

PLMA's Annual Meeting & Leadership Conference

***What's
Next for
Store
Brands?***



March 22-25, 2018 • Florida

**Registration
Now Open**



In a world of game-changing retailing and marketing, store brands seem likely to benefit. But what can retailers and manufacturers do to drive things along.

What's Next for Store Brands?



Everyone is predicting a big boom for private label. But, actually, it may not be that simple. Online-only retailers haven't figured out how to successfully use their own brands yet, while bricks-and-mortar retailers are having trouble solving same-day delivery dilemmas. And don't leave national brands out of the equation: They are not going to fade out of existence any time soon.

PLMA's 2018 Annual Meeting & Leadership Conference puts the spotlight on the growing chorus of good news for private label and examines what store brands have to do now to get there in the future. The questions are obvious. The answers are not.

- How do store brands take advantage of online sales?
- What can private label do to build on the expansion of discounters like Aldi and Lidl?
- Can retailers and their suppliers keep pace with consumers?
- What is the next retailing game-changer?
- Is social media going to be store brands' friend or enemy?

This year's speakers can help you and your company understand the challenges and solutions.



Don Stuart
Managing Partner
Cadent Consulting Group



John Gerzema
CEO
Harris Insights and Analytics



Bill Bishop
Chief Architect
Brick Meets Click



Christopher Dancy
Mindful Cyborg



Ernest DelBuono
Strategic Crisis Consultant

Register today for PLMA's 2018 Annual Meeting & Leadership Conference. See where the arrows point for you.

Hyatt Regency Coconut Point • Bonita Springs



PRELIMINARY PROGRAM

Thursday, March 22

12:00pm – 6:00pm
6:30pm – 8:30pm

Friday, March 23

7:30am – 9:00am
9:00am – 9:45am

9:45am – 10:30am

10:30am – 11:15am

11:15am – 12:00pm

Saturday, March 24

7:30am – 9:00am
9:00am – 11:30am

7:00pm – 10:00pm

Sunday, March 25

7:30am – 10:00am

Registration
Welcoming Reception

Annual Meeting and Breakfast

Presentation I
Store Brands: Boom or Bust
Don Stuart, Managing Partner
Cadent Consulting Group

Presentation II
Keeping Pace with Consumers
John Gerzema
CEO, Harris Insights and Analytics

Presentation III
How Can Store Brands Take Advantage of Online Shopping?
Bill Bishop
Chief Architect, Brick Meets Click

Presentation IV
Meet Siri and Alexa
Christopher Dancy
Mindful Cyborg

Hall of Fame Breakfast

Workshop: Crisis Management
Ernest DelBuono
Strategic Crisis Consultant

Reception and Dinner

Board of Directors Meeting

[Click here for Registration Form](#)

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Hotel Information

Host hotel for PLMA's 2018 Annual Meeting & Leadership Conference is the Hyatt Regency Coconut Point in Bonita Springs, Florida. Located on 26 acres on the gulf coast of Florida, the hotel offers state-of-the-art meeting facilities. It's the perfect environment to get away from the daily grind and winter's cold weather. Upon receipt of registration for the conference, attendees receive a link to make the hotel reservation.



Registration Information

Members	\$675
Non-members	\$975
Spouses	\$150
Retailers	Complimentary

Cancellation must be made in writing at least 10 days prior to the conference. Cancellations received after that date will receive a 50% refund. No refunds will be made on cancellations within two days prior to the conference. Non-member registration subject to availability.

Golf Tournament Information

PLMA's Annual Golf Tournament will be held Friday, March 23 at nearby Raptor Bay Golf Club. Greens fees, including cart rental, are \$190.



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