



2017 ANNUAL CONFERENCE OCTOBER 3-5

BKBG OF AMERICA: BUILDING ON THE BEST

RADISSON BLU MALL OF AMERICA, BLOOMINGTON, MN



Attend BKBG's Annual Conference to build stronger partnerships with BKBG Shareholders and increase your profits.

BKBG heads to the Twin Cities and the fabulous Radisson Blu hotel, conveniently located less than five miles from Minneapolis/St. Paul International Airport. The Mall of the America is the largest consecutive retail space in North America and offers an extraordinary array of shopping, dining, entertainment and recreational options. Plus, the hotel is on the Metro Transit Light Rail line, offering direct access to explore the Twin Cities.

Make a Splash at the Conference and Beyond as a Corporate Sponsor

Great news! We have expanded the benefits of being a BKBG Corporate Sponsor. A variety of sponsorship levels are available, and 2017 Corporate Sponsors receive the following:

- Recognition in the BUZZ, BKBG's weekly eNewsletter (sent to nearly 1,000 BKBG showroom owners, managers and designers, with an open rate between 35 and 40%).
- Recognition in Perspective, BKBG's monthly digital magazine (sent to nearly 1,000 BKBG showroom owners, managers and designers).
- Logo recognition on www.bkbg.com and BKBG's Shareholder portal, mybuybkbg.com.
- Recognition in Principal-to-Principal, BKBG's regular eNewsletter (sent to more than 150 showroom owners).
- Recognition in the 2017 Annual Conference program (distributed to more than 275 attendees).
- Signage in exhibit space at the 2017 Annual Conference.

Platinum (\$4,000)

In addition to the benefits listed at left, Platinum sponsors receive:

- Signage and the opportunity to run a slide show during the 2017 Annual Conference Reception and Awards and Recognition Dinner (Tuesday, October 3).
- Full-page 2017 Annual Conference program advertisement (distributed to more than 275 attendees).
- First opportunity to select exhibit space for 2017 Annual Conference (limited time to act).
- Featured conference special on BKBG's New Shareholder portal, mybuybkbg.com.

Conference Lanyard **SOLD OUT!**

In addition to the benefits listed at left, Conference Lanyard sponsors receive:

- Corporate logo on all 2017 BKBG Conference lanyards.
- First opportunity to select exhibit space for 2016 Annual Conference (limited time to act).
- Featured conference special on BKBG's New Shareholder portal, mybuybkbg.com.

Conference Keycard (\$4,000)

In addition to the benefits listed at left, Conference Keycard sponsors receive:

- Corporate logo on Radisson Blu keycards distributed to each Conference attendee.
- First opportunity to select exhibit space for 2017 Annual Conference (limited time to act).
- Featured conference special on BKBG's New Shareholder portal, mybuybkbg.com.

Gold (\$2,000)

In addition to the benefits listed at left, Gold sponsors receive:

- Signage and the opportunity to run a slide show during the Reception (Wednesday, October 4).
- Half-page 2017 Annual Conference program advertisement (distributed to more than 275 attendees).
- Second opportunity to select exhibit space for 2017 Annual Conference (limited time to act).

Silver (\$1,000)

In addition to the benefits listed at left, Silver sponsors receive:

- Signage and the opportunity to run a slide show during 2017 Annual Conference Lunch (Thursday, October).

- Quarter-page 2017 Annual Conference program advertisement (distributed to more than 275 attendees).
- Third opportunity to select exhibit space for 2017 Annual Conference (limited time to act).

Bronze (\$500)

In addition to the benefits listed above, Bronze sponsors receive:

- Signage and the opportunity to run a slide show during one breakfast at the 2017 Annual Conference.
- Fourth opportunity to select exhibit space for 2017 Annual Conference (limited time to act).

Meet One-on-One During Rotations

The 2017 Conference rotation schedule will provide you the opportunity to meet with every Shareholder. During rotation times, half of the Shareholders will visit with our Preferred Partners and the other half will be attending educational programs.

Rotations are scheduled for Wednesday, October 4, 9:15 a.m.-12:15 p.m. and 1:30 – 5:30 p.m for Group A. Rotations will also be held Thursday, October 5, 10:15 a.m. – 1 p.m. and 2:15 – 5p.m for Group B.

Rotation schedules will be issued approximately two prior to the start of the Conference.

Make Shareholders a Deal They Can't Refuse

Every BKBG Preferred Vendor is encouraged to offer a Conference special to BKBG Shareholders. We will publicize your special in Principal-to-Principal and in a Conference specials book distributed to Shareholders before and at the Conference. Need ideas for getting the best return on investment? Contact Thad Whittenburg to brainstorm concepts at 301-968-0063 or thad@buybkgb.com.

Stay In Touch with Your Customers' Needs

We listened to our Shareholders' feedback and have expanded educational programming this year. All BKBG Preferred Vendors are invited to attend the BKBG Shareholder education programs. Workshops include:

Practical Education You Can Take From the Conference and Use in Your Business the Next Day!

We listened to your feedback and have greatly expanded educational programming this year. The curriculum includes:

Save Time, Reduce Mistakes and Increase Profitability: 20/20 Design Tips That Enhance Your Business

John Morgan, Morgan Pinnacle, LLC

Tuesday, October 3, 10 a.m. – 12 p.m.



NKBA Past President John Morgan will present an exclusive and updated BKBG-inspired session focused on maximizing your design and sales tools. Guaranteed to be fun and interactive, you will learn

- Updated top 10 tips to improve your speed while reducing the errors in your design process.
- New Render in the Background features to make Hi Res renderings easier and more efficient.
- Share presentation techniques that the best in the industry are using to WOW their prospects.
- One click method to provide 360 Panoramic Views and Virtual Reality right to your customers' smart devices.
- Successful inspiration options for showrooms and closing rooms, including inexpensive Virtual Reality implementation.
- How to leverage 20/20 Designs to connect and engage potential prospects in your clients' social media networks.

You are guaranteed to leave this session with tips and techniques that, if implemented, will enhance your business.

Keynote Address – Because I Said I Would

By Alex Sheen

Wednesday, October 4

8 – 9 a.m.



It's that feeling of contentment after doing a really good job. It's that sense of inner satisfaction that you feel after donating your time and expertise to a worthy cause. It's that specialness that comes from performing random acts of kindness. Magnify those feelings ten fold and you get Alex Sheen, and he is coming to the BKBG

Annual Conference to present our opening keynote address.

Alex Sheen is a remarkable human being. He was working as an innovation manager and strategist at a software company when his father passed away. His father's best quality was being a man of his word. When his dad promised, he delivered. At his father's funeral, Alex spoke about the importance of a promise and delivered a eulogy titled "because I said I would." From that came Sheen's inspiration to begin a social movement and a nonprofit organization dedicated to bettering humanity through promises made and kept.

Alex Sheen will change your life for the better and motivate you to take the extra steps necessary to become extraordinary. We could not find a better way to kick off the 2017 Conference.

Can't Get No Satisfaction – Think Again

Jerrod Butler, GuildQuality

Wednesday, October 4

11 a.m. – 12:30 p.m. (Group A)

3:30 – 5 p.m. (Group B)



In his annual 2016 letter to shareholders Amazon CEO Jeff Bezos said, "customers are always beautifully, wonderfully dissatisfied, even when they report being happy and business is great. Even when they don't yet know it, customers want something better, and your desire to delight

customers will drive you to invent on their behalf." How can you increase customer delight? How can you identify those touch points that resonate with your clients? What are the main drivers of satisfaction?

At this workshop presented by Affinity Partner GuildQuality's Jerrod Butler, you will learn the main drivers of kitchen and bath showroom satisfaction and those facets of redoing a kitchen or bath that most strongly correlate to highest and lowest satisfaction levels. Jerrod will identify areas where showrooms should concentrate

on to improve customer satisfaction levels and turn their current clients into raving fans.

This workshop also features a panel of BKBG members who will relate their most successful client satisfaction techniques and how they identified and capitalized on them.



Kitchen Cartography: Mapping the Customer Journey to Set Your Showroom Apart

Thad Whittenburg, BKBG

Wednesday, October 4

9:15- 10:45 a.m.. (Group A)

1:45 - 3:15 p.m. (Group B)

Meet new BKBG Executive Director Thad Whittenburg and learn from his three decades of kitchen and bath showroom experience. You will learn:

- How to determine and understand your customer touch points from start to finish.
- How touch points affect customer experience
- How to use touch points to differentiate your brand from the competition
- How to use a seamless and simple process to ensure customer experience consistency
- How to use process improvement methodologies to make your business more efficient and successful



A Brain Storm: Tapping into the Brain to Improve Customer Relationships and Sales Efforts

Sponsored by Elkay/Medallion

Robb Best, Elkay

Thursday, October 5

8 - 10 a.m.

Robb Best helps showroom professionals become more successful by explaining how neuroscience improves selling skills. He will share his expertise and explain how to use



the science of selling to skyrocket your and your team's performance. Robb's program focuses on critical sales methodologies that change behavior, improve performance and drive results.

Learn how to use his techniques to outperform the competition and achieve closing and productivity levels never previously imagined. Robb will explain how to apply the knowledge of how people think and make decisions to all aspects of your marketing and sales efforts.

Robb will cover:

- How to make it easier for your team to sell in your showroom.
- How to craft marketing messages that resonate with different customer decision-making processes.
- The five essential elements of closing a sale.
- New habits that make your job easier and more rewarding.
- How to build and deliver impactful presentations.
- Marketing to the emotional brain.



Your SEO Strategy: How to Appear On The First Page of Google Searches

Clive Clifford and Bryan Sirak, Locallogy

Thursday, October 5

10:15 a.m. - 12:45 p.m. (Group B)

2:15 - 4:45 p.m. (Group A)



Every kitchen and bath remodel begins with Google. At this workshop, BKBG Affinity Partners Clive Clifford and Bryan Sirak will relate the secret sauce for assuring that when your potential clients fire up their Google machines and search for new kitchen and baths your showroom's name appears on the first page of that search.

The key touch points of this program include:

- Organic Rankings vs. Paid Listings and Local Listings.
- How to Pick Your Best Keywords
- Onsite SEO
 - Using the correct Title Tags
 - What Is a Meta Description Tag?
 - Your Header Tag or (H1 Tag)
 - Page Content
 - Website Navigation
 - Site Map
 - Image Optimization
- Link Building
- The Power of Online Reviews
- Creating a Strong Call to Action

They will cover the top items that Google and other search engines use to determine how your site should rank. Remember, if your site is not optimized your competitors may outrank you, costing you business.

Have Fun with BKBG Members and Partners

BKBG Golf Tourney

Monday, October 2

11:30 a.m. – 6 p.m.

Shuttle departs from hotel lobby at 11:30am

Wilds Golf Club

This year, the Annual BKBG golf outing heads to The Wilds Golf Club, designed by Tom Weiskopf and Jay Morrish. The Club is nestled in a breathtaking natural setting of Ponderosa pines, hardwoods, wetlands and wildlife habitats. The Wilds has 150 feet of elevation changes, water in play on nearly half the holes, swift bent grass fairways and more 70 than strategically placed bunkers. From the tips, the course stretches 7,025 yards with a slope of 152 and a course rating of 74.5 (one of the highest in Minnesota). Multiple sets of trees as well as wide fairways, enable golfers of all levels to enjoy the course. The cost is \$125 per person and includes practice range, box lunch, golf, cart and a 19th hole reception.

Medallion/Elkay Tour

Monday, October, 2

11:30 a.m. - 4 p.m.

Minneapolis is home to Elkay/Medallion's Waconia factory and we are taking advantage of being in their backyard to visit the facility and see firsthand how their cabinets are made. A coach will depart from the hotel lobby at 11:30 a.m. and head towards the factory. On arrival, there will be a group lunch followed by a tour of the facility and a chance to learn the story of Medallion's processes. There is no charge to participate, but you must reserve in advance.



Reception and Awards and Recognition Dinner

Tuesday, October 3

7 – 10 p.m.

BKBG celebrates another phenomenal year of success at a festive opening night Awards and Recognition Dinner. We will honor outstanding volunteer contributions to BKBG. A good time is in store for all.

Closing Cocktail Reception

Thursday, October 5

5:30 – 6:30 p.m.

Celebrate another successful Conference at the closing cocktail reception.

Exhibit Space Details

All BKBG Preferred Vendors are contractually required to exhibit at the BKBG Conference.

The \$2,500 exhibit fee includes registration for two representatives and the cost of exhibit space. Exhibit space is 10 feet wide and 8 feet deep and includes one six-foot draped tables, four chairs (two in the booth and two for visitors), a wastebasket and draped side and back curtains. There is a fee of \$675 per person each additional representative.

Space is offered first to BKBG 2017 Conference sponsors and then all other Preferred Vendors in the order in which signed reservation and payment are received. Indicate your

first four booth preferences on the Reservation Form. For assistance with inbound/outbound freight, contact Goben Convention Services, Inc. at 407-240-3348. Exhibitor packages will be mailed in mid-July. If you have questions, contact Rebekah Covay at rebekah@buybkg.com 630-854-3911.

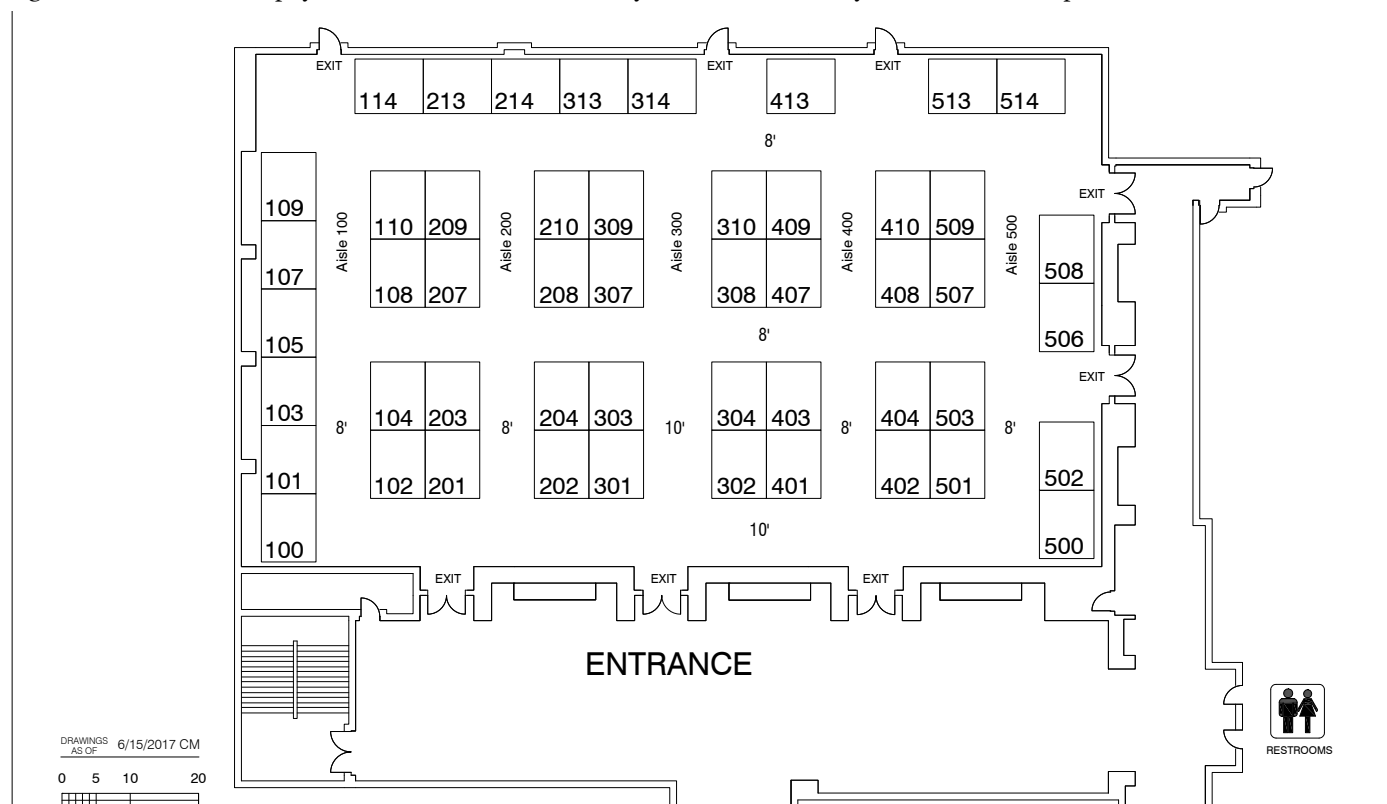
Conference Policies

Conference registration policy prohibits Shareholders and Preferred Vendors from hosting events on property or outside the property that are held at the same time or within four hours of BKBG Conference programs and events. BKBG programming begins Monday, October 2 at 11:30am and ends Thursday, October 5 at 6:30 p.m. BKBG conference policy prohibits the use of hotel rooms or other venues other than the exhibit hall to show products.

Photography and video recording are not permitted on the exhibit floor without permission of the exhibitor. Children under the age of 12 are not permitted on the exhibit floor during rotations or in scheduled meetings.

Hotel Accommodations

The Radisson Blu Mall of America is an elegant hotel that gives you direct access to the largest shopping center in North America. The hotel offers many luxurious conveniences to enhance your stay in the Twin Cities. These include an indoor saline pool, spa, state-of-the-art fitness center and the Metro Transit Light Rail stop located just outside the hotel's door to provide access to almost everywhere in Minneapolis and St. Paul. There's a



reason why Trip Advisor honored the Radisson Blu Mall of America with a 2016 Certificate of Excellence.

BKBG has secured a room block from Sunday, October 1 through Saturday, October 7. Single and double rooms within block are priced at \$189 per night plus tax (14.275%). Guests receive complimentary in-room and meeting room Internet access, complimentary bottles of water, coffee and refrigerators.

RESERVATIONS MUST BE MADE BY SEPTEMBER 1 to be eligible for BKBG's discounted rates.

To reserve your room online at the Radisson Blu Mall of America, visit **<http://bit.ly/2tGenhj>**.



AGENDA

MONDAY, OCTOBER 2

- 11:30 a.m. – 6 p.m. Golf
The Wilds Golf Club
- 11:30 a.m. – 4 p.m. Medallion/Elaky Tour
and Luncheon

TUESDAY, OCTOBER 3

- 9 a.m. - 5 p.m. Registration
- 7:30 a.m. - 10 a.m. Board of Directors
Meeting
- 10 a.m. - 12 p.m. **20/20 Design Tips
That Enhance Your
Business**
- 11 a.m. - 5 p.m. Vendor Set Up
- 12 - 1 p.m. New/First Time
Attendee Orientation
- 1 - 3 p.m. Shareholder Lunch
and Meeting
- 3:15 - 5:15 p.m. Shareholder Peer-to-
Peer Roundtables
- 5:30 - 6:30 p.m. Preferred Vendor
Meeting
- 7 - 8 p.m. Cocktail Reception
- 8 - 10 p.m. Awards Dinner

WEDNESDAY, OCTOBER 4

- 7 - 7:45 a.m. Breakfast
- 7 - 8 a.m. Vendor Committee
Meeting
- 8 - 9 a.m. **Keynote Address by
Alex Sheen**
- 9:15 a.m. - 12:15 p.m. Exhibitor Rotations,
Group B
- 9:15 -10:45 a.m. Education Group A
- 11 a.m. - 12:30 p.m. Education Group A
- 12:30 - 1:30 p.m. Lunch
- 1:30 - 5:30 p.m. Exhibitor Rotations
Group A
- 1:45 - 3:15 p.m. Education Group B
- 3:30 - 5 p.m. Education Group B
- 6 - 8 p.m. Exhibitor Cocktail
Reception



THURSDAY, OCTOBER 5

- | | |
|-------------------------|-------------------------------------|
| 7 - 8 a.m. | Breakfast |
| 8 - 10 a.m. | Keynote Address by Robb Best |
| 10:15 a.m. - 1 p.m. | Exhibitor Rotations Group A |
| 10:15 a.m. - 12:45 p.m. | Education Group B |
| 1:15 - 2:15 p.m. | Lunch |
| 2:15 - 4:45 p.m. | Education Group A |
| 2:15 - 5:00 p.m. | Exhibitor Rotations Group B |
| 5:30 - 6:30 p.m. | Closing Cocktail Hour |
| 5- 10 p.m. | Exhibitor Teardown |







2017 Annual Conference
October 3 – 5
Radisson Blu Mall of America

Company name: _____

Reservation coordinator: _____

Address: _____

Phone: _____ Email: _____

☐ Yes! We want to reserve a booth at a cost of \$2,500 each. The \$2,500 exhibit fee includes registration for two representatives and the cost of exhibit space. Exhibit space is 8 x 10 and includes a six-foot draped table, four chairs, a wastebasket and draped side and back curtains. There is a fee of \$675 per person each additional representative.

Space is offered first to BKBG 2016 Conference sponsors and then all other Preferred Vendors in the order in which signed reservation and payment are received. Indicate your first four booth preferences (see page TK for floor plan):
#1 _____ #2 _____ #3 _____ #4 _____

First Two Representatives

Optional Events

Golf	Medallion
\$125	Tour

1) _____	Vegetarian/Vegan/Kosher/Gluten Free	_____	_____
<i>Names and Email Address</i>	<i>Dietary Restrictions (Circle Applicable)</i>		
2) _____	Vegetarian/Vegan/Kosher/Gluten Free	_____	_____
<i>Names and Email Address</i>	<i>Dietary Restrictions (Circle Applicable)</i>		

☐ Yes! We want to register _____ additional representatives at a cost of \$675 (by September 1)/\$725 (after September 1)

Additional Representative(s)

Optional Events

		Fee	Golf	Medallion
		\$675/\$725	\$125	Tour
1) _____	Vegetarian/Vegan/Kosher/Gluten Free	_____	_____	_____
<i>Names and Email Address</i>	<i>Dietary Restrictions (Circle Applicable)</i>			
2) _____	Vegetarian/Vegan/Kosher/Gluten Free	_____	_____	_____
<i>Names and Email Address</i>	<i>Dietary Restrictions (Circle Applicable)</i>			

Sponsorship opportunities:

_____ Platinum (\$4,000)	_____ Conference Keycard (\$4,000)	_____ Gold (\$2,000)
_____ Silver (\$1,000)	_____ Bronze (\$500)	

Total amount due:

Exhibit Space:	\$2,500
Sponsorship:	\$ _____
Optional Events/Additional Representatives:	\$ _____
TOTAL AMOUNT DUE AND ENCLOSED	\$ _____

Payment method: ☐ Check ☐ Visa ☐ MC ☐ Amex

Name of cardholder: _____

Card number: _____ Expiration date: _____ CC security code: _____

Billing address (if different from above): _____

Return this form with credit card information or a check covering payment by August 22 to: BKBG, 7508 Wisconsin Avenue, 4th Floor, Bethesda, MD 20814 • Phone: 301-968-0063 • Fax: 630-618-3801. • email: rebekah@buybkbkg.com.

