

**DENVER**



*Plan to attend the*  
**PERFORMANCE  
PRICING  
CONFERENCE**  
**MONDAY, AUGUST 15<sup>TH</sup>**  
*"Maximizing Every  
Sales Dollar"*

FALL 2011  
Retail Solutions **EXPO**

*DENVER, COLORADO*  
AUGUST 15-16-17

**DEALER PROGRAM**



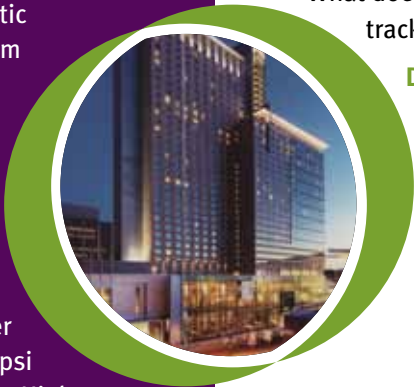
# EXPERIENCE THE MILE HIGH CITY OF DENVER

DENVER HAS THE 10<sup>TH</sup> LARGEST downtown in America, a walkable, safe city centered around the 16th Street Mall— a mile long pedestrian promenade lined with flower baskets and outdoor cafés. From the hip historic district of LoDo (where there are more than 90 brewpubs, music clubs and restaurants) to the Denver Performing Arts Complex, the second largest arts center in the nation, downtown Denver is alive. There are more than 7,000 hotel rooms and 300 restaurants within easy walking distance of the Colorado Convention Center.

## WHERE TO STAY

### Hyatt Regency Denver

Situated in the heart of downtown Denver, Hyatt Regency Denver at the Colorado Convention Center offers spectacular views of the Rocky Mountain range and the city's dramatic skyline. Just two blocks from shopping at 16th Street Mall, this contemporary luxury hotel is close to some of the city's most popular historic, cultural and entertainment venues, including the Denver Center for the Performing Arts, Pepsi Center, Invesco Field at Mile High Stadium, and the distinguished State Capitol building.



**Special EXPO room rate is \$180.** Cutoff date for room reservations is July 19, 2011. Call (800) 233-1234 or (303) 436-1234. Mention Retail Solutions EXPO to get the special rate.  
**Reserve your room early!**

# “PERFORMANCE PRICING”... MAXIMIZING EVERY SALES DOLLAR

**NEVER BEFORE HAS THE PRESSURE ON EACH AND EVERY SALES DOLLAR BEEN GREATER.** Escalating operational costs, cost of goods and marketing spending are making margins slimmer and taking a larger bite out of your sales profits.

- Are you doing all you can to maximize every sales dollar?
- Do you really understand where your operational costs are and if you have them under control?
- Are your marketing dollars being spent effectively and are you measuring your return on dollars spent?

**IT ALL HINGES ON YOUR PRICING STRUCTURE.  
IT IS ALL GENERATED FROM YOUR PRODUCTS' MARGIN.**

Understand it...control it...and properly execute, and you'll find yourself on solid ground. Don't, and your retail house can crumble right around it. **THAT'S...Performance Pricing.**

## WHAT YOU'LL LEARN, WHAT YOU'LL HEAR:

### THE RETAIL LANDSCAPE

What does success look like? Why are some failing while others are on a fast track of growth? We'll examine the benchmark standards of pricing.

### DISSECTING THE SALES DOLLAR

- What's your pricing strategy?
- Understanding margins
- Inventory costs, shrink management

### MANAGING “MILE-HIGH” OPERATING COSTS

- Everything is a percentage-of-sales
- Are you planning, spending and measuring your operations dollars effectively?

This is not an introductory level conference. This is an in-depth study of Performance Pricing. You will hear from retail industry experts, retail operations experts and our own Retail Solutions Team as we go deep into understanding how to sell PROFITABLY.

## DON'T MISS THIS CONFERENCE!

The conference starts at 8 am Monday, August 15, 2011 and ends at 3 pm. Cost to attend is \$125 per person and includes lunch, beverage breaks, all conference materials and EXPO buying show pass.

**PWS:** Product launch sessions and other product training opportunities.

### Expo Hours:

Monday 2 pm - 6 pm  
Tuesday 9 am - 5 pm  
Wednesday 9 am - noon



# Retail Solutions EXPO



**DENVER, COLORADO**  
**AUGUST 15-16-17, 2011**

*COLORADO CONVENTION CENTER*

**REGISTRATION DEADLINE: JULY 19, 2011**

**PLEASE COMPLETE THE FOLLOWING:**

Contact Name: \_\_\_\_\_

Dealer Name: \_\_\_\_\_

Dealer Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**CANCELLATION POLICY:**

All cancellations must be in writing. No refunds will be made after **July 19, 2011**.

Cancellations prior to July 19, 2011 will be a 100% refund. It is your responsibility to make and cancel hotel room reservations.

Name (as printed on badge)	<input checked="" type="checkbox"/> EXPO & Conference	<input checked="" type="checkbox"/> EXPO only
Name 1	<input type="checkbox"/> \$125	<input type="checkbox"/> \$30
Name 2	<input type="checkbox"/> \$125	<input type="checkbox"/> \$30
Name 3	<input type="checkbox"/> \$125	<input type="checkbox"/> \$30
Name 4	<input type="checkbox"/> \$125	<input type="checkbox"/> \$30
<b>TOTAL:</b>	<b>\$</b>	<b>\$</b>

**MAKE ALL CHECKS PAYABLE TO:**

Land O'Lakes Purina Feed

Attn: Jane Smedra - EXPO

P.O. Box 66812

St. Louis, MO 63166

Phone: (636) 742-6224 • Fax: (651) 234-8475

Check Enclosed

\$ \_\_\_\_\_

*(Checks must accompany this form)*

Draft My Account (Customer #)

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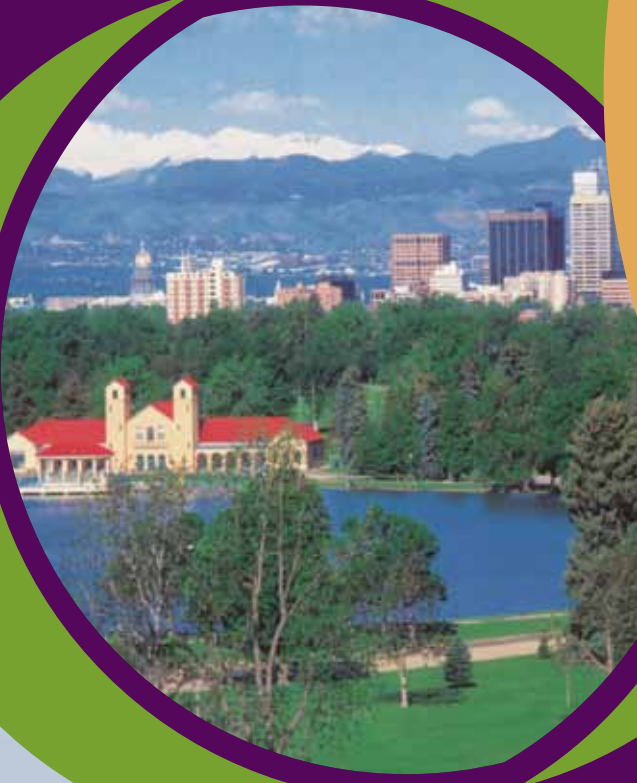
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

*You CAN'T AFFORD to miss out!*

EXPERIENCE

# DENVER in THE FALL!



Retail Solutions **EXPO**