



## *2010 EduNetworking Series*

CSP innovative communication programs help build relationships and foster insightful discussion. **We call it EduNetworking!** CSP EduNetworking Series uniquely delivers an integrated offer of meetings, conferences and events to meet varying needs.

### Convenience Retailing University (CRU)

The New (Ad) Vantage Point

February 1-3, 2010

Phoenix, Arizona

Immersed in dozens of tasks and chores, you are admittedly consumed by the day's challenges. Yet, the best operators and suppliers find a way to come up for air, take a look around them and seize fresh opportunities. Are you finding those opportunities? Are you obtaining new perspectives on how to better your business? By providing different vantage points and altering viewpoints, this conference will challenge attendees to embrace change—sparking a whole new optimism and the desire to look forward. Centered on foodservice, operations and retail management, CRU will refresh your view on how to execute your business plan.

### 6<sup>th</sup> Annual CSP Prepaid, Financial Services & Other Income Forum

February 24-25, 2010 (in cooperation with the PrePaid Card Expo)

Las Vegas, Nevada

Now in its sixth year, CSP Information Group presents the Prepaid, Financial Services & Other Income Forum, a two-day event related to prepaid, telecommunications, financial services, stored value products and other income programs. Discussions related to new income opportunities, government regulation of prepaid cards and dynamic consumer behaviors related to purchasing set the backdrop for the program.

#### **NEW IN 2010!**

For the first time, CSP will include “other income” industry suppliers in attendance as most retail buyers overseeing services also oversee the other income categories. And, now more than ever, these buyers are looking for answers! Other income categories include DVD rental, stamp, air/water, recycling, restroom vending and coin counting machines plus billboard and roof space rental.

Additionally, combining the CSP meeting with the Prepaid Expo offers retailers and suppliers a one-trip, power punch in the prepaid, financial services and other income categories: a must-attend program for financial services category managers, marketing executives and chain owners as well as suppliers in these categories.

### 2<sup>nd</sup> Annual CSP Cold Vault Summit

March 15-17, 2010

Dallas, Texas

In 2009, CSP unveiled the very first and only summit completely dedicated to the cold vault for the convenience retailing industry. Expanding the discussion to include energy drinks, nutrient-enhanced water, organic fruit smoothies and drinkable dairy, along with domestic, import and specialty beer, attendees explore current and future trends with unmatched networking opportunities.



### NACS State of the Industry Summit

April 13-15, 2010

Chicago, Illinois

Data is key to providing retailers and suppliers with a deeper understanding of where the industry stands and which opportunities exist just around the corner. From industry trends and category data to sharing best practices on cutting costs and increasing efficiency, the NACS State of the Industry Summit offers category, middle and senior-level management executives powerful ideas to put into action.

### Restaurant Leadership

Dawn of a New Decade-A New Vantage Point

April 19-21, 2010

Scottsdale, Arizona

The sun sets each night and rises each morning with majesty and promise. Dawn is a daily promise offering hope and creativity, the result of a surge of adrenaline from a new beginning. We embark upon a journey of passion and promise of a new start: 2010 is the Dawn of a New Decade, a decade of unsurpassed opportunities, unsurpassed change. Restaurant leaders who deal succinctly and passionately with change will propel their companies into greatness. From social marketing and government regulation to team development, attendees will discover ideas for optimizing the new prospects found within the next decade.

Restaurant Leadership is a limited – invitation only – event for leaders in the restaurant industry. It has always been about gathering the right people together in the right environment to build relationships critical for short- and most importantly long-term success.

### 3<sup>rd</sup> Annual CSP Coffee Bar Development Summit

May 3-4, 2010

Chicago, Illinois

When consumers are asked what makes a great cup of coffee away from home, taste is ranked as the number one factor. However, as coffee houses and convenience stores understand, there are numerous details creating the *great coffee experience*. CSP's third annual coffee bar symposium focuses on the challenges of profitably managing the coffee category and how to maximize the merchandising opportunities. Attendees will explore blend development, throw weight, presentation, flavor enhancers, as well as how coffee, tea, frozen offerings and complimentary items are changing the way you need to view your coffee business.

### 3<sup>rd</sup> Annual Foodservice at Retail Exchange

FARE: The Quest for Gold

June 2010

Chicago, Illinois

Panning and mining for gold is not easy—you certainly have to know where and how to prospect for riches. In the world of fresh foodservice concepts, great customer service, a terrific menu, value, price, quality and a comfortable environment are essential for striking gold. FARE is the only 2-day cross-channel event for foodservice retail operators, delivering trend translations, information exchange and great ideas for the taking. Come to FARE for dynamic speakers, strong networking and a special food pavilion of interest to all retail food channels (except fine dining and casual dining). Join us at FARE 2010 as we discover ways to enrich our foodservice programs.



### 8<sup>th</sup> Annual CSP Leadership & Crisis Prevention Forum

July 12-14, 2010

Indianapolis, Indiana

Staying in business within any industry is not getting any simpler. Moreover, as exemplified by a recent pizzeria-employee-made YouTube video, your business is only a nanosecond away from potentially becoming more complicated. Long-term success of your brand depends on how you handle the inevitable crisis as it occurs. Whether a crisis is caused within your own workplace – workplace accident, improper food handling, for example - or an outside influence, such as credit-card fraud or exposure to toxins – systems must be in place ahead of time.

From preparedness to response to recovery, this forum targets the issues surrounding product liability, foodservice safety, risk management, employee and site security as well as related business and consumer concerns. The program is geared toward executives with these specific areas of discipline: legal, finance, risk management, marketing and/or business ownership.

### Driving Front-End /Impulse Sales: A CSP Forum for Candy, Snack, HBC & General Merchandise

July 20-21, 2010

Chicago, IL

**NEW in 2010!**

Front-end sales maximization is driven by impulse items, quick snacks, energy shots, HBC and novelty items. Using real-time data, this forum will illustrate how retailers can grow market baskets by carefully selecting the right product mix, merchandising techniques and promotions to capture more dollars with each customer visit.

### 7<sup>th</sup> Annual CSP Tobacco Category Review

August 4-5, 2010

Chicago, Illinois

In 2009, the tobacco industry was catapulted in a new direction as the federal government granted regulation of tobacco products to the FDA.

With a whirlwind of uncertain factors, an inevitable shift exists, leading to change, innovation and ultimately opportunity. Attendees at CSP's Tobacco Category Review will focus on the industry's most challenging issues via presentations and open dialogue to answer the toughest questions on space allocation, best practices, consumer demand and category sales maximization.

### Outlook Leadership

The New Game: Lessons from the Olympians

August 22-24, 2010

Salt Lake City, Utah

The Olympic Games represent the world's greatest pageant of athleticism and competitive spirit. However, they also represent collectivism, global commerce and skill. In sports or business, winning gold is the ultimate victory, but each individual's talent matched with training, determination and strategy determines the outcome. This year, Outlook Leadership will personalize the lessons learned from Olympians which apply to both our business and personal lives. The unique venue of Salt Lake City will set the stage for strategies to win—like preparing for the game by hiring, training the best “athletes,” gaining an edge via innovation, technology, new products, and assessing gold standards of attracting and retaining customers.



**6<sup>th</sup> Annual Consumer Insights Forum**

Winning the Customer; The First Time and Every Time

November 3-5, 2010

Scottsdale, Arizona

The most successful companies have one thing in common—they are obsessive about knowing their consumers well and aligning the company strategy to meet their customer's needs.

This year's program will provide retailers and suppliers with fresh research about the convenience store shopper with new insights on merchandising and marketing techniques that will bring you new customers and keep them coming back!