



*Sell better together.*

**NAPLES GRANDE BEACH RESORT  
NAPLES, FLORIDA**



**FSMA**  
**TOP2012TOP**  
NAPLES FLORIDA

**TOP2TOP DATES**

Tuesday February 14 & Wednesday February 15, 2012

**TEAM DATES**

Wednesday February 15 & Thursday February 16, 2012

## BENEFITS OF TEAM MEETINGS:

- Increase strategic alignment and collaboration to energize profitable sales growth
- Align manufacturer-agency market strategies early in the year for maximum effectiveness
- Bring together top executives from agencies and manufacturers to increase senior level collaboration and build strong business partnerships in a productive, affordable format
- Conduct up to 13 high level strategic meetings with agency and manufacturer partners and greatly minimize travel expenses
- Attend FSMA's premier Top2Top Conference held just prior to TEAM Meetings to maximize education and networking opportunities
- TEAM fee (manufacturer only) includes ONE Top2Top Conference registration and a THREE night stay in an executive suite at the Naples Grande Resort



## PROGRAM OVERVIEW

FSMA proudly announces TEAM Executive Summit in conjunction with Top2Top to enhance collaboration in your annual strategic planning process. Top level executives from both the manufacturer and the sales & marketing agency will meet one-on-one to set mutual goals and develop plans together to increase profitable sales growth.

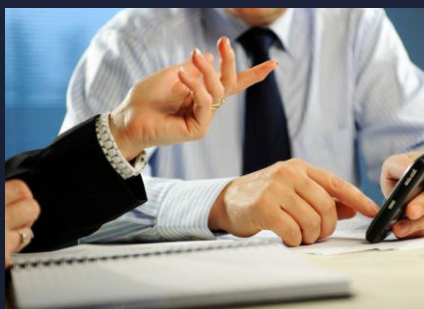
This is an extraordinary opportunity for you to meet with multiple sales partners in a neutral setting over two days. You won't be distracted by the day to day disruptions of an office setting and it will save you travel time and, of course, money. You will have ample time to prepare for your scheduled meetings, and your discussions will prove to be highly productive due to advanced planning and top executive participants in the room.

## PARTICIPATION

Bring your high level decision makers to maximize opportunity to grow. It is imperative that meeting participants include senior executives with responsibility for overall company strategy (i.e. owner, CEO, president, VP of sales). Participants should have the authority to make significant commitments and changes, and to implement strategies agreed upon during the meetings. This approach will lead to the most impactful and profitable meetings that will greatly benefit both the manufacturer and the agency.

To participate in TEAM, both the agency and the manufacturer must be a current member of FSMA with dues paid in full for 2012. All individual participants (agency & manufacturer) must also be registered for Top2Top 2012.

Manufacturers will be required to register for TEAM. TEAM registration will include one (1) Top2Top registration, three (3) night stay in a bungalow suite (minimum stay), and signage.



## SCHEDULE

*Top2Top programming will take place on Tuesday, February 14 and Wednesday morning, February 15. Top2Top will adjourn at 1pm on Wednesday. The TEAM Executive Summit begins as Top2Top adjourns.*

### Appointments will be scheduled:

#### Wednesday, February 15

- Optional Meetings \*
- 1:30pm, 2:30pm, 3:30pm, 4:30pm

#### Thursday, February 16

- 8am, 9am, 10am, 11am
- Optional breakfast and lunch appts \*\*

To schedule meetings, manufacturers will provide FSMA with a list of up to 15 member agencies, in order of preference, to fill up to eight (8) meeting timeslots on Wednesday afternoon and Thursday morning. Each meeting will be 45 minutes in length with a 15 minute break to move to the next meeting. FSMA will schedule the TEAM appointments, and will make every effort to schedule the manufacturer's top preferences. However, FSMA cannot guarantee any appointment due to conflicts and/or unforeseen circumstances.

\*An additional three (3) timeslots can be allotted; however, they will conflict with scheduled educational sessions. These timeslots will only be utilized if the manufacturer designates that they need the additional timeslots to meet with more than ten agency companies and the agency agrees to meet during Conference sessions. (Limited availability)

\*\*A manufacturer may also schedule appointments on their own during breakfast and lunch on Thursday ONLY.

NO appointments other than those set up by FSMA may be scheduled during any Top2Top events or programming or group receptions or meals. This allows everyone to participate in the education and networking opportunities and achieve the best ROI.

Agencies will be contacted early October with manufacturer requests for an appointment. A final schedule with dates & times will be forwarded early November to provide ample time to make appropriate travel plans.

## SUGGESTED TOPICS:

Opportunities for Mutual Growth



Alignment of Strategic Goals & Objectives



New Product/Program Introductions for 2012



New Market Approaches



Company Goals & Objectives



Industry or Regional Trends & Forecasts



Industry Wide Issues or Opportunities



Mutual Process Improvement Strategies



Major Customer Opportunities/Challenges

## MEETING AGENDA

Individual meeting agendas are the responsibility of the manufacturer and should be shared with each agency prior to Top2Top with ample time for preparation. FSMA has developed a timeline to ensure you receive your appointment schedule early to allow you to plan without pressure. It is recommended that the manufacturer provide time for the agency to raise any topics/issues that may not be specifically outlined in the agenda.

A clear agenda will keep the discussions on target. As you develop your agenda, be sure to keep in mind the objective of a TEAM meeting: high level strategy session to discuss mutual goals and manage plans to grow together. Collaboration is imperative for mutual success. Avoid tactical business reviews, short term focused issues, specific goals & objective reviews, issues handled by less senior staff.

## IMPORTANT DEADLINES

July 28

EARLY BIRD Deadline for TEAM Manufacturer Registration (\$500 savings)

September 1

Registration Deadline for TEAM Manufacturers

September 30

Deadline for Agency Appointment Requests from TEAM Manufacturers

October 21

Deadline for Signed Agency TEAM Participation Agreement and Appointment Approval

Week of October 31

Final Appointment Schedule to Manufacturers

Week of November 7

Final Appointment Schedule to TEAM Agencies

November 18

Early Bird Deadline for Top2Top Registration (ALL TEAM participants must be registered for Top2Top)

December 15

Suite Occupancy and Credit Card Authorization Forms Due (TEAM Manuf Only)

January 9

Food & Beverage/Audio Visual/Furniture Requests Due (TEAM Manuf Only)



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