

NACDS Annual Meeting Guide to Success

NACDS

The National Association of Chain Drug Stores (NACDS) represents traditional drug stores, supermarkets, and mass merchants with pharmacies – from regional chains with four stores to national companies. Chains operate more than 40,000 pharmacies and employ more than 3.2 million employees, including 179,000 pharmacists. They fill over 2.9 billion prescriptions annually, which is more than 72 percent of annual prescriptions in the United States. The total economic impact of all retail stores with pharmacies transcends their over \$1 trillion in annual sales. Every \$1 spent in these stores creates a ripple effect of \$1.81 in other industries, for a total economic impact of \$1.81 trillion, equal to 12 percent of GDP. For more information about NACDS, visit www.NACDS.org.

This primer is for first-time attendees and long-time participants who are interested in maximizing their opportunities at the NACDS Annual Meeting. It has been developed by members of the Membership and Conferences Subcommittee of the NACDS Retail Advisory Board and is based on their collective experiences.

The guide includes detailed information about the meeting and proven tactics others have found helpful. The descriptions and suggestions are taken from actual business practices of successful NACDS members. The sole focus of this document is to help you prepare for and gain greater value from your participation in NACDS meetings. Your preparation, conduct, and follow-up to these meetings will determine your company's unique Return on Investment (ROI).

We hope you have a very successful Annual Meeting experience.

Retail Advisory Board Membership & Conferences Subcommittee:

Rick Brindle

Mondelez International
Subcommittee Chairman

Richard A. Cognetti, Jr.

Kinney Drugs, Inc.

Steve Crellin

FGX International

Scott R. Emerson

The Emerson Group

Linda Filler

Walgreen Co.

Christopher J. Guida

Bayer, Consumer Care

Christopher Kapral

Perrigo Company

Judi Kletz

The Proctor & Gamble Company

Blair A. Logan

L'Oreal USA

Tony Montini

Rite Aid Corporation

Scott Mulkey

Coca-Cola

Lisa Paley

Pfizer Consumer Healthcare

Alison L. Schell

3M

Chris Skyers

Wakefern Food Corp./ShopRite

Herb Smith

E.&J. Gallo Winery

Tim Tilia

American Greetings Corporation

Annual Meeting

The NACDS Annual Meeting is the industry's most prestigious gathering of its most influential leaders. It is the classic "Top-to-Top" business conference, attended by industry decision makers. It will give you and your company a unique opportunity to gain new insights into today's changing marketplace and set your course for the future. Participation is restricted to executives from NACDS member companies and their spouses/companions.

While specifics follow, the Annual Meeting format includes two formal business programs featuring business experts, industry panels, and renowned speakers. These sessions are followed by "strategic exchange appointments" (meetings) between retailers and associate members in the designated "strategic exchange spaces" (umbrellas and cabanas), private meeting rooms, or other designated meeting spaces located throughout the hotel.

First-time associate attendees should make it a priority to attend the Meet the Retailer program on Saturday morning. (See Page 5 for more details.)

In the evenings there are a variety of social functions, some of which are official NACDS functions, while others are private, "by invitation only" events. Spouses/companions are invited to attend NACDS social functions.



Meeting Format

During the strategic exchange appointments, it is common to see senior executives of major retail organizations meet with their counterparts from leading CPG or pharmaceutical companies. The meetings are vibrant, the exchanges are sometimes animated, and the results can be profound.

Who Attends?

Attendance at the Annual Meeting is comprised of the retail senior management team responsible for operating the business including: marketing, merchandising, supply chain, operations, and related functions in both CPG and pharmacy, and their associate member/supplier counterparts.

Appointments

Specific appointments between retailers and manufacturers, with preset agendas, are recommended and are normally made well in advance of the meeting. In order to maximize the meeting's value, plan on starting early, attending every function you can, and staying through the entire event.

We encourage associate members to contact the specific companies and individuals you would like to meet with during the Annual Meeting.

Advance Tips

- ❖ Start your planning early – now! Become familiar with the [Annual Meeting](#) website, particularly the [Schedule](#).
- ❖ Determine who you want to see, and what you want to accomplish with them. Check the [Participating Companies](#) section of the website frequently for meeting attendees and their contact information. Familiarize yourself with the retailer and make sure you are meeting with the right person. You must be registered for the meeting and have a username and password to gain access to this information.
- ❖ When you invite someone to meet with you, have a concise proposition and tell them up front what the potential opportunity could mean to their business.
- ❖ If you are unknown to the retailer, call for the appointment yourself, it's much more productive than having your administrative assistant do it. Be prepared to answer the hard question, "How will we benefit from meeting with you?"
- ❖ If you are unable to make calls yourself and you have a broker, or an independent sales and marketing firm relationship, ask them to help you set appointments.
- ❖ If you are a smaller, less well-established company and don't know the retailers, possibly you should engage a broker. Call NACDS. We can assist you with a list of current Sales & Marketing Companies and Manufacturer Representatives.
- ❖ Check the Annual Meeting website on a regular basis. It is updated every night with new information. Extend dinner invites and make reservations well in advance of the meeting. You can always reduce the number for the reservation or cancel.
- ❖ Contact information for all attendees is available on the current registration list or by clicking on an individual's name on the participating company section.
- ❖ Download the NACDS Events App. This is a great tool to help you have a successful conference.

Helpful Links

[Annual Meeting](#)

[Attire](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

[Schedule](#)

Registration

(703) 837-4300, ext. 2

Username and Password

Each attendee requires a username and password to gain access to the Participating Companies section of the website. Your username and password will become active upon receipt of paid registration.

Housing

(703) 837-4300, ext. 1

A Look at Your Day - Friday

Registration opens at 10:00 a.m. on Friday. Upon checking in at registration, you will receive your conference badge as well as all related materials. There will also be registration counters available for your spouse/companion to sign up to participate in “The NACDS Luncheon”. Seating reservations for the Tuesday night “Board of Directors Dinner and Entertainment” will be available on Sunday morning.

We encourage you to arrive on Friday as Saturday is a full day of private business meetings in the designated strategic exchange spaces. We also encourage you to tour The Phoenician upon your arrival to familiarize yourself with the event reception for sponsors.

There is a special reception for sponsors with members of the NACDS Board of Directors and retailer attendees on Friday evening at 5:30 p.m.



The meeting officially begins with Registration.



Attire

Attire for all NACDS Events is Resort Casual – except for The NACDS Luncheon and the Board of Directors Reception, Dinner and Entertainment. Attire for The NACDS Luncheon on Monday is Dressy Daywear for ladies and Business for men. Attire for the Board of Directors Reception and Dinner on Tuesday is Cocktail for ladies and Business for men.

Sponsorships

Sponsorships are available to increase the exposure of your organization, enhance company image, and build relationships. For more information, please contact Jim Whitman at (703) 837-4610 or jwhitman@nacds.org.

Advertising Opportunities

Promote your company’s message to the decision makers of the industry by advertising in the 2017 Annual Meeting Program & Registration Guide. For more information, please contact Terry Arth at (703) 837-4603 or tarth@nacds.org.

Helpful Links

[Schedule](#)

[Participating Companies](#)

A Look at Your Day – Saturday

If you were unable to register on Friday afternoon, do so first thing Saturday morning. Registration opens at 7:00 a.m., followed by Strategic Exchange Appointments from 10:00 a.m. to 4:30 p.m.

The **Meet the Retailer** program is conducted on Saturday morning from 8:00 a.m. to 1:00 p.m. for Associate members. Seven retailers will each provide a 35-minute presentation – to include an overview of their company; how they use the Annual Meeting to conduct business; and the kinds of topics they expect to discuss with suppliers during their meetings.

The **Strategic Exchange Appointments** start at 10:00 a.m. and continue through 4:30 p.m. This venue provides numerous opportunities to meet and discuss strategic issues with your key trading partners.

If this is your first time attending the Annual Meeting, make sure you attend the **Inaugural Attendees Orientation** from 4:00 p.m. to 4:30 p.m. You may meet a retailer or two, and you will certainly meet other attendees who are trying to accomplish the same thing you are.

Don't miss the **Opening Celebration** on Saturday evening from 6:30 p.m. to 9:30 p.m. Everyone will be there. This is a great opportunity to make new friends and say hello to business associates.



Linda Filler, President Retail Products and Chief Merchandising Officer, Walgreen Co. presented during the 2016 Meet the Retailer Program.

Strategic Exchange Appointments begin today.



Must Attend Events!

Meet the Retailer Program

Strategic Exchange Appointments

Inaugural Attendees Orientation

Opening Celebration

Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

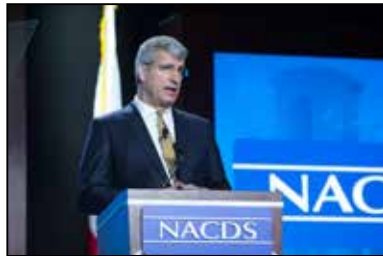
[Participating Companies](#)

A Look at Your Day – Sunday

The day begins with **Business Program I** at 8:00 a.m. Periodically check the website for a listing of the speakers. At the conclusion of the Business Program, it's back to the **Strategic Exchange Appointments** from 10:00 a.m. until 4:30 p.m.

If you are attending the Tuesday night Board of Directors Dinner, don't forget to turn your event tickets in at the NACDS registration Desk today. You must have a seat assignment to attend the **Board Dinner and Entertainment**.

The evening is open, so make your dinner appointments and reservations prior to your arrival in Scottsdale.



Jack Bailey, President, U.S. Pharmaceuticals, GlaxoSmithKline provided the opening remarks at the Sunday Business Program.



John Boehner, Former Speaker of the United States House of Representatives, was the keynote speaker during the Sunday Business Program.



Randy Edeker, Chairman, CEO and President, Hy-Vee, Inc., NACDS Chairman of the Board provided the State of the Industry.

Must Attend Events!

Business Program I

Strategic Exchange Appointments

Helpful Links

[Schedule](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

A Look at Your Day – Monday

Monday starts with the **NACDS Chain Members & PAC Breakfast** at 8:00 a.m. You have to be a PAC ticket holder in order to attend. This is a great opportunity to meet the NACDS Board of Directors and other retail attendees. Visit the NACDS-PAC booth in the NACDS registration area for more information on how to register.

The **Strategic Exchange Appointments** start again at 10:00 a.m. and continue through 4:30 p.m.

If you have a spouse/companion attending the meeting with you, make sure they attend **The NACDS Luncheon** at noon on Monday. This unique event, for spouses/companions only, is a wonderful and entertaining event. They will need to sign up during the registration process on Friday, Saturday or Sunday as seats for the luncheon are assigned.

Monday evening is open.



Larry J. Sabato, Election Analyst, University of Virginia Center for Politics, spoke at the 2016 NACDS Chain Members & PAC Breakfast.

Strategic Exchange Appointments



Must Attend Events!

NACDS Chain Members & PAC Breakfast
(Chain Members, PAC Ticket Holders, and Invited Guests Only)

Strategic Exchange Appointments

The NACDS Luncheon
(Spouses/Companions – a ticketed event)

Helpful Links

[Attire](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

[Schedule](#)

A Look at Your Day – Tuesday

Tuesday is the “4th Quarter.” This is your last formal opportunity to accomplish your objectives. **Business Program II** is scheduled from 8:00 a.m. to 9:45 a.m. Then it’s back to the **Strategic Exchange Appointments** from 10:00 a.m. until 4:30 p.m.

The meeting closes with the **Board of Directors Reception, Dinner and Entertainment**. The Board of Directors Reception starts at 6:30 p.m. and is immediately followed by dinner. There are separate assigned seats for dinner and for the entertainment that follows. You will need tickets for these events. Seating reservations can be made at the Tuesday Night Reservations counter in the registration area, beginning Sunday, April 23rd, until noon on Monday, April 24th.



David Pothast, Vice President, U.S. Customer Development, Johnson & Johnson Consumer, Inc., and 2016 Business Program Sponsor opened the program on Tuesday.

Martin Otto, Chief Merchant & Chief Financial Officer, H-E-B, gave the Incoming Chairman’s Remarks in 2016.



General Martin Dempsey, Chairman, Joint Chiefs of Staff, US Army, provides the keynote speech for Tuesday’s Business Program.

The prestigious 2016 NACDS Robert B. Begley Award was presented to Tim Hayes, SVP Global Integration and Strategic Initiatives, Bayer Consumer Health.



Must Attend Events!

Business Program II

Strategic Exchange Appointments

Board of Directors Reception & Dinner

Board of Directors Awards & Entertainment

Helpful Links

[Attire](#)

[Strategic Exchange Map](#)

[Participating Companies](#)

[Schedule](#)

Strategic Exchange Appointment Tips

- ❖ Start early soliciting appointments – now is not too early.
- ❖ Develop a convincing proposition for each company as to why they will benefit from a meeting with you.
- ❖ Establish an individually specific agenda for each meeting.
- ❖ Make sure you have done your homework on the retailer. Check out their website, download their app, and learn as much as you can about them.
- ❖ Develop a “one pager” summarizing the important points about your company, key products, point of difference, and any performance matrices that set you apart from your competition.
- ❖ Consider room-dropping an advance thank you for a planned meeting to remind the person of the appointment or an after meeting thank you to recap what was accomplished.
- ❖ Take notes and follow-up after the meeting – this may be your most critical success factor.
- ❖ Ask for a mobile phone number from the companies you have appointments with, should there be schedule changes or location changes.



Strategic Exchange Appointment Area

Future NACDS
Annual Meetings

2018 Annual Meeting
April 21-24, 2018
The Breakers
Palm Beach, FL

We hope you found this Guide a useful tool in preparing for the Annual Meeting and that you have a productive and successful meeting.