

# EXCLUSIVE INVITATION



September 2016

## SUBJECT: THE BERLIN PACKAGING 2017 SALES CONFERENCE & SUPPLIER TRADE FAIR!

Dear Valued Supplier:

Thank you for your continued support throughout 2016! As a key Supplier to Berlin Packaging, we would like to formally invite you to participate in our 2017 Sales Conference & Supplier Trade Fair at the Four Seasons Resort Orlando at Walt Disney World® Resort, located in Lake Buena Vista, Florida! The event will kick-off with breakfast on Thursday, January 19, 2017 and will conclude after the awards reception and dinner on Friday, January 20, 2017. Following are select details of the Sales Conference & Supplier Trade Fair.



You will soon receive an electronic invitation so you may officially RSVP for the event.

## EVENT OVERVIEW

**EVENT DATE:** Thursday, January 19, 2017, beginning at 7:30 am (breakfast) through Friday, January 20, 2017, concluding by approximately 10:00 pm (after special Awards Reception & Dinner)

**EVENT LOCATION:** **Four Seasons Resort Orlando at Walt Disney World® Resort**  
10100 Dream Tree Boulevard, Lake Buena Vista Florida 32836  
[www.fourseasons.com/orlando](http://www.fourseasons.com/orlando)  
Phone: (407) 313-7777  
Reservations: (800) 267-3046

**EVENT CHARGE:** To assist with the overhead of this type of meeting venue, we are requesting a Registration Event Fee of \$500 per "supplier attendee (or person)," paid by credit card (American Express, MasterCard, Visa or Discover) during the electronic registration process. This fee includes all organized Berlin Packaging food and beverage and trade fair configurations. If you plan to bring a guest (spouse/friend) to the evening functions, please note the Berlin Packaging and Supplier Dinner on Thursday, January 19 is an additional \$100 per guest and the Special Awards Reception and Dinner on Friday, January 20 is an additional \$125 per guest. You will receive an electronic invitation shortly (via email).

**REGISTRATION:** You will receive an "Electronic Registration Form" (via Email) for completion on-line. We request that you complete the electronic registration form (on-line) by Friday, November 18, 2016.

**OVERNIGHT ACCOMMODATIONS:** **Please make your reservations as soon as possible or by Friday, November 18, 2016, to receive our special rate. Reservation requests received after this date will be accepted at the resort's prevailing rate, based on availability.** Reservations can be made by calling the Four Seasons Resort Orlando at Walt Disney World® Resort at (800) 267-3046. Rooms are available from Tuesday, January 17 through Saturday, January 21, 2017, at Berlin Packaging negotiated room rates, [or \$315 plus tax (\$39.37) (or \$354.37 per night)] at the Four Seasons Resort Orlando at Walt Disney World® Resort. When speaking with the assigned representative, please reference the Berlin Packaging 2017 Sales Conference and Supplier Trade Fair. You will be asked for your address, telephone number, email address (for confirmation), room type preference, and a credit card to guarantee your reservation. In order to guarantee the reservation, a one-night deposit will be taken at time of booking. Reservations may be cancelled up to 31 days prior to arrival and the deposit will be refunded. Reservations cancelled with less than 31 days before arrival will forfeit the deposit.

**ATTIRE:** The Conference will be business casual attire with the exception of the Friday night event, which will be coat and tie attire. The meeting ends with the Friday evening awards dinner. You may plan for Friday late evening or Saturday departures.

## **TRADE FAIR BUSINESS OBJECTIVES**

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The event will give you an opportunity to meet with our entire sales force as well as other key Berlin Packaging employees. There will be approximately 200 Berlin Packaging employees in attendance. Discussions should focus on potential growth opportunities that exist between our companies that will have a meaningful impact for both of us in the 2017 calendar year and beyond.










- ★ Review projects currently in the pipeline and establish next steps that are required to move opportunities forward. Effective and immediate execution on these projects will be critical to our mutual success in 2017!
- ★ Review the key features and benefits of your product line. Discuss the competitive advantage that your products have.
- ★ Discuss possible leads and prospects that we should focus on in order to capture market share and grow our sales together. What business opportunities should we jointly pursue?

## **AWARDS DINNER**

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**Each year we select a SUPPLIER OF THE YEAR. We also select winners in each of the key product categories.**

On Saturday evening we will announce these winners at the awards dinner. When making our selection, we consider the following factors:

-  Does the Supplier understand our business needs?
-  Do we have interaction with key management and support personnel?
-  Is the Supplier an innovative market leader in their product category?
-  Does the supplier execute well from a delivery, quality and service perspective?
-  Is the Supplier competitively priced in their product category?
-  Does the Supplier provide effective product training for our people?
-  Does growth in business come easily with this Supplier?
-  Is the Supplier financially sound and do they reinvest in their business?
-  Does the Supplier focus on Customer Thrill and improving their Net Promoter Score?

## **BOOTH INFORMATION**

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8' x 10' (approximately) booth spaces with tables and chairs, and signage will be set up for your Company as our sales team will be making their rounds through the Trade Fair to learn more about your Company's capabilities and discuss opportunities in a productive, commercial environment.

The Trade Fair Room will be accessible for set-up on Wednesday, January 18, 2017, by approximately 2:00 pm, after which time you may gain access to your booth.

You may send product samples and literature to the Shepard Exposition Services, Inc. warehouse beginning on Friday, December 16, 2016 or at least 30 days prior to the event. All shipments must be mailed to (and labeled as follows) and received by Shepard Exposition Services, Inc. by Friday, January 13, 2017:

**Berlin Packaging Conference**  
**Your Name & Company Name**  
**c/o Shepard Exposition Services, Inc.**  
1701 Boice Pond Road, STE 101  
Orlando, FL 32837  
P: (407) 888-9669  
www.shepardes.com  
orlando@shepardes.com

Please don't send Supplier Trade Show booth materials to the Four Seasons Resort Orlando at Walt Disney World® Resort as the Resort is not set up to receive Trade Show packages. All shipments will be delivered to your booth based on the company name imprinted on your labels/boxes during move-in on January 18, 2017. If your shipment is not in your booth, please have your tracking numbers ready for the Shepard service representative at show site. Any questions about shipping, please contact the Shepard Exposition Services, Inc. at 407-888-9669.

## **GENERAL INFORMATION**

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We look forward to assembling our collective resources together to develop new business opportunities and build upon our mutual growth for 2017. We hope you will take this opportunity to get to know our sales team better and inform them about what you and your Company offer in terms of products, services, and sales support.

If you have any questions, please contact Brian Butler (312.869.7538) or Carole Branchetti (312.543.5038).

We look forward to seeing you soon!

Best regards,



Andrew T. Berlin  
Chairman & CEO



Richard Chapman  
Vice President of Supply Chain