Retailers

Michigan Grocers Association

Expand your knowledge, see all that's new, be the leader in your market!

INNOVATION and INSPIRATION in the Food Business

THE 2011 MGA EXPERIENCE

Shanty Creek Resorts · Bellaire, Michigan · Sept. 11-13

NEW-look selling trade show
NEW cost-effective, convenient location
NEW merchandising seminars in key categories
NEW added take-away value for you and your managers

Featured Speakers on Sept. 13

Robert Hemphill
CEO of WebStop, Inc.
Make Digital Marketing and Social Media Work for YOU

Micah Solomon
Best Selling Author
Exceptional Service, Exceptional Profit

Fantastic Silent Auction

Refresh and Recharge at Michigan's Favorite Resort

Unmatched Networking & Idea Sharing • Unfiltered Mfr. Intel • Outstanding ROI

The MGA Show: Experience the Difference!

This September, Michigan Grocers Association is taking the regional food show experience to a whole new level. Retailers asked MGA to give them more reasons to attend the show and a growing number of exhibitors have said, *give us the opportunity to sell something*. The result is a **selling show** that is also a "virtual store tour" of current best practices in merchandising, featuring expanded displays and **in-show seminars** in a number of key categories – deli/bakery, seafood, dairy, pre-cut produce, convenience meals, and salty snacks. Show hours have been expanded to accommodate these activities and as a convenience for retailers that can attend the conference on show-day only.

MGA's show fills a unique niche, serving independent supermarkets that represent several different wholesale groups and a statewide geography. With the format changes described above, MGA's show increases the educational take-away of the overall conference. The theme of the 2½-day conference will support the show experience with examples of innovation and inspiration throughout, including recognized national speakers on digital marketing for retailers as well as *new* old-fashion customer service in a digital world.

Michigan Marketplace The place for all things MICHIGAN is this show-within-a-show: locally grown, produced and manufactured products of all types that showcase the best of what our state has to offer in the global food economy.

Is this really a selling show? You bet it is. Although the mission of this and every MGA convention is to provide our members the latest information, the newest products, and hottest food business trends, in 2011 MGA is also encouraging show-only special pricing from all of its exhibitors. That translates to an incremental sales/savings opportunity for suppliers and retailers. Now that's a win-win!

- All limits or minimum purchase requirements, delivery dates, and other important terms must be clearly stated by exhibitors. All communication and arrangements with any wholesalers/distributors involved are exhibitors' responsibility.
- Exhibitors are encouraged, but not required to offer show-only specials. Those that do will be identified to MGA retail members in advance of the show.

Summit Village at Shanty Creek Resorts in Bellaire (45 minutes NE of Traverse City) is hosting the 113th Annual Michigan Grocers Association Conference for the first time. Boasting a $10 million renovation completed in 2009, the Lakeview Hotel & Conference Center at Summit Village offer spectacular views of Lake Bellaire, miles of pristine hardwood forests and out-the-door access to The Legend and Summit Golf Courses. All 185 guestrooms in the Hotel were redecorated with a beautiful new look, new furnishings, and state-of-the-art technology, including LCD televisions, electronic door locks, wireless internet access, microwave ovens and refrigerators. *All this and all-inclusive Modified American Plan room rates that include breakfast and dinner daily and are **40% less** than at MGA's 2010 conference.*

SHANTY CREEK RESORTS®
SUMMIT · SCHUSS · CEDAR RIVER

The 2011 MGA Experience is the full package – a challenging, inspiring learning environment with time to relax and recharge the batteries. It offers the quality and opportunity of national conventions at a fraction of the cost, and in a location that is accessible and respectful of your time away from the store or office. Make it a working getaway for the two of you, a retreat for your management team, or a reward for hard-working associates.

Retail Members: register before August 11 for just $350 and your spouse is FREE! Register 4 or more from your company and save 25%.

Resort/casual attire is recommended for all conference functions and events.

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SCHEDULE OF EVENTS

Sunday, September 11

EXHIBIT SETUP	12-6:00 pm	Grand Ballroom
Arrival and check-in	3:00 pm	
Welcome Reception & Silent Auction	6-7:30 pm	Bellaire Ballroom
Dinner	7:30 pm	" "
Bruce & Buster's Backdoor Saloon	9-11:00 pm	South Lobby

Monday, September 12

EXHIBIT SETUP	7-9:30 am	Grand Ballroom
Breakfast	7:30-8:30 am	Bellaire Ballroom
MGA Annual Meeting & Election	8:30-9:30 am	" "
Exhibits & Seminars	**9:30 am-2:30 pm**	**Grand Ballroom**
EXHIBIT REMOVAL	2:30-6 pm	" "
Bocce Tournament	3:30 pm	Summit G.C. 9th Fairway
President's Reception	6:30-7:30 pm	**Ivan's at Schuss Mtn.**
Chairman's Dinner and Entertainment	7:30 pm	" "

Tuesday, September 13

Breakfast	7-8:00 am	Bellaire Ballroom
General Session	**8-10:00 am**	" "

- *Digital Marketing & Social Media for Supermarkets* with **Robert Hemphill**, President/CEO of WebStop
- *Exceptional Service, Exceptional Profit* with **Micah Solomon**

Golf Outing – MGA Fall Classic	11 am shotgun start	Arnold Palmer's The Legend GC
Leisure Time for non-golfers	**10 am-**	
Happy Hour	6-7:00 pm	Summit Patio
Dinner	7:00 pm	" "

Tuesday overnight guests will receive a restaurant voucher for Wednesday breakfast.

What to do?

Shopping in Bellaire, Alden or TC
Shanty Creek Spa
Winery Tour - Sightseeing
Hiking and Biking
Lunch at LuLu's or Shorts Brewery in Bellaire
Turtle Creek Casino

Budweiser

Anheuser-Busch brewmaster beer tasting/food pairing event