



**27TH ANNUAL CONFERENCE & SHOWCASE**  
**CARIBE ROYALE**  
**ORLANDO, FLORIDA**



## RETAIL PACKAGING ASSOCIATION

2016 Conference &  
Showcase  
March 4 – 6, 2016  
Caribe Royale, Orlando, FL

**THURSDAY, MARCH 3  
2016**

Early Arrivals

**FRIDAY, MARCH 4  
2016**

8:00 am – 6:30 pm

Registration Open

8:00 am – 4:00 pm

Exhibit Hall Exhibitor  
Move-In to Showcase

1:30 pm – 3:00 pm

Board of Directors Meeting

4:00 pm – 5:30 pm

Educational Session\*

5:30 pm – 6:30 pm

Opening Cocktail  
Reception\*

Evening

Dinner on Your Own

**SATURDAY, MARCH 5  
2016**

7:30 am – 6:00 pm

Registration Open

7:30 am – 9:00 am

Continental Breakfast\*

8:00 am – 9:00 am

Business Meeting –  
New Product Showcase

9:00 am – 12:00 pm

Exhibits Open

12:00 pm – 1:30 pm

Lunch & Learn\*

1:30 pm – 5:30 pm

Exhibits Open

6:30 pm – 9:30 pm

Cocktails & Awards Dinner\*

**SUNDAY, MARCH 6  
2016**

7:30 am – 3:00 pm

Registration Open

8:00 am – 9:00 am

Bags 101\*

9:00 am – 1:30 pm

Exhibits Open

1:30 pm – 6:00 pm

Exhibit Teardown

1:30 pm – 3:00 pm

Board of Directors  
Luncheon Meeting

\*Requires Pre-registration

## EDUCATION

**Friday, March 4, 4:00 pm – 5:30 pm**

*Educational Session\**

*No charge, but requires pre-registration*

**What is your Company's**



**Competitive Edge?  
No really! What is  
your company's  
competitive edge?**

**Presented by:  
Brian Gardner**

Most company's com-  
petitive edge is not

what they think it is and in most cases it is the same as their competitors. This high energy presentation will challenge sales managers, executives and owners out of their comfort zone with real sales focused discussions and exercise. This presentation is centered on some areas and processes that most companies are not focused on that could give their company a competitive edge.

**We will discuss and review:**

- Are you focused on the part of the sales cycle that can drive growth in your business?
- Do you know what you really need in your pipeline to reach your sales goals?
- Sales KPI's for ROI
- Target Account Profiling and Management

This session is for sales managers and executives that are looking for a competitive edge. We will discuss real-world scenarios with exercises and takeaways you can bring back to your team. The takeaways will be focused on grading your processes and procedures from the Front-End to the Back-End of the sales cycle. We will also be calculating the Load Input needed in your pipeline to reach your sales goals along with determining the sales KPI's you should focus on for growth.

Brian Gardner is the Founder of Sales Process360, a strategy, coaching, and speaking company focused on helping industrial sales companies gain a competitive edge. Gardner has been involved in industrial sales for over 30 years. In fact, he was born into it. His father owned an industrial sales rep/distributor company serving the Gulf Coast in the chemical, refinery, and oil & gas industries, and after a brief stint at Texas Instruments, Gardner returned to the family business in inside sales. After 15 years of working through the ranks, Gardner served as VP of Sales until 1999, when he co-founded an industrial sales focused CRM software company called Selltis. Gardner started SalesProcess360 to take his passion for sales process improvements to the industrial sales world. To learn more, or to contact Gardner, please visit [www.salesprocess360.com](http://www.salesprocess360.com).

**Saturday, March 5, 12:00 pm – 1:30 pm**

*Lunch & Learn\* Requires pre-registration  
and \$47 payment for lunch and beverage*

**Getting ROI Out of CRM**

**Presented By: Brian Gardner**

Most companies who go to market through distribution today have implemented some form of CRM system, whether automated or manual. The question is, are you getting the ROI out of your investment? This interactive session will challenge sales managers, executives and owners on their pre & post processes on implementing CRM within their company. This session will provide a road map to getting real ROI out of your CRM program and include the following.

- Do's and Don'ts during the evaluation process
- Process vs. Technology
- Best Practices
- How to get the team to buy in
- Key areas and processes to focus on for ROI

The takeaways will be focused on leveraging the power of information that is at your figure tips in most CRM systems. It is about processes and the CRM system can be the vehicle to a competitive edge.

**Sunday, March 6, 8:00 am – 9:00 am**

*Workshop\* No Charge, but requires  
pre-registration*

**BAGS 101 – An Interactive  
Workshop on the Showcase Floor**

**Led By: Jatin Patel, PCI Imports and  
Steve Gitlin, PrimeLine Packaging**

A wide variety of paper and plastic bags are available to fill the needs of every business - retailers, manufacturers, sales and promotional organizations, and restaurants, just to name a few.

With custom printed bags that showcase a business's logo or that give information as to the service or products the business can provide, the bag becomes a walking billboard and not just a means of carrying goods. Bags of all types can be a terrific image builder in the community, and an invaluable advertising medium. Because there are so many sizes, shapes, handle styles and materials from which bags can be manufactured, it is imperative that we become familiar with the function of each one, so that we can direct a customer to the size, style and material that will best suit his requirements.

This Workshop will cover bag styles, how to measure a bag and will discuss the range and benefits of customization. Come for a refresher or to learn something new. This program will be a fun way to start your final day at the conference.



## RETAIL PACKAGING ASSOCIATION SHOWCASE

The heart of the RPA Conference and Showcase will be the 2016 Showcase, featuring more than 50 manufacturers of packaging products. For professionals involved in all facets of production and distribution of retail packaging products including boxes, bows, bags, tissue, wrapping paper, tape, and more, this annual event is a **MUST ATTEND!** Conversations between suppliers and their distributors will be extremely valuable to all parties. Connections between manufacturers reps, service providers and attendees will be re-engaged and enhanced. At one place, at one time, all the key professionals in the retail packaging industry come together. It is an event not to be missed.

If you have not yet registered for a booth in the Showcase, do not delay – booths have sold quickly. Use the chart on the right as a reference and visit [www.retailpackaging.org](http://www.retailpackaging.org) to review any available booths. We expect a sold out show and do not want you to be disappointed if you cannot connect with the expected over 420 qualified professionals in attendance.

### MAXIMIZE YOUR ATTENDANCE

#### Distributors

We are expecting a **SOLD OUT** show! RPA Suppliers represent the best in the packaging industry. Register early and prepare to maximize your attendance investment:

- Review the Booth layout online – it will show you the current exhibitors ([www.retailpackaging.org](http://www.retailpackaging.org))
- Prepare Market Data for each supplier
- Check with field personnel for details on products and servicing
- Gather necessary input to maximize your vendor relationship

124									
122	123	222		223	322		323	422	423
120	121	220		221	320		321	420	421
118									419
116	117	216					317	416	417
114	115	214					315	414	415
112									413
110	111	210		211	310		311	410	411
108	109	208		209	308		309	408	409
106									407
104	105	204		205	304		305	404	405
102	103	202		203	302		303	402	403
100B	101	200		201	300		301	400	401
100A									

Food and Beverage



New Product Showcase

## 2016 RPA CONFERENCE & SHOWCASE EXHIBIT INFORMATION

Friday, March 4 • 8:00 am – 4:00 pm ..... Move In and Set Up

Saturday, March 5 • 9:00 am – 12:00 pm ..... Showcase Open

1:30 pm – 5:30 pm ..... Showcase Open

Sunday, March 6 • 8:00 am – 1:30 pm ..... Showcase Open

Sunday, March 6 • 1:30 pm – 10:00 pm ..... Teardown

If none of your booth choices are available at the time the contract and deposit are received, we reserve the right to assign, at our discretion, the best alternate space. It will be assumed that this space is acceptable unless it is rejected in writing within five days of your notification.

#### BOOTH COST

**First 10' X 10' Space:**  
\$2,400

**Each Additional 10' X 10' Space:**  
\$1,300

Each 10' x 10' space includes:

- 1 – 6' Draped Table
- 1 – Waste Basket
- 2 – Chairs
- 1 – ID Sign (first booth only).

Any exhibiting company that tears down its exhibit booth before 1:30 pm on March 6 or is not staffed will forfeit its privilege for priority booth reservations for next year's show.

A 50% deposit is due along with the completed contract within 10 days to secure your reservation. All booths must be paid in full by no later than January 15, 2016. Pending contracts not paid in full by January 15, 2016 may be released to be re-sold. For booths reserved after January 15, 2016 the full balance will be due at the time of registration.

In the event of cancellation (in writing) by Exhibitor: By December 15, 2015 – all fees paid will be refunded less a \$75 service fee; by January 15, 2016 – 50% of fees paid will be refunded. (50% of total fees paid will be forfeited); after January 15, 2016 – full cost will be forfeited - no refunds will be processed. Any exhibitor cancelling at any time automatically forfeits their priority number and is then placed at the bottom of the priority list for future shows.

Telephone inquiries:  
(410) 940-6459

**Register online at [www.retailpackaging.org](http://www.retailpackaging.org)**



# CARIBE ROYALE ORLANDO



## CARIBE ROYALE ALL-SUITE HOTEL AND CONVENTION CENTER

At the Caribe Royale All-Suite Hotel and Convention Center, business and pleasure go hand in hand. From the very beginning, the RPA host hotel has redefined and elevated the standards of the meeting, conference and family vacation experience in Florida.

Here among more than 53 lush, tropical acres, RPA attendees will discover spacious, well-appointed one-bedroom suites, 120 luxurious two-bedroom lakeside villas, expansive state-of-the-art meeting and event facilities, unmatched hospitality and service, and a wealth of desirable dining options and hotel amenities that will appeal to both families and business professionals alike. And it all can be found just minutes from the area's world famous theme parks and attractions. The Caribe Royale is located just 1.5 miles from the Walt Disney World® area. Use a convenient link from the Caribe Royale web site to book tickets to area theme parks, as well as one-day adventures, shows and more, all located within a convenient distance from the hotel.

For travelers wanting to stay in shape when away from home, Caribe Royale provides guests with

complimentary access to an impressive 3,500 square foot fitness center. This beautifully designed two-story facility features 40 pieces of strength training and high tech cardio equipment. Amenities include ten 32" wide flat screen televisions and a reception desk where you'll find sports drinks, health snacks and chilled towels.

At the heart of this expansive Orlando area hotel is a 250,000 gallon free-form pool complete with winding 75-foot waterslide and two rejuvenating outdoor whirlpools. The sprawling pool-deck area is dotted with lounge chairs, tables, umbrellas and cabanas, and adorned by tropical foliage and swaying palms. Escape from the Florida sun and take a nap behind the cascading waterfalls.

The Island Spa offers nail, massage, and complete body treatments that are designed to put you at ease. RPA has negotiated a 20% discount for attendees using the spa services. To avoid disappointment, call or email in advance, 1-407-597-8709 or email [islandspa@cariberoyale.com](mailto:islandspa@cariberoyale.com). Be sure to mention that you are an official attendee of the RPA Conference to receive the discount.

**Special RPA Hotel rates – please note, make certain to mention that you are attending the RPA Conference to receive the RPA rate, as well as to receive the complimentary Resort fee amenities – normally \$19.95 per day (see resort fee list on the right).**

### **RPA Suite Rates:**

Queen/Double . . . . .	\$149.00
King Suite. . . . .	\$149.00
King Deluxe Suite . . . . .	\$169.00
Executive Suite. . . . .	\$349.00
Villas . . . . .	\$249.00

**These rates are available over the RPA Room Block of March 2 – 7, 2016 until the official cutoff date of February 2, 2016 or until the RPA Block is sold out. Do not delay, Book today. Book via the Hotel link on the RPA web site or by telephone 1-888-258-7501.**

### **Resort Fee**

*Normally \$19.95 per night, plus tax – complimentary, if booked under RPA Group Reservations):*

Standard Wi-Fi package (Basic Plan) for up to two (2) devices. Up to two (2) additional devices and/or/premium service available for just \$4.95 per day (inclusive). Scheduled shuttle service to the four Walt Disney World™ Theme Parks, Disney Springs, and Orlando Vineland Premium Outlets. Reservations required (for individual reservations only). In-suite coffee. Unlimited local and 800 access telephone calls. Access to staffed, state-of-the-art fitness center. Seasonal poolside entertainment and Movies Under the Stars (weather permitting). 5% discount at Hertz Car Rental, located in main lobby (present your suite key to the agent). Discount applies only to cars rented and returned from the hotel location.



# RPA TWENTY-SEVENTH ANNUAL CONFERENCE & SHOWCASE REGISTRATION FORM



## CARIBE ROYALE HOTEL • ORLANDO, FL • MARCH 4 – 6, 2016

To register and pay by credit card: a safe and secure way to register is online at: [www.retailpackaging.org](http://www.retailpackaging.org)  
Suppliers register online for exhibit booth and attendees.

### To pay by check:

Please Check One: ☐ Distributor ☐ Manufacturer's Rep ☐ Please check if first time attendee:

Please type or print information, as you would like it to appear on your Registration Badge.

Please submit one copy of this form, or a photocopy for each individual or family attending RPA's 27th Annual Conference & Showcase.

**Payment must accompany your registration.** Mail a copy of the completed form with your check to: RPA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300. Delegate registration forms received by **January 1, 2016** will qualify for the \$95 early registration fee. The **\$150** regular registration fee will apply to delegate registrations received between **January 2 and February 15, 2016**. Delegate registrations received from **February 16 until March 6, 2016** will pay the **\$200** Late delegate registration fee.

Delegate Name \_\_\_\_\_ Badge Nickname \_\_\_\_\_

Title \_\_\_\_\_ Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Do you have any physical conditions requiring special needs? ☐ Yes ☐ No

If yes, please specify \_\_\_\_\_

Do you have any dietary restrictions? ☐ Yes ☐ No

If yes, please list \_\_\_\_\_

Spouse/Companion Name (if attending) \_\_\_\_\_ Badge Nickname \_\_\_\_\_

**Children are welcome to enjoy Orlando attractions, but not business activities at the Conference**

Do you have any physical conditions requiring special needs? ☐ Yes ☐ No

If yes, please specify what and who \_\_\_\_\_

Do you have any dietary restrictions? ☐ Yes ☐ No If yes, please specify what and who \_\_\_\_\_

## REGISTRATION FEES/ OPTIONAL MEALS & ACTIVITIES SIGN UP SHEET

RPA Member .. Spouse

**Annual Membership Dues.** ..... \$175

**First Delegate from Non-exhibiting Company must pay Dues.**

*If your company did not attend in 2015 or if you do not know company status, please call the RPA Office at 1-410-940-6459. Your company must be a current member to attend.*

**Delegate Early Registration Fee** (If paid by January 1, 2016) ..... \$ 95 ..... \$95

**Delegate Regular Registration Fee**  
(If paid between January 2 and February 15, 2016) ..... \$150 ..... \$150

**Delegate Late-Fax-In Registration Fee** (If paid after February 15, 2016) ..... \$200 ..... \$200

**Educational Session** Friday, March 4 • 4:00 pm – 5:30 pm ..... N/C

**Opening Reception** Friday, March 4 • 5:30 pm – 6:30 pm ..... N/C

**Continental Breakfast** Saturday, March 5 • 7:30 am – 9:00 am ..... N/C

**Lunch & Learn** Saturday March 5 • 12:00 pm – 1:30 pm ..... \$47 ..... \$47

**Cocktails & Awards Dinner** Saturday March 5 • 6:30 pm – 9:30 pm ..... N/C

**Bags 101** Sunday March 6 • 8:00 am – 9:00 am ..... N/C

**Total Fees Due for Each Attendee:** ..... \$ \_\_\_\_\_

**GRAND TOTAL DUE:** ..... \$ \_\_\_\_\_

Enclosed is my check for \$ \_\_\_\_\_.

Please make checks payable in U.S. dollars, to RPA, and mail to: RPA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.  
Telephone Inquiries (410) 940-6459 • Or, register online at [www.retailpackaging.org](http://www.retailpackaging.org)



RPA is proud to annually recognize those member businesses who meet the top standards of industry excellence and service. Candidates for the annual awards are submitted by the membership and are reviewed by a panel of industry leaders.

The Awards for Lifetime Achievement, Distributor of the Year, Supplier of the Year and New Product of the Year will be presented on March 5, 2016.



105 Eastern Avenue, Suite 104  
Annapolis, MD 21403



## INCREASE YOUR EXPOSURE

### RPA'S NEW PRODUCT SHOWCASE

Grand Reveal Saturday March 5, 8:00 am – 9:00 am and then in prime location on Showcase Floor for the duration of the Showcase program. Only RPA Booth holders are invited to participate in this complimentary enhancement to your company's participation. For the purposes of this program, a New Product is defined as one that is manufactured or exclusively distributed by a company exhibiting in this year's Showcase and which was introduced after last year's RPA Conference & Showcase (March 2015). Want to feature your products in the New Products Showcase? Use the New Products Showcase Registration Form found in the Conference section of [www.retailpackaging.org](http://www.retailpackaging.org).

## MAXIMIZE YOUR DOLLAR

### BECOME A RPA SPONSOR AND/OR ADVERTISER!

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility by supporting events that your target market finds attractive. There are a number of opportunities for your company to participate. Visit [retailpackaging.org](http://retailpackaging.org) or contact Beth Hiltabidle for information by phone 1-410-940-6459 or email at [bhiltabidle@retailpackaging.org](mailto:bhiltabidle@retailpackaging.org)

**Advertisements may be placed in the 2016 Conference and Show Guide.**

This is an excellent and low cost way to reinforce your message, your brand, introduce a featured product or present a new marketing plan. For more information, contact Beth (see above) or Kristin Thompson at [ktompson@retailpackaging.org](mailto:ktompson@retailpackaging.org)

*Register online at [www.retailpackaging.org](http://www.retailpackaging.org)*

## REGISTER ONLINE AT

**[WWW.RETAILPACKAGING.ORG](http://WWW.RETAILPACKAGING.ORG)**

### Registration deadlines:

- **Early Bird** – January 1, 2016
- **Regular registration** – February 15, 2016
- **Late Registration:** – After February 16, 2016
- **Hotel Deadline:** – February 2, 2016 or until RPA block is sold out – Reserve your room today, call 1-888-258-7501 – mention that you are with RPA to receive the RPA sleeping room rate and the complimentary resort fee, or use the hotel link provided on the RPA web site [www.retailpackaging.org](http://www.retailpackaging.org).

