



January 14, 2009

FOR YOUR REVIEW

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SAVANNAH SPONSOR MEETING – READ ALL ABOUT IT!



With the February meeting just six cold weeks away (cold for us in the sub-zero north), it's time to share more details with you. We'll warm up in sunny Savannah, GA on February 25th and 26th, where average temperatures typically hover around 70°. As always, we have a full agenda to help you improve your operator relationships, enhance your marketing efforts, increase sales, and network with your peers. We look forward to seeing you in Savannah.

If you have not done so, please provide your final attendance list and hotel room count to Erin by January 22nd. After finalizing your travel plans, email your itinerary to erin.breczinski@biworldwide.com.

ACTIVITY SCHEDULE

Wednesday, February 25th

12:00 PM – 3:00 PM (*Sapelo Room*) – Check-in and meeting packet pick-up

3:00 PM – 6:00 PM (*Sapelo Room*) – Day 1 Program

- Meeting Kick-off.
- FSR Metrics – We'll review program performance and trends across the coalition including enrollment, retention, redemptions, and promotions. See how your results compare against the Coalition.
- Multiplying Your Most Valuable Operators – Our new partnership with CHD provides access to EVERY operator in the US and Canada. We can now identify your most valuable operators, find more like them within Foodservice Rewards, and identify and attract operators just like them from outside of Foodservice Rewards.
- International Expansion – Hear about Foodservice Rewards expansion efforts on other continents.

6:00 PM – 10:00 PM (*45 Bistro*) – Enjoy great food and drink while networking and catching up with your peers.

Thursday, February 26th

7:00 AM – 8:00 AM (*Ossabow Room*) – Breakfast

8:00 AM – 11:30 AM (*Sapelo Room*) – Day 2 Morning Program

- Foodservice Rewards Program Enhancements – We'll share program improvements and success stories related to the Welcome Bonus for new operators, Super-Select promotions, Goal Stretch promotions, social networking, web and newsletter stats, label changes, and Elite Operator initiatives.
- Sponsor Presentations – Sponsors reveal their best practices for Foodservice Rewards promotion and sales initiatives.

11:30 AM – 12:30 PM (*Ossabow Room*) – Lunch

12:30 PM – 3:00 PM (*Sapelo Room*) – Day 2 Afternoon Program

- More Sponsor Presentations – See above.
- Distributor Update – Big Mike talks about his latest efforts and successes in expanding the reach and performance of the distributor program.
- Name That Promotion – An interactive naming contest for our newest promotion. Win the accolades of your peers and a fabulous prize.
- Meeting wrap-up.

HOTEL

We have reserved a block of rooms at the Hilton Savannah DeSoto, located at 15 East Liberty Street, in the heart of the historic district. Room rates are \$139 per night, plus taxes and fees. **Note that hotel reservations will be made for you.** Hotel information can be found at www1.hilton.com/en_US/hi/hotel/SAVDHHF-Hilton-Savannah-DeSoto-Georgia/index.do.

ARRIVAL & DEPARTURE

For those flying into Savannah, plan to arrive by 1:00 PM as traffic can be heavy between the airport and downtown. Drivers, plan to arrive at the hotel by 2:00 PM. Our meeting ends on Thursday at 3:00 PM, so plan your departure flights after 5:00 PM.

MISCELLANEOUS

- Attire – For all activities, dress is business casual.
- Expenses – Sponsors are responsible for travel to and from the meeting and for their hotel stay. BI covers the cost of transportation between events and all food costs.
- Airport Transportation – You will not need a rental car for any activities related to the Sponsor Meeting. The hotel is approximately 14 miles from the airport. Taxi fares between the airport and hotel are approximately \$20.
- Hotel Parking – If you are driving, parking is available at the hotel for \$13 per day.
- Morning Run – If you are interested in a run through Historic Savannah on Wednesday or Thursday morning, contact John Neupauer.

As always, please contact us with questions, comments, and ideas. Thanks!

Sandy Younger: 952-844-4762
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