

Booth Registration Deadline: January 6, 2012

To Our Valued Supplier:

It's time to celebrate and sell! Join us for our spring selling event - the Independent Retailer Conference held March 27-29, 2012, at the MGM Grand at Foxwoods in Ledyard, Connecticut. This coming year, we have planned an exciting and aggressive program for our partnered retailers.

Every year, we evaluate each program in our merchandising package and strive to streamline efficiencies, improve program effectiveness and pool our collective buying power to offer the strongest value proposition to our retailers. Providing support for our retailers and helping them sell more merchandise only strengthens our ever-growing partnership.

Sign-up today to discover ways to grow your sales, improve efficiencies and build execution effectiveness! In previous years, the Independent Retailer Conference has sold out, therefore, we recommend not waiting until the last minute. Booth registration can be found at irc.bozzutos.com. Please make sure you fill out all the required forms necessary. Attendee and hotel registration will be available mid-January, **AFTER** all booth registration is complete. We will send an email advising you when attendee and hotel registration is available online.

Please take a few moment to read through this vendor packet, as there are changes to procedures and requirements, including vehicles to help promote your product(s). For grocery, frozen, dairy, specialty, non-foods, seasonal, deli and bakery products use the Westwood program. For meat, seafood, produce and floral departments, you will need to reach out to your Buyer or Category Manager for a promotional contract.

We look forward to spotlighting our partnership with you at the Independent Retailer Conference this March.

Sincerely,

Your Bozzuto's Merchandising Team

SHOW FORMAT & AGENDA

The Independent Retailer Conference is an extended three-day format to assure plenty of time to fully experience both showroom floors. Our grocery, frozen, dairy, specialty, non-foods, seasonal & services floor is open Tuesday and Wednesday in the Premier Ballroom. On Wednesday and Thursday, our Perishable floor is open in the Celebrity Ballroom.

Below is the tentative schedule for the show (updates can be found at irc.bozzutos.com):

Mon., Mar. 26	1:00 p.m. - 7:00 p.m.	Grocery, Frozen, Dairy, Specialty, Non-Foods, Seasonal & Services Set-Up in Premier Ballroom (MGM Grand)
Tues., Mar. 27	7:00 a.m. - 7:00 p.m.	Registration in the Premier Pre-Function (MGM Grand)
	7:30 a.m. - 9:00 a.m.	Breakfast in the Premier Ballroom (MGM Grand)
	9:00 a.m. - 5:00 p.m.	Grocery, Frozen, Dairy, Specialty, Non-Foods, Seasonal & Services Floor Open in Premier Ballroom (MGM Grand)
	11:30 a.m. - 1:30 p.m.	Lunch in the Premier Ballroom (MGM Grand)
	12:00 p.m. - 5:00 p.m.	Perishable Set-Up in Celebrity Ballroom (MGM Grand)
	6:00 p.m. - 6:45 p.m.	Awards Cocktail Reception in the Grand Pequot Ballroom (Foxwoods)
	7:00 p.m. - Until	Independent Retailer & Supplier Excellence Awards Dinner in the Grand Pequot Ballroom (Foxwoods)
Wed., Mar. 28	6:00 a.m. - 8:00 a.m.	Perishable Set-Up in Celebrity Ballroom (MGM Grand)
	7:00 a.m. - 5:00 p.m.	Registration in the Premier Pre-Function (MGM Grand)
	7:00 a.m. - 9:00 a.m.	Breakfast in the Premier Ballroom (MGM Grand)
	8:00 a.m. - 11:30 a.m.	Grocery, Frozen, Dairy, Specialty, Non-Foods, Seasonal & Services Floor Open in Premier Ballroom (MGM Grand) & Perishable Floor Open in Celebrity Ballroom (MGM Grand)
	11:30 a.m. - 1:30 p.m.	Lunch & Business Session in the Grand Pequot Ballroom (Foxwoods)
	1:30 p.m. - 4:00 p.m.	Grocery, Frozen, Dairy, Specialty, Non-Foods, Seasonal & Services Floor Open in Premier Ballroom (MGM Grand)
	1:30 p.m. - 5:00 p.m.	Perishable Floor Open in Celebrity Ballroom (MGM Grand)
	6:00 p.m. - 9:00 p.m.	Perishable Reception at High Rollers Luxury Lanes (Foxwoods)
Thur., Mar. 29	6:00 a.m. - 8:00 a.m.	Perishable Set-Up in Celebrity Ballroom (MGM Grand)
	7:00 a.m. - 1:00 p.m.	Registration in the Celebrity Pre-Function (MGM Grand)
	7:00 a.m. - 9:00 a.m.	Breakfast in the Celebrity Pre-Function (MGM Grand)
	8:00 a.m. - 4:00 p.m.	Perishable Trade Show Floor Open in Celebrity Ballroom (MGM Grand)
	11:30 a.m. - 1:30 p.m.	Lunch in the Celebrity Pre-Function (MGM Grand)

SHOW FLOOR SAMPLING

What better way to showcase your product than through sampling? If you choose to sample at your booth, make sure to fill out a sampling form, found on the irc.bozzutos.com site under "FORMS".

ELECTRONIC ORDERING

Electronic ordering with computer terminals will be available at your display booth. The automated system is quick and easy. More importantly, it ensures accuracy during your ordering process with increased retailer traffic at your booth.

BOZZUTO'S BUCKS

Bozzuto's Bucks are an enticing incentive to increase incremental purchases while securing firm orders with our retail customers. From previous shows, this offering is well received among our retailers.

Our electronic ordering terminals provide the flexibility to add and track Bozzuto's Bucks payments in real-time. They could be used "at your discretion" to increase sales on any item included in the electronic order system.

SPRING - SUMMER SELLING SHOW

This program includes timely spring and summer seasonal items, such as, condiment displays, juice/drink modules, charcoal pallets and other seasonal shippers. Product that is also carried as straight stock on an everyday basis may be advertised, if it includes an allowance on the straight stock. Bozzuto's Bucks are available for all items sold at the show. In addition, these items may be submitted for consideration in the BFD program with an incremental allowance.

Ship Dates

May 6, 2012 - August 18, 2012

Grocery, Frozen, Dairy, Specialty, Non-Foods & Seasonal

May 6, 2012 - August 18, 2012

Floral, Produce, Deli, Bakery, Meat & Seafood

Vendor Requirements

- Accurate shipping & availability information
- Reduced cost of goods (accurate lead time information is critical)

Retail Performance

- Committed orders at the IRC and display

BOZZUTO'S FINANCED DEALS (BFD)

Any authorized items, including products that you plan on featuring in the merchandising programs, may be submitted for consideration for our BFD program. BFD items will be determined prior to the Independent Retailer Conference. This allows you to consider other options for promoting items that have not been selected for the BFD program. There is a guaranteed ad/front page performance for all customers. Ad dates are as listed below (two-week window):

May 13, 2012 - BOGO	July 1, 2012 - 4 th of July Sale
May 20, 2012 - Memorial Day Sale	July 8, 2012 - Fruit Festival
May 27, 2012 - Sizzlin' Savings	July 15, 2012 - Price Break
June 3, 2012 - Truckload Sale	July 22, 2012 - Crazy 8 Sale
June 10, 2012 - 10 for \$10	July 29, 2012 - BOGO
June 17, 2012 - Summer Stock Up Sale	August 5, 2012 - 10 for \$10
June 24, 2012 - 4 th of July Sale	August 12, 2012 - Back to School

Vendor Requirements

- Aggressive cost of goods reduction and ad fees as negotiated

Retail Performance

- Committed to front page ads and display
- Committed orders at the Independent Retailer Conference
- Shelf talkers/Display signs
- Commitment to suggested retail

SPONSORSHIP OPPORTUNITIES

Breakfast - \$15,000 Investment Each

Tuesday, March 27, Wednesday, March 28 or Thursday, March 29

- Prominent logo displayed on welcome board to be stationed at the entrance of the ballroom
- Prominent logo displayed at breakfast

Lunch - \$15,000 Investment Each

Tuesday, March 27, Wednesday, March 28 or Thursday, March 29

- Prominent logo displayed on welcome board to be stationed at the entrance of the ballroom
- Prominent logo displayed at lunch

Awards Cocktail Reception - \$20,000 Investment

Tuesday, March 27

- Prominent logo displayed on welcome board to be stationed at the entrance of the ballroom
- Prominent logo displayed on-screen at the start of the awards dinner

Perishable Reception - \$10,000 Investment

Wednesday, March 28

- Prominent logo displayed on welcome board to be stationed at the entrance of the ballroom
- Prominent logo displayed on-screen at the reception

To sponsor one of our events, please contact Don Anthony at 203.230.5651 or danthony@bozzutos.com.

MEAL TICKETS

For full booth purchases, you will receive two (2) meal tickets. For half-booth purchases, you will receive one (1) meal ticket. Additional tickets may be purchased at the show.

PRODUCT SAMPLING & FOOD PREPARATION

The MGM Grand at Foxwoods requires that every supplier offering food for consumption during the Independent Retailer Conference, fill out a safety form. The MGM Grand at Foxwoods' Health Department must approve all suppliers' forms prior to serving samples on the tradeshow floor.

Food Preparation Form can be found on the irc.bozzutos.com site under "FORMS". Please send all forms to Rich Slisz at rslisz@bozzutos.com or fax to 203.250.2957 by **February 10, 2012**. If you do not fill out the required sampling form, you will not be able to serve samples at the show.

SHOW SAMPLES

*Shipping samples to Bozzuto's via UPS, FedEx, DHL or over the road carriers **without** a purchase order is not an option. Below are approved methods:*

For Grocery & Non-Food Items You May:

- Pull samples from our inventory (billing will be applied to the appropriate supplier). Make sure you work with your Category Manager/Merchandiser to make sure your product is available in our warehouse no later than **March 10, 2012**.
- If samples are being shipped by an over the road carrier to Bozzuto's Inc. for **proper receiving** on a purchase order, **do not** mark product with show information. The samples will need to be received before the week ending **March 10, 2012**.
- Ship non-perishable samples with your company name and booth number to:
Demers Exposition Services
151A Park Avenue
East Hartford, CT 06108
For more information, contact Demers at 860.344.9919 or visit demersexpo.com.

Perishable Items May Be:

- Samples are to be pulled from Bozzuto's inventory and billed to the appropriate supplier. To order your samples, make sure you go through your Category Manager/Merchandiser.
- Shipped direct to Bozzuto's, no later than **March 23, 2012**. Please make sure to include your company name and booth number. Ship to:
Bozzuto's
Attention: Tina Burke, Spring Food Show
275 Schoolhouse Rd.
Cheshire, CT 06410

Produce, floral & meat samples need to be sent to our North Haven facility at:
300 North Frontage Road
North Haven, CT 06473

All other perishable samples are to be sent to:
400 Industrial Avenue
Cheshire, CT 06410

Tina Burke must be notified of all products arriving at either facility to ensure proper shipment to the Independent Retailer Conference. Please contact Tina Burke directly at 203.250.5539 or tburke@bozzutos.com. For a fast and efficient response, please make sure to have the following information available when contacting her:

- Itemized list including quantities of samples being sent
- Method of transportation
- Estimated arrival date to Bozzuto's
- Booth number
- Category Manager or Buyer's Name

If you have any questions or concerns, please reach out to your Category Manager/Merchandiser. If you are not able to get a hold of them, you may contact the appropriate individual(s) below:

Grocery, Dairy or Frozen
Don Anthony
203.250.5651
danthony@bozzutos.com

Perishables
Pat Hill
203.250.5444
phill@bozzutos.com

Specialty
Jim Creely
203.250.5387
jcreely@bozzutos.com

Note: Do NOT unload any items other than your personal luggage at the MGM Grand at Foxwoods valet parking area. If you are trying to unload product at the show, you will be directed to Demers and you will pay a fee to have the product unloaded. Do not leave your car unattended, your car WILL be towed at your expense.

PROMOTIONAL CONTRACTS

The grocery, frozen, dairy, specialty, non-foods, seasonal, deli & bakery promotional contracts need to be entered into the Westwood system no later than **December 23, 2011**.

The Perishable Departments promotional contracts need to be returned to your Buyer or Category Manager no later than **December 23, 2011**.

Booth fees are as follows:

Full Booth - \$8,000

Half Booth - \$5,000

SuperBooth - \$15,000

BEST OF BOOTH COMPETITION

Make sure to spice up your booth to generate more buzz - both in traffic and for the judges of the Best of Booth Competition. Winners for each category will have the privilege of taking home bragging rights!

Please note: Suppliers who breakdown prior to the confirmed close of the show for each respective area, will be subject to a \$500 penalty. Please make arrangements to cover your booth until the close of the show.

MGM GRAND HEALTH DEPARTMENT FORMS FOR PRODUCT SAMPLING & PREPARATION

If you will be providing samples at the Independent Retailer Conference, please make sure to visit irc.bozzutos.com under "FORMS" to complete your required sampling form. All finished forms need to be returned to Rich Slisz by **February 10, 2012**.

ELECTRICAL & INTERNET REQUEST FORMS

If you require extra electrical or internet for your booth, please go to irc.bozzutos.com under "FORMS" to fill out your request. Forms must be completed and returned to Don Anthony by **February 10, 2012**.

LAPTOP TRAINING

Laptop training is required for all suppliers! You will be notified when a schedule is set so you can select your day and time.

HOTEL RESERVATIONS

Our room block information will be made available AFTER all booth registration is complete. Around mid-January, you will receive an email when room block information is open so you can begin booking your rooms.

PRODUCT SAMPLES

Samples are donated to local food banks at the end of the show. Please refrain from "swapping or shopping" product at or before the close of the show.