Thank you for participating in the FSMA Top2Top Conference as a speaker!

This packet includes FSMA speaker policies and forms you need to complete and submit to make your conference participation “official.” This packet is also designed to assist you in preparing for the conference. It provides helpful information that can make the experience more fruitful for conference attendees and for you as a knowledge expert presenting at this event.
CONFERENCE GENERAL INFORMATION

CONFERENCE OVERVIEW

The FSMA Top2Top Conference is the only conference designed specifically to meet the continued education and networking needs of manufacturers and sales agencies within the foodservice industry. Through a combination of educational sessions and meaningful networking opportunities, the conference keeps members informed about the new thought-leading and best practices that define success.

ABOUT FSMA

Foodservice Sales & Marketing Association (FSMA) is a Maryland-based trade organization representing foodservice manufacturers and sales agencies throughout the U.S. and Canada.

FSMA was incorporated in November 2003 by firms formerly associated with the International Foodservice Brokers Association/Association of Sales & Marketing Companies. The mission of FSMA is to promote sales and marketing agencies as the preferred method for suppliers to come to market: to be the national voice of the sales agency community; to advocate on behalf of sales agency interests, and to enhance relationships among suppliers, agencies, customers and other key stakeholders.

Agency membership in FSMA provides a national forum for business concerns as well as access to business development, research, training and information resources that can give sales agencies a competitive edge in our rapidly changing industry. Membership in FSMA sends a message to suppliers that they are dealing with a thoroughly trained, ethical sales staff that is committed to improving relations between all industry partners.

ABOUT CONFERENCE ATTENDEES

Who Attends
The education content is appropriate for foodservice industry leadership, including chief executives and presidents, as well as vice presidents and directors.
On average, 15% of the audience is female, 85% are male.

Estimated Attendance
Approximately 250 including staff and attendees
Example Biography:
Shawn Achor is the author of the #1 national bestseller, The Happiness Advantage. Shawn spent over a decade at Harvard University where he won over a dozen distinguished teaching awards for his work. He graduated magna cum laude from Harvard and earned a Masters in Christian and Buddhist ethics. In 2006, he was named Head Teaching Fellow for "Positive Psychology," which eclipsed "Intro Economics" as the most popular course at Harvard.

In 2007, Shawn founded Good Think Inc. to share his research with the world. Subsequently, Shawn has lectured or researched in 49 countries, speaking to CEOs in China, school children in South Africa, doctors in Dubai, and farmers in Zimbabwe.

Shawn has now become the world's leading expert on the connection between happiness and success. In 2012, Shawn's research on happiness made the cover of Harvard Business Review, his TED talk is one of the most popular all time with over 2 million views, and he has a new lecture airing on PBS called "The Happiness Advantage."
BREAKOUT SESSIONS: GENERAL INFORMATION

☐ Sessions are held concurrently on Wednesday. Sessions are typically 60 minutes in length; Sharon Boyle will advise as to the length of your specific presentation.

☐ Unless you are informed otherwise, if your session is not an interactive discussion, you should expect to hold a 5-10 minute question and answer period at the end of your presentation, allowing attendees to ask you their questions.

☐ The room is set classroom style. FSMA staff and audio-visual technicians will be available to assist, if needed. A table will be available with drinking water.

☐ Each session can be introduced by a moderator or the conference facilitator. He/she will welcome the attendees, introduce the speakers and make any housekeeping announcements. Please let us know in advance if this is your preference.

GENERAL SESSION: REHEARSAL INFORMATION

☐ All general session speakers will be scheduled a rehearsal time prior to their presentation. The rehearsal will take place in the Conference ballroom and will include some or all of the following: sound check, presentation review, meet the sponsor, confirm presentation details.

PRESENTATION REQUIREMENTS AND INFORMATION

• To insure compatibility, presentations should be created on either Microsoft PowerPoint or Apple Keynote.

• Speakers are required to use the FSMA Top2Top title slide graphic as the first slide. FSMA encourages the use of the Top2Top background graphic for computer presentations, if possible. These graphics will be made available via link on the speaker resources page by mid-summer.

• Prior to the conference, FSMA will provide all attendees access to your presentation via an email link and/or our conference mobile app to download if desired (with the speaker’s permission).

• Presenters are required to bring a copy of their presentation on a flash drive or disk as back-up in the unlikely event that something should happen to FSMA’s copy. Breakout Session Speakers are required to bring their own laptops for presentations.
• All presenters (excluding panelists) must submit their presentation by XXXXXX. The presentation will be reviewed to ensure its accuracy, it meets FSMA’s styling standards, it is educational in nature, and it matches the session description.

• Should adjustments need to be made, FSMA staff will contact the speaker and request the appropriate changes be made. FSMA reserves the right to make changes to any presentation with speaker approval.

• If your presentation is too large to submit via email, you may upload it to our dropbox. Please contact Rick Abraham for information: rabraham@fsmaonline.com.

**FSMA’S STYLING STANDARDS -- FOR POWER POINT AND KEYNOTE SLIDES**

• Find and use the conference PowerPoint slides posted on the Speaker Information Page
• Minimum font size to use in your presentation = 28
• Minimize use of animation
• Utilize video when appropriate, video is engaging and breaks the monotony
• Have an image or graphic of some type on at least 90% of your slides
• Minimize text. If the audience has to choose between reading the slide or listening to you, half of your information will be lost to them because they cannot do both.
• Rule of Thumb: Bullets on slides should have a maximum of 8 words each
• Minimize clutter. Avoid including too much information on one slide
• Colors are often paled by a projector and large screen, so use more vibrant colors than you normally would
SPEAKER AGREEMENT FORM

Please email a PDF scan of the signed form to Sharon Boyle at sboyle@fsmaonline.com or fax a copy to (888) 668-7496. Please fill out the information below. Make sure you have checked all of the appropriate boxes.

1. I agree to participate in the following session at the 2014 Top2Top Conference:

Speaker Name: _____________________________________________________

Session Title: _____________________________________________________

Date: ______________________________________________________________

Time: __________________ to __________________

Note: These times are an estimate and subject to change.

The program will cover information/topics requested by FSMA and agreed to by me. I agree to comply with all program-related deadlines provided to me by FSMA, including but not limited to:

Speakers:

- Signed Speaker Agreement Form and Conference Registration Form
- Bio and headshot
- Presentation Draft
- Final Presentation

Panelists:

- Signed Speaker Agreement Form and Conference Registration Form
- Bio and headshot

2. I □ will □ will not be using a visual presentation. I will be using the following format: □ PowerPoint □ Keynote (Mac Users) □ Other: ___________________

If you are not using PowerPoint, please go to number 9.

Note: Breakout Session Speakers are expected to use their own laptop computers for presentations.

3. I agree to use the show look graphics and logos provided to me by FSMA for any presentation I may utilize in connection with the program, and I agree not to use these templates and logos in any way except in connection with this or other FSMA programs.

4. I understand that my presentation will be reviewed for accuracy, for adherence to FSMA standards,
and to ensure the presentation is educational in nature, matches the session description, and that FSMA reserves the right to make changes to any presentation, with speaker approval.

5. I acknowledge that, for my presentation, the session room will be equipped with a lectern (general session only, breakout session upon request), microphone if needed, data projector and screen.

Note: Breakout session rooms tend to be intimate. Generally, speakers do not need a microphone.

I will □ will not need a data projector/screen
I will □ will not need a lectern
I will □ will not need a microphone

6. I □ will □ will not be using embedded video clips in my presentation.

7. I □ will □ will not include audio clips in my presentation.

8. I □ will □ will not require additional a/v equipment for my presentation. Additional equipment needed (if applicable): I understand that my request may not be granted by FSMA. If a request is denied, I will work with FSMA staff to come up with a reasonable compromise. All requests must be received at least four weeks prior to the conference. FSMA cannot guarantee onsite A/V requests.

9. I agree to notify Sharon Boyle or Rick Abraham immediately in the event that an emergency should prevent me from meeting my obligation as a speaker and will make every attempt possible to provide a qualified substitute speaker.

10. I □ grant □ do not grant FSMA a royalty-free license to use, reproduce and distribute my presentation (including all handouts and visual presentations) in regards to the Top2Top Conference. I understand that this license does not change the fact that I retain copyright ownership of my presentation, and does not prohibit me from using my presentation in any way or from allowing others to use it.

11. To the best of my knowledge, my presentation does not violate any proprietary or personal rights of others (including any copyright, trademark and privacy rights), is factually accurate, and contains nothing defamatory or otherwise unlawful. I have the full authority to enter into this agreement and have obtained all necessary permissions or licenses from any individuals or organizations whose material is included or used in my presentation.

12. I authorize FSMA to use my name, photo, and biographical data in connection with the use and promotion of the program.

13. I will be responsible for making my own travel arrangements. Flights should be made at least 30 days prior to your arrival date. Only coach flights are acceptable unless previously agreed and cost must be reasonable. Rental cars are not an approved expense unless agreed upon and the cost must be less than or equal to the cost of a cab to and from the closest airport.
14. I understand that my hotel reservation will be made on my behalf by FSMA at the Conference Hotel. One or two nights will be provided depending on travel limitations and my time of presentation. Any additional nights will be at my own expense. I will contact FSMA promptly if I need any additional nights. (Note: The room block generally fills quickly. Additional nights are allotted based on availability.) It is my responsibility to confirm hotel arrival and departure date with Sharon Boyle.

15. Any controversy or claim arising out of or relating to this Agreement shall be settled by arbitration in accordance with the rules of the American Arbitration Association in Washington, D.C. Judgment may be entered in any court having jurisdiction thereof.

16. All expense reimbursement requests must be submitted to Sharon Boyle within 30 days of your presentation date.

Please print your title and company name exactly as it should appear in all conference promotional materials.

Title: ________________________________________________________

Company: ________________________________________________________

Please provide your contact information.

Phone(s): ___________________________ & _____________________________

Mailing Address: ___________________________________________________

Email: ____________________________________________________________

Please provide your assistant’s contact information if applicable.

Name: _____________________________________________________________

Phone(s): ___________________________ & _____________________________

Email: _____________________________________________________________

By signing this form and based on mutual consideration, I understand and agree to the above terms and conditions.

___________________________________________________________________________ Date

Speaker Signature
CONFERENCE REGISTRATION

Please submit your conference registration using the special form marked for “speakers.” Submitting this form ensures that your registration will be fully complimentary whether you are attending the entire conference event or only your own session.

HOTEL INFORMATION

Hyatt Regency Grand Cypress
One Grand Cypress Blvd.
Orlando, FL 32836
(407) 239-1234


CONFERENCE ATTIRE

The dress code for attendees is business casual. We request that all speakers wear business attire while speaking.

CONFERENCE CHECK-IN AND BADGE PICKUP

Upon your arrival, please check in at the conference registration desk to pick up your badge and other conference materials. Please phone Sharon Boyle to inform her of your arrival on-site: (410) 562-3139.
ANTITRUST COMPLIANCE POLICY

FSMA conferences and meetings bring company representatives together to share information and ideas that help each company to compete more effectively in its marketplace.

Some of the companies that participate in FSMA conferences and meetings compete with each other. Whenever competitors meet, antitrust guidelines have to be kept clearly in mind. That is because, even in a legitimate industry forum like FSMA, suspicion may arise that some participants could misuse the opportunity to agree on anticompetitive actions. As one antitrust authority puts it: “The risk is that people will come for breakfast and stay for dinner.”

Antitrust enforcers take a keen interest in trade associations because they have been accused of providing competitors with a pretext to:

- fix prices
- allocate customers
- allocate sales territories
- allocate products or production volumes
- collectively refuse to deal with targeted suppliers or customers
- formulate standards that favor participants, but effectively exclude non-participants.

At FSMA meetings and conferences, it is essential to avoid discussing prices, promotions, refusals to deal, terms and conditions of sale, market allocation, customer allocation, discriminatory standards, or other subjects that could lead any participant to agree to coordinate its competitive activity with one or more other participants. This caution applies not just to general and breakout sessions, but also to less formal small-group and one-on-one discussions (for example, at receptions and dinners).

**Remember:** Antitrust violations do not require a written or oral agreement. A violation may be charged based just on the appearance of unlawful activity. For example, a discussion of pricing, followed by parallel price increases on the part of the competitors present, could be enough to show a price-fixing conspiracy. The message is clear: FSMA, its members and guests must always conduct themselves in a manner that avoids even the slightest suspicion that antitrust laws are being disregarded.

Disregarding these precautions could lead to severe consequences. Criminal prosecution for price-fixing and customer allocation is commonplace. Heavy fines and treble damages are routinely imposed on companies. Individuals are fined and imprisoned.

Whenever you are uncertain about the legality of any conduct, be sure to obtain legal advice. And always consult with counsel during any FSMA meeting or conference if any doubt arises as to whether a particular topic should or should not be discussed.