

your guide to growing your **business**



2015  
GENERAL  
MERCHANDISE  
MARKETING CONFERENCE  
MAY 28 - JUNE 1, ORLANDO

ORLANDO WORLD CENTER MARRIOTT, FLORIDA  
GO.GMDC.ORG/GM15

*The Association for GM and HBW Connectivity, Education, and Research.*



# NOT A MEMBER?

## please join us

For 45 years, Global Market Development Center (GMDC) has been the only trade association focused on the General Merchandise and Health Beauty Wellness industries that truly partners with its members to offer a member-only suite of powerful

# business-building tools

that alert you to the industry trends and connect you to a network of leading industry executives.



**These benefits are exclusive to members and available year-round:**

- product category sales data and trends
- original GMDC-developed research studies
- insightful and forward-thinking whitepapers
- and innovative technological resources



GMDC\*Connect, our proprietary videoconferencing portal, allows members to communicate face-to-face at a distance within their own enterprise or with trade partners. Every GMDC member receives up to 10 complimentary licenses for hosting videoconferences of up to 100 concurrent participants. We also provide members with free access to live and archived videocasts covering a variety of relevant and timely industry topics led by industry experts.

**Become a member** and *move your business forward* with insights and connections to realize the full potential of General Merchandise!



Learn more about becoming a member.

Contact Us Today!

**719.576.4260**

or [info@gmdc.org](mailto:info@gmdc.org)

[www.gmdc.org](http://www.gmdc.org)

we are your go-to-market solution

# ALREADY A MEMBER?

## get registered today

[GO.GMDC.ORG/GM15](http://GO.GMDC.ORG/GM15)

**REGISTRATION  
OPEN NOW!**

**SAVE \$150**

Early-Bird Deadline: Feb. 20th  
Regular Reg. \$1950

Associate Members Only

Join us in Orlando for the 2015 GMDC General Merchandise (GM) Marketing Conference—the industry event focused on Developing, Expanding and Growing GM Sales at Retail!

**May 28 - June 1, 2015**  
**Orlando World Center Marriott, Florida**

This conference offers members of the Retail, Wholesale, Supplier, Service and Solution communities an opportunity to collaborate in both formal and informal settings that maximize trade partner touchpoints and enable them to win in GM categories:

- **Discuss best practices for developing and improving GM and related center store initiatives**
- **Share fresh and innovative ideas for GM merchandising and product solutions**
- **Take home building blocks to create strategies for shopper solutions**
- **Provide networking events to build powerful and lasting relationships**

This is the “go-to-market” annual event that fuels the GM industry at all levels...

**Senior Executive Conferences (SEC):** Prescheduled appointments that create opportunities to look strategically at key issues and discuss solutions for trade partners to grow their mutual business across the entire store. This year’s conference will again offer GMDC\*Connect Telepresence to enhance productivity and participation.

**Controlled Casual Conferences (CCC):** Prescheduled, executive-level meetings focused on new product presentations, business and category reviews, and collaborative business-building discussions. Appointments include 10- and 20-minute meetings in Group A, and high-energy 8-minute meetings in Group B (Group A: Fri-Sat, Group B: Sun-Mon).

**Educational Sessions and Workshops:** Hosted by industry experts on-site, revealing consumer and business insights focused on short and long-term GM category growth.

**Networking Events:** Informal opportunities to share fresh ideas and mingle with the top executives from both the customer and supplier sides of the membership in an exclusive venue.



Dewayne Rabon  
2015 Chairman of the Board  
BI-LO Holdings LLC

**On behalf of the Board of Directors of  
GMDC, we sincerely look forward to  
seeing you in Orlando and helping you  
move your business forward!**



Patrick Spear  
President  
GMDC

# NETWORKING.

## building opportunity

GMDC is led by its Board Members who are leaders in the industry, representing both Retailers and Wholesalers as well as Supplier and Service Companies and creating an association that understands building strong relationships to enhance your business is critical to succeeding in today's quickly evolving marketplace.

With industry expertise and shared best practices, we empower members to refine their strategies and tactics in order to capitalize on emerging GM trends and build business that is mutually beneficial across the entire store and supply chain.

The entire membership participates in multiple face-to-face and virtual opportunities to make these connections -- including one-on-one meetings with trading partners, informal and formal senior-level share groups, and participation on boards, committees and task forces.

### 2015 GMDC BOARD CHAIRPERSONS



**Dave Baer**  
Wakefern Food Corporation  
Co-Chairman  
General Merchandise  
Advisory Board



**Bill DeWitt**  
American Greetings Corporation  
Co-Chairman  
General Merchandise  
Advisory Board



**Joanne Leonardi**  
Abold USA  
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**Michael O'Shell**  
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Co-Chairman  
Membership Advisory Board



**Edward Mitchell**  
Melitta USA, Inc.  
Co-Chairman  
Membership Advisory Board

### GM Conference Events open doors of opportunity through:

- SEC & CCC Meetings
- "Evening with the Board of Directors" Reception & Dinner
- Breakfasts, Lunches and Evening Receptions
- 3 Product Showcase Networking Opportunities
- Business Sessions, Peer Roundtables & Workshops
- GMDC/Nielsen GM Hierarchy Category Data Usage
- Store Tours and Golf Tournament
- GMDC Social Media

Are you maximizing every aspect of GM? **You can.**  
Let us show you how.



# DISCOVERY.

## CCC meetings

Where else can a Manufacturer or Service Company potentially meet with up to 80 buying locations, representing more than 125,000 retail outlets in two days? Right here.

CCC meetings are made by appointment, included in your conference registration, and provide business building dialogue around product categories and services. Hosted by Retailer/Wholesaler members, these executive level meetings encourage discussions with Supplier companies that focus on opportunities with new products, category building merchandising and promotional initiatives, along with department and store initiatives.

CCCs held on:  
Fri. May 29 -  
Mon. June 1

### [ creative collaborative connections ]

- **Exposure** – very efficient way to touch a broad cross-section of the industry in a relatively short amount of time
- **Discovery** – excellent approach to find or introduce new products and services
- **Group A** – 10- and 20-minute face-to-face meetings selected by Retailers/Wholesalers to meet with Supplier and Service/Solution members they may already be doing business with.
- **Group B** – 8-minute face-to-face sequential meetings, moving from table to table, with 85-90% of Retailers/Wholesalers who are attending. Retailers/Wholesalers use Group B to meet with Suppliers that are new members or offer new product lines.

#### Two CCC Schedules:

Group A - Friday / Saturday

Group B - Sunday / Monday

(see inside back cover for a detailed schedule)

Registration Deadline:

**March 13, 2015**

For more details: [go.gmdc.org/GM15-CCC](http://go.gmdc.org/GM15-CCC)



“ We’ve participated at GMDC for many years and find it very beneficial to meet with so many companies at a single event. **Additional time with our trading partners gives us in-depth opportunities** with key managers and their teams. ”

**Dewayne H. Rabon**, GVP Center Store,  
BI-LO Holdings LLC / BI-LO / Winn-Dixie

**GMDC**

# PLAN AHEAD.

## SEC meetings

SEC meetings are prescheduled appointments available as an additional value to your conference experience. These meetings are hosted in private rooms by Supplier and Service/Solution Companies and their executives. Retail and Wholesale members are scheduled to participate in 30-minute, strategic meetings focused on programs that are essential for presenting a General Merchandise shopping experience that meets the needs of today's consumer.

SECs held on:  
Thursday,  
May 28

[ strategic executive connections ]



### How is an SEC different from a CCC meeting?

- An SEC brings members together to review and plan strategically against key issues and opportunities that grow their mutual business across the entire store

- Retail and Wholesale participants include: *Category Management, Merchandising, Center Store and Marketing*

- Supplier and Service/Solution participants include: *Shopper Marketing, Sales, Operations, Research, Product Development*

- SECs are mutually-matched opportunities to facilitate deeper, multi-department collaboration and business development, located in private meeting rooms to provide the ability for Supplier or Service/Solution Companies to present their entire lines, solutions and offerings

- Telepresence via GMDC\*Connect is available to extend the reach of the SEC by incorporating the virtual participation of additional member executives who are unable to attend the conference.

Sign-Up Deadline:

**February 6, 2015**

For more details:  
[go.gmdc.org/GM15-SEC](http://go.gmdc.org/GM15-SEC)

Suppliers and Service Companies will incur an additional fee to participate in SECs. SEC participation is limited and sign-up is on a first-come, first-served basis.

Telepresence  
Appointments are  
available!

**GMDC**  
connect  
POWERED BY TELEPRESENCE



“GMDC provides a great ROI of both time and money. We have the ability to meet with executives from many manufacturers, as well as other retailers and wholesalers, to exchange ideas and to build business plans.”

**Ray Schrupf**, Senior Vice President,  
Non-Perishable Procurement HBC/GM,  
C&S Wholesale Grocers, Inc.

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# EXPOSURE & EVALUATION.

## preview box

**The Preview Box grabs the attention of Retailers and Wholesalers... before the Conference!** Retailers and Wholesalers are exposed to new and innovative items when the Preview Box is delivered right to their doorstep prior to the GM15 Conference! Every Retailer and Wholesaler member receives a Preview Box, making this program one of the most successful ways to have your product seen and tested by decision-makers.

- According to Supplier feedback, this is the most effective way for buyer attendees to become familiar with products -- BEFORE arriving at the conference
- Increase your potential for securing additional on-site appointments by submitting one or more of your newest products, best-sellers, or any item you wish to highlight
- **Cost Per Entry: \$300 + 240 samples**

Entry Deadline: **March 27, 2015**

For more details: [go.gmdc.org/GM15-PB](http://go.gmdc.org/GM15-PB)

## showcase

**The Showcase is designed to grab the attention of Retailers and Wholesalers... during the Conference by displaying Supplier products!** All Retailers and Wholesalers are exposed to the new products, promotions and merchandising innovations during the conference and networking receptions that take place inside the Showcase.

- Increase industry visibility... every Retailer/Wholesaler is scheduled to review the Showcase... guaranteeing that products are seen!
- Suppliers receive real-time electronic updates, regarding buyer interest in their product(s), to help facilitate additional on-site appointments and post-conference sales follow-up
- Receptions are hosted in the Showcase to promote product discussions in a more casual environment
- Top 10 buyer-scanned items are posted during the conference, recognized in the post-conference press release, uploaded to the GMDC website, and highlighted in the Business Spotlight e-newsletter
- **Cost Per Regular Entry: \$350**    **Cost Per Showcase Plus Entry: \$800**

Options: Merchandising display 2'x2' space (floor, shelf, and counter), clip-strip, wing-panel, or single retail item

Options: 4-foot in-line section or Approx 4'x 4' Display Space



Entry Deadline: **May 8, 2015**

For more details: [go.gmdc.org/GM15-showcase](http://go.gmdc.org/GM15-showcase)



# PREPARATION.

## virtual store tours

**Know what's happening in retail across the globe and preview retail aisles before going to the conference!** GMDC and the RetailNet Group are providing members with a private web portal that gives you instant access to high-resolution, in-store photography capturing the latest merchandising trends! With access to more than **300,000 shelf-level photos from retailers across 44 countries**, Virtual Store Tours allows you to see changes occurring in specific categories throughout *markets, retailers and channels, and to compare those changes over time intervals.*

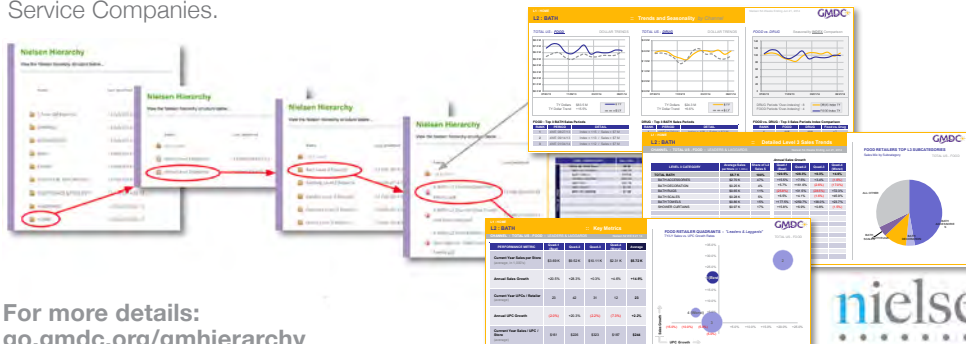
- NEW Custom Gallery Feature allows you to save and export favorite photos as a PPT file
- Custom Sort & Search Functionality
- Department, Channel, Geography & Trend Searchability
- Insights on global retail growth strategies, planning resources and forecasts available



For more details:  
[go.gmdc.org/virtualstoretours](http://go.gmdc.org/virtualstoretours)

## category sales data

**Seeing how GM categories are performing at the retail-level makes all the difference!** The GMDC/Nielsen GM Hierarchy is an exclusive member-only resource created through a partnership between GMDC and Nielsen. It's used as a measurement tool that tracks and creates visibility to important sales information by subcategory within the GM Industry. This exclusive and groundbreaking data is convenient, enables benchmarking, and is presented in an easy-to-follow format for GMDC Retailers, Wholesalers, Suppliers and Service Companies.



For more details:  
[go.gmdc.org/gmhierarchy](http://go.gmdc.org/gmhierarchy)



# CONNECTIVITY.

anytime, anywhere

Face-to-face at a distance... the GMDC\*Connect telepresence network is accessible **FREE** with your **GMDC Membership!** *Thousands of business professionals are already realizing the amount of time and travel this online portal saves.* Conducting virtual meetings is now simple and easy -- connect with other members, invite non-members to join, and use GMDC\*Connect to prepare or follow-up with your conference meetings!



[ [www.gmdcconnect.org](http://www.gmdcconnect.org) ]

**But wait, there's more!** You can also use GMDC\*Connect to keep up with relevant business topics and receive actionable insights throughout the year by registering for frequent live videocasts hosted by industry experts.

## Why use it? Here's how we stack up...

	GMDC*Connect	Webex	Go-To-Meeting	Skype	Join.Me	Google Hangouts
Video	✓	✓	✓	✓		✓
Screenshare	✓	✓	✓	✓		
IM Chat	✓	✓	✓	✓	✓	
Recording	✓	✓	✓	✓	✓	
Phone Dial-In	✓	✓	✓			
Compatibility	<b>All Systems</b>	All Systems	PC/Mac	Skype Only	PC/Mac	Google Only
Participants	<b>100</b>	100	25	10	250	10
Quality	<b>High-Def</b>	High-Def	Medium-Res	Low-Res	Low-Res	Low-Res
<b>Your Cost</b>	<b>FREE</b>	<b>\$89 / mth.</b>	<b>\$69 / mth.</b>	<b>\$10 / mth.</b>	<b>\$19 / mth.</b>	<b>FREE</b>

Includes: \$999 Annual Fee, plus \$250 Annual Management Fee. Does not include: \$250 Annual Fee per Device needed to operate Chromebox. 4 Devices needed (Chromebox Processor, Google Microphone, Google HD Camera, Google Remote Control). You can Download the Free ZOOM app on your smartphone or tablet, or connect using your web browser.



Scan the QR code above to see how GMDC\*Connect technology is changing how members are engaging...

**Become a member...**  
**get your access card FREE!**



# IMPORTANT DATES.

## participation deadlines

	Controlled Casual Conference (CCC) Meetings	Senior Executive Conference (SEC) Meetings
<b>Fri, Feb 6</b>		<b>Sign-Up Deadline</b>
<b>Mon, Feb 16</b>		Trade Partner Ranking Opens
<b>Fri, Feb 20</b>	<b>Early-Bird Registration Deadline (all supplier companies) -- SAVE \$150!</b>	
<b>Fri, Feb 27</b>		<b>Trade Partner Ranking Deadline</b>
<b>Mon, Mar 9 - Fri, Mar 20</b>	Appointment Solicitation by Suppliers	
<b>Fri, Mar 13</b>	<b>Conference Registration Deadline</b>	
<b>Fri, Mar 27</b>	<b>Preview Box Deadline</b>	
<b>Fri, Mar 23 - Fri, Apr 3</b>	Appointment Selection by Retailers / Wholesalers	
<b>Fri, Apr 10</b>	Hotel Reservation Due	Hotel Reservation Due
<b>Mon, Apr 13</b>		Schedules Published on myGMDC
<b>Wed, May 6</b>	Schedules Published on myGMDC	
<b>Fri, May 8</b>	<b>Showcase Entry Deadline</b>	
<b>Wed, May 27</b>		On-Site Registration Opens @ 2:00PM
<b>Thur, May 28</b>	On-Site Registration Opens @ 6:30AM	

Need more info? Everything is online at:

[go.gmdc.org/GM15](http://go.gmdc.org/GM15)

Call 719.576.4260 or fax 719.576.2661



**REGISTRATION  
OPEN NOW!**  
**SAVE \$150**  
Early-Bird Deadline: Feb. 20th  
Regular Reg. \$1950  
Associate Members Only

“ GMDC offers us **advanced communication tools to reach all our important customers** efficiently across the nation. The conferences and technology increase our productivity while being friendly to the environment...that's important to my company! ”

**Bob Richardson**, Director of Sales, Industry and Customer Development, Clorox / Burt's Bees

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# ON-SITE ACTIVITIES.

## program-at-a-glance

### WEDNESDAY, May 27

2:00 pm - 7:00 pm  
5:45 pm - 7:00 pm

Senior Executive Conferences (SEC) Registration Open  
**Senior Executive Conferences (SEC) Reception**

### THURSDAY, May 28

6:30 am - 7:00 pm  
6:30 am - 7:30 am  
7:30 am - 5:50 pm  
12:00 pm - 1:00 pm  
5:15 pm - 6:00 pm  
6:00 pm - 7:00 pm

Registration Desk Open  
Senior Executive Conferences (SEC) Breakfast  
**Senior Executive Conferences (SEC)**  
Senior Executive Conferences (SEC) Lunch  
**New Member Orientation**  
**Showcase & Networking Reception**

### FRIDAY, May 29

6:30 am - 5:30 pm  
6:45 am - 7:30 am  
7:30 am - 12:10 pm  
12:10 pm - 12:50 pm  
12:50 pm - 1:50 pm  
2:00 pm - 6:00 pm

Registration Desk Open  
Breakfast  
**Controlled Casual Conferences (CCC): Group A**  
Lunch  
**Educational Business Session & Insights**  
**Controlled Casual Conferences (CCC): Group A**

### SATURDAY, May 30

6:30 am - 7:00 pm  
6:45 am - 7:30 am  
7:00 am - 8:00 am  
7:30 am - 1:00 pm  
1:30 pm - 4:30 pm  
1:30 pm - 5:30 pm  
5:45 pm - 6:30 pm  
6:30 pm - 7:00 pm  
7:00 pm - 10:30 pm

Registration Desk Open  
Breakfast  
Board of Directors Breakfast Meeting  
**Controlled Casual Conferences (CCC): Group A**  
Store Tours  
ELC Benefit Golf Tournament  
**New Member Orientation**  
**Showcase & Networking Reception**  
**"Evening with the Board of Directors" Reception & Dinner**

### SUNDAY, May 31

6:30 am - 5:30 pm  
6:30 am - 7:30 am  
6:45 am - 7:30 am  
7:30 am - 12:00 pm  
12:00 pm - 1:00 pm  
1:00 pm - 5:40 pm  
5:45 pm - 7:00 pm

Registration Desk Open  
GM Advisory Board Breakfast Meeting  
Breakfast  
**Controlled Casual Conferences (CCC): Group B**  
Lunch  
**Controlled Casual Conferences (CCC): Group B**  
**Showcase & Networking Reception**

### MONDAY, June 1

6:45 am - 7:30 am  
7:00 am - 10:00 am  
7:30 am - 12:00 pm  
12:00 pm

Breakfast  
Showcase Open  
**Controlled Casual Conferences (CCC): Group B**  
**Conference Concludes**





— NEW FOR 2015 —

# TOUCHSCREEN COMPATIBLE HIGH PERFORMANCE GLOVES



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