

2014 Calendar of Events

In addition to its award-winning media coverage of *must-know* industry developments, CSP offers exceptional programs that deliver relevant and applicable insights, enhance strategic thinking and provide unique networking opportunities for building long-term business relationships.

Convenience Retailing University (CRU)

Create Lasting Loyalty: Engaged Employees Attract Devoted Shoppers
January 28-30 | Renaissance Glendale Hotel, Glendale, AZ
Editorial Coverage: March

Customer loyalty is as good as gold. Unfortunately, obtaining customer loyalty can appear daunting to the c-store retailer. Armed with customer intelligence and a deep understanding of how customers interact with their store products and brands, c-store marketers can create loyalty programs that transcend the transaction. The pursuit of a loyal customer is not for the faint of heart; banking on future revenue is a cultural investment in serving others and requires a lot of energy to do well. Employees certainly drive customer ROI; engaged employees create engaged, brand-dedicated customers. Customer-centric companies win shopper loyalty and are more profitable overall. Sustained engagement is the goal. **For more information, visit [ConvenienceRetailing.com](#)**



MenuDirections Conference

Satisfying a More Educated Customer
February 23-25 | The Westin Charlotte, Charlotte, NC
Editorial Coverage: April

All non-commercial foodservice operators are invited to this exclusive CSP Foodservice Group event. Whether through travel or an increased exposure to food channels and celebrity chefs, today's foodservice customers know more about food than ever before. At MenuDirections 2014, we'll examine the changing face of the foodservice industry and offer attendees ways they can meet the demands of more educated consumers. The 12th annual MenuDirections Conference provides 2 ½ days of educational workshops, culinary demos and keynote presentations given by industry experts, plus tastings and the renowned Dine-Around. **For more information, visit [MenuDirections.com](#)**



Hot Dispensed Beverages Meeting

March 11-13 | InterContinental Chicago O'Hare, Chicago, IL
Editorial Coverage: May

Hot dispensed beverages are highly profitable and remain one of the most visible foodservice categories in the c-store. At CSP's sixth Hot Dispensed Beverages Meeting, attendees convene to network with best-in-class retailers and manufacturers, gather shopper insights and learn what key economic or other external indicators are forecast to impact the marketplace. By focusing on the challenges of managing the complicated coffee category and its related lines of tea, cold coffee, condiments, creamers and flavorings, you can collect knowledge needed to ensure your entire coffee-bar program resonates with customers.



2014 Key Focus Areas



Beverages **High-Level Executives** **Financial** **Foodservice** **Operations** **Snacks & Candy** **Tobacco**

Restaurant Leadership Conference (RLC)

Differentiation: The Fuel for Growth
March 30 – April 2 | Westin Kierland Resort & Spa, Scottsdale, AZ
Editorial Coverage: May

According to the familiar adage, build it and they will come. In today's restaurant market, build it and they might not even notice. With so many places chasing too few customers, differentiation is the way to snag new business; see Five Guys, Chipotle and Panera. Indeed, building sales by distinguishing a concept is a key trait of successful chain leaders. Learn how to differentiate a business—and a career—at the 2014 Restaurant Leadership Conference. RLC is the top-to-top, invitation-only event where the most progressive and influential individuals in the restaurant industry gather each year. RLC continues to be the restaurant industry's leading, one-of-a-kind forum that deliberately and positively impacts business. **For more information, visit [RestaurantLeadership.com](#)**



NACS® State of the Industry Summit

April 1-3 | InterContinental Chicago O'Hare, Chicago, IL
Editorial Coverage: NACS® State of the Industry Summit Special Issue (May)

The NACS State of the Industry Summit is the leading financial, operational and consumer view of the convenience store industry via metrics and strategic review. The summit offers a first look at the numbers from a retailer's perspective coupled with expert commentary on what all the numbers mean. All aspects of the economy, from the energy markets to the banking industry, as well as overall economic health, will be evaluated from the perspective of the convenience store industry. **CSP is the exclusive media partner of the NACS State of the Industry Summit.**



NATO Show

April 8-10 | Paris Las Vegas Hotel and Casino, Las Vegas, NV
Editorial Coverage: June

As long as tobacco continues to remain a key contributor to profitability, convenience stores will continue to look to the National Association of Tobacco Outlets (NATO) for up-to-date and actionable information. For 13 years, NATO has been helping retailers, manufacturers and wholesalers comprehend changes in legislation and regulations affecting tobacco. The NATO Show features a variety of education sessions specifically designed for retailers of tobacco products to help increase profitability, predict future trends that affect sales, and discuss the latest state and federal laws and regulations connected to the industry. The NATO Show also provides access to the newest products, services and accessories and presents attendees with outstanding networking opportunities. **CSP is the exclusive media partner of the NATO Show.**



Driving Impulse Sales: A Forum for Candy, Snacks, HBC & General Merchandise

April 29-30 | InterContinental Chicago O'Hare, Chicago, IL
Editorial Coverage: June

Leveraging the shopper's impulsiveness can mean sales opportunities for the keen convenience store merchandiser. So what drives an impulse sale in our channel? It is the strategic placement of all those new items and making the most of every inch of limited display space. It involves providing the SKUs most likely to catch an impulse purchase, along with marketing your store as the place for filling needs your shopper doesn't even know they have! CSP's Driving Impulse Sales Forum gathers industry experts to discuss how to trigger impulse sales through effective marketing and merchandising tactics for candy, snacks, HBC, general merchandise and financial services.



Leadership & Crisis Prevention Forum

May 14-16 | Location TBD
Editorial Coverage: July

Increasingly, our industry is dealing with threats to our business, with the potential liability falling back on the retailer. This is the ONLY industry program at which attendees tackle the increasingly critical tenets of preparedness, response and recovery that will protect a company's core assets: its people, reputation, brand and finances. No one can predict the future; however, by discussing important topics such as attributes of an adequate disaster plan, components of a solid social media plan, preparing for an OSHA inspection and understanding product liability rules, retailers can reduce liability and financial exposure.



Foodservice at Retail Exchange (FARE)

The Best and Only Conference for Foodservice at Retail
June 16-18 | Gaylord Texan, Dallas/Fort Worth, TX
Editorial Coverage: August

We've heard it for years: Consumers are increasingly time-starved, seeking convenient yet high-quality meal solutions. Many retailers and traditional foodservice operators alike are taking advantage of the growing opportunity by expanding their on-the-go foodservice offerings. Are you?

FARE is the only event of its kind that brings together the dynamic, fast-growing foodservice-at-retail industry, providing options to satisfy consumer demand for food everywhere that's fast, fresh and portable. Key commercial and non-commercial foodservice-at-retail channels gather for three days of education, unique networking and the annual Food Pavilion of the latest foods, beverages equipment, services and supplies. **For more information, visit [FoodserviceAtRetail.com](#)**



Supplier and Independent Retail Share Group

July | Date and Location TBD

For suppliers who want to better understand, communicate with and sell to the independent segment of convenience store operators (owners/operators with one to 10 stores), this exploratory and participatory session is a requirement. The independent operator, of which there are an estimated 90,000 in the United States, faces myriad business obstacles that the owner of the larger chain does not encounter. Understanding the key distinctions of the independent operators' economy, as well as their distribution, trade marketing and technology needs, improves the likelihood of suppliers gaining traction in the segment.



Tobacco Category Review Meeting

August 5-6 | InterContinental Chicago O'Hare, Chicago, IL
Editorial Coverage: October

Today's retailer needs ongoing legislative interpretation, analysis of key business indicators and insights into the changes in tobacco and OTP usage, which can be found only at the CSP Tobacco Category Review Meeting. If the changing consumer demands innovation, tobaccoists need to incorporate new SKUs but remain responsive to the core, loyal smoker, all while retaining FDA compliance. Attendees of CSP's Tobacco Category Review Meeting experience candid, in-depth discussions, make new contacts and share knowledge to keep ahead of any challenges thrown at them in managing these volatile product lines.



For more information, visit [cspnet.com/edunetworking](#)

Prepaid, Financial Services and Mobile Wallet Forum

(In conjunction with The Prepaid Press Expo)
August 20-21 | Planet Hollywood Resort & Casino, Las Vegas, NV
Editorial Coverage: October

Prepaid and financial services represent a robust business in c-stores. But the arena is changing rapidly. It seems that we read about a revolutionary new mobile payment system every day. Separating the rhetoric from reality can be daunting for operators. What is the future of payment, loyalty, financial services and prepaid products? CSP's 10th annual Prepaid, Financial Services & Mobile Wallet Forum is an event focused on telecommunications, financial services, stored-value (prepaid) products and mobile smartphone platform integration. The event is held in conjunction with The 2014 Prepaid Press Expo, for which retailer attendees of the CSP Forum receive free admittance. This two-for-one, must-attend invitation is for financial-services category managers, marketing executives and chain owners, as well as suppliers in related categories. Some of the topics earmarked for discussion include the state of wireless, a GPR overview, reload-network significance, console and e-gaming, dual card products and the impact of loyalty.



Cold Vault Summit

October 28-30 | InterContinental Chicago O'Hare, Chicago, IL
Editorial Coverage: December

Consumers enjoy an abundance of choices when it comes to satisfying the thirst occasion. How do c-store retailers know what to feature in the confines of the cold vault? Maintaining a relevant SKU assortment requires knowledge of consumer preference shifts, impending introduction of new items and analysis of key economic indicators that influence every purchase. CSP's Cold Vault Summit provides critical data to help determine what the cold vault needs to look like to maximize rings and meet shoppers' changing needs. This unique industry event—the only summit completely dedicated to managing the convenience store's cold-vault real estate—ensures retailers have the information necessary to make cold, hard, fact-based decisions.



Outlook Leadership

November 17-19 | Fairmont Scottsdale Princess, Scottsdale, AZ
Editorial Coverage: January 2015

The Outlook Leadership Conference—the premier industry event—is built upon the foundation of bringing together thought leaders from inside and outside the c-store industry. Year after year, Outlook Leadership provides astute programming and brings together the right mix of executive-level retailers and suppliers in the convenience and petroleum retailing industry, along with select speakers with acumen from many facets of political, economic and leadership discipline. In a world of distance learning, sharing new ideas and solutions face to face, while participating in exceptional strategic oriented programming, is the most effective way to kick-start and build those vital relationships that positively affect your business and all lives you touch. **For more information, visit [OutlookConference.com](#)**



Shopper Insights & Engagement Forum

December 2-4 | Sheraton Wild Horse Pass Resort, Phoenix, AZ
Editorial Coverage: Dec/Jan

Still believing retailers and product manufacturers dictate what shoppers buy is old-school thinking. Throw those antiquated tapes away and enter the world of digital and social media, where customers compare price and shopping experiences with each other. Let's face it—the customer is in control. Shopper-centric organizations will leap ahead of the competition as consumers are attracted to more relevant merchants appealing to and winning their emotions. The more we understand the changing needs of the shopper, the more likely we are to capture his or her loyalty. Blending education and functional networking, CSP's Shopper Insights & Engagement Forum delivers on an understanding of various shopper segments and implications for its practical use to enhance consumer satisfaction.



A Leading Facilitator of Major Industry Networking Events

CSP brings the best of the convenience and petroleum retailing and foodservice industries together at industry-leading events for functional networking and thought-provoking education and business-building sessions. Each face-to-face CSP meeting or conference is uniquely designed to stimulate conversation and creative thought toward increasing sales and profits.

The various programs, through provocative subject matter and intriguing guest speakers, offer fresh angles and insightful information, helping retailers/operators and suppliers alike. CSP provides the time, place and activities leaders need to accelerate the process of building long-term, meaningful business relationships.

Superior educational offerings and extraordinary networking opportunities are the standards of CSP EduNetworking meetings and events. We constantly evaluate industry trends that warrant research and special discussions important to industry retailers, operators and suppliers.

CSP Leadership Conferences & Events uniquely deliver an integrated offering of meetings, conferences and special events—all designed to meet your specific informational and networking needs. For more information, visit www.cspnet.com/edunetworking

If you would like to attend any of CSP Leadership Conferences & Events, contact **Bryn Cotton** at bcotton@cspnet.com.

For Supplier sponsorship opportunities or to inquire about private advisory programs, contact **Jim Bursch** at jbursch@cspnet.com.

Let CSP's Event Experiences handle your corporate meeting needs! Contact **Lynda Hislop** at lynda.hislop@eventxp.com.



For more information:
cspnet.com/edunetworking

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JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

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