

2017 FDFA Land Border Operator Semi-Annual Conference

When: Tuesday, May 30th and Wednesday, May 31st , 2017

Where: Mississauga, Ontario

What is the event?

This year, the FDFA brings you a combined FDFA Semi-Annual Conference that leverages from the Retail Council of Canada's Annual STORE Conference alongside a private FDFA Operator's all day meeting. We want to ensure you receive the most current and best in class retail business & professional development opportunities and provide everyone an opportunity to discuss our FDFA issues, opportunities and challenges.



Hotel: FDFA has a hotel block at a negotiated rate for FDFA Operators with complimentary shuttle service – full details will be sent with registration the week of March 20th.

When can you expect the full agenda? Mid-April 2017, the FDFA will present full agenda for both RCC/FDFA conference and the all-day Operator's meeting.

Registration: The FDFA will be sending full registration details via email the week of March 20th.

HIGH LEVEL AGENDA

Monday, May 29th – FDFA Board working dinner and everyone arrives at Hotel

Tuesday, May 30th – Morning – everyone will meet and be transported to Toronto Congress Centre for all day Retail Council of Canada Conference, Speakers and Trade Floor

Tuesday, May 30th - Evening – Private Operator's Dinner hosted by JTI-Macdonald Corp.

Wednesday, May 31st – ALL Day FDFA Operator's meeting at a hotel in Mississauga – 8:30am to 5:00pm

Delegates can choose to leave Wednesday evening or Thursday morning.

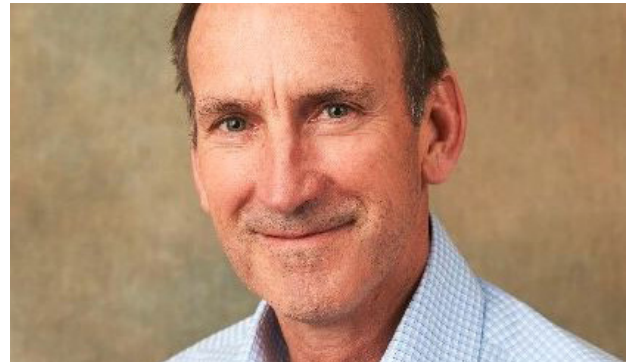
What can you expect at the RCC STORE Conference and Why should we Attend:

- FDFA has paid for one full day delegate pass per store – Member Benefit. Additional delegates from your store will have opportunity to purchase a discounted pass.
- Tailored agenda planned for the FDFA Operators to attend relevant retail sessions, working panels and trade floor exhibitions.
- Over 60 Retail oriented speakers, working panels and trade floor exhibitions. This conference caters to both large and small retail operations. Something for everyone and due to RCC's large association network, are able to bring in the top retail subject matter speakers in the world.
- RCC full agenda is scheduled to be finalized by end of March 2017.
- Some of subjects include: optimizing customer experience, retail disrupters i.e. how Uber and AirBNB changed the taxi and hotel industries, best in class inventory systems, etc.
- RCC represents over 85% of all retailers in Canada, and this conference is the Premier Retailing show in the country.

2016/2017 RCC STORE Speakers (2017 Speakers will be finalized end of March)



Calvin McDonald, President and CEO, Sephora Americas



Graham Hillier, Vice President & GMM, Costco

What can you expect from the FDFA All Day meeting:

- On the Wednesday, the FDFA members will share in a collaborative manner their insights, feedback and learnings from the RCC conference.
- The Strategic Convention Committee will provide their final recommendations on the future of FDFA conventions to the operators for approval.
- Review of the Government Relations initiatives and what to expect – open discussion on key issues.
- Potential Speakers i.e. CBSA and/or industry stakeholders of interest.
- The FDFA heard your comments! It is critical that key decision makers from every store attend this important meeting. We are stronger as a unified voice and this is the time to begin working together in a collaborative manner. We look forward to seeing you in the Toronto region this Spring 2017. More information on registration, accommodations and full agendas coming soon.

2017 FDFA Semi-Annual Conference Registration



CONFERENCE/OPERATOR MEETING REGISTRATION

RCC STORE Conference: the FDFA is providing one Free delegate registration per store to attend the RCC Conference. Additional delegates can attend for a discounted one-day pass of \$399 (FDFA will invoice store directly).

FDFA Operators Meeting: each representative attending will be invoiced \$100 (standard FDFA registration fee)

Store Name:

Attendee's Name:	Tuesday, May 30 th		Wednesday May 31 st
	RCC STORE Conference	JTI Operator Dinner	FDFA Operators Meeting
	Attending Yes or No	Yes or No	Attending Yes or No
1.			
2.			
3.			
4.			

HOTEL RESERVATIONS:

The FDFA is holding a block of rooms at the *Sandman Signature Hotel* in Toronto near the Congress Centre where the RCC STORE Conference is taking place for the nights of May 29, 30 & 31st. **Rooms are discounted at \$155/night.** The Operators meeting will take place at this hotel and shuttle transportation will be provided to/from the Congress Centre for the RCC STORE Conference.

Hotel reservations are to be submitted directly to the FDFA by completing the information below.

Guest's Name	Check-In	Check-Out	Credit card #	CC Expiry
<i>Example – John Smith</i>	<i>May 29</i>	<i>June 1</i>	<i>4516 4789 2245 3301</i>	<i>02/20</i>

Hotel Cancellation: 72 hours' cancellation prior to check-in date must be provide, otherwise you will be charged \$155 plus taxes/fees for the late cancellation.

Hotel Reservation Deadline: April 13, 2017 (rooms/rates cannot be guaranteed after this date)

Special Diet: please advise Allison Boucher of any special dietary requirements.

Fax or email your registration to the FDFA at: (Fax)613-701-4289 (Email)aboucher@fdfa.ca