



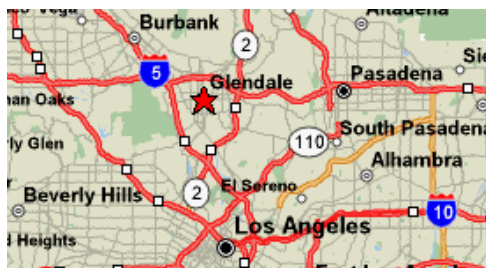
**August 21, 2006**

**FOR YOUR FEEDBACK  
BY FRIDAY, SEPTEMBER 1<sup>ST</sup>**

**From:** John Neupauer  
Foodservice Rewards Coalition Manager

**Phone:** (952) 844-4566  
**E-Mail:** john.neupauer@biworldwide.com

## **NOVEMBER 2006 SPONSOR MEETING – “Managing Your Brand as a Solutions Agent”**



It's time again for the Greatest Show on Earth — the Foodservice Rewards Sponsor Meeting. Mark your calendars for November 8<sup>th</sup> and 9<sup>th</sup> and prepare to learn, laugh, and connect. Upon overwhelming approval from Sponsors, our November meeting will take place at a Sponsor location. Fight the cold chill of the coming winter by joining us in warm and wonderful Glendale, CA, the home of Nestle FoodServices. Nestle has graciously agreed to host this meeting and has promised us sunshine and warm temperatures (at least compared to Minneapolis).

As always, the purpose of the Sponsor Meeting is to learn about and discuss program activities and trends, and to explore ways to maximize your Foodservice Rewards participation. For this meeting, special emphasis will be placed on being a Solutions Agent for your operators.

The November Sponsor Meeting format includes an expanded schedule, crowd pleasers like Sponsor Speed Dating, and the time-tested Round Table Discussions and Break Out Sessions. November's tentative schedule includes:

### **Tuesday, November 7<sup>th</sup>**

- Travel (for those furthest away)

### **Wednesday, November 8<sup>th</sup>**

- Travel
- Afternoon Session, 1 PM – 5 PM
- Happy Hour, 5 PM – 7 PM

### **Thursday, November 9<sup>th</sup>**

- Morning Session, 8 AM – 12 PM
- Afternoon Session, 1 PM – 5 PM
- Dinner & Evening Event, 6 PM – 10 PM

### **Friday, November 10<sup>th</sup>**

- Travel

BI covers expenses related to Wednesday happy hour, meals on Thursday, and transportation Wednesday evening and all day Thursday (between Nestle, the hotel, and scheduled events). Sponsors are responsible for transportation to and from Glendale and for hotel expenses.

Please respond by **Friday, September 1** with following information:

- Number of staff expected to attend from your company.
- Number of hotel rooms needed.
- Special needs for any attendees.

Look for more details in future Sponsor Updates. We look forward to seeing you in Glendale in November!