do better individually and in collaboration with each other. Give your team the benefit of:

- A forum with the latest information and implications, with presentations from Datassential and The NPD Group. See the New View of Foodservice & Industry Update and the rollout of the all-new Insights Library.
- A guided tour into the future with an update on Foodservice 2020 and its implications to the industry.
- Updates on best practices from the report Full Plate®.
- Hear from a panel of distributors, manufacturers and brokers who have completed the program and will share their learnings and results.
- Methods that drive planning and execution through breakout sessions on driving demand by using data and insights.
- A better way to collaborate from hearing a panel of operators and manufacturers who have piloted and activated the Operator Collaboration Model.

PRICING

IFMA Manufacturer Members:

IFMA Associates Members:

IFMA Non-Members:

IFMA Member:

IFMA Non-Member:

Sponsorships

Special sponsorship opportunities available. Contact Anthony DePaolo at tony@ifmaworld.com for more information.

Marketing & Sales Leaders Forum Insights & Best Practices that drive Planning & Execution.