



AGENDA



All meetings and locations are subject to change.
Last updated on 3/21/24

SUNDAY, MARCH 24 TH		
10:00 AM – 8:00 PM	Event Registration	FORUM LOBBY
12:00 PM – 5:00 PM	<p>Manufacturer Product Training</p> <p>12:00 PM JennAir: Join Us & Indulge in our Luxe Product Portfolio – SUMMIT 224 Samsung: “The Latest in Design & Innovation at Samsung (Home Appliances)” – ALLIANCE 305 Electrolux: Training Extravaganza + Exclusive Top Secret Reveal(s)! – SUMMIT 228 LG: Why LG? – SUMMIT 229 GE Appliances: What Ya Got Cookin’? Speed Up Clean Up, Cut Down Cook Time – SUMMIT 230 Tempur-Sealy: Introducing the All New 2024 Tempur-Pedic Adapt Collection! – SUMMIT 226</p> <p>12:30 PM Tempur-Sealy: 2023 Stearns and Foster Collection – SUMMIT 226</p> <p>1:00 PM Maytag: The Performance You Need – SUMMIT 224 Samsung: “The Latest in Design & Innovation at Samsung (Home Appliances)” – ALLIANCE 305 LG: Merchandising 101 – SUMMIT 229 GE Appliances: Scrub a Dub Dub, What’s New in Cafe and GE Profile Dishwasher Tubs – SUMMIT 230 Tempur-Sealy: New Exclusive Carrington Chase Collection/ Exclusive Sherwood Essentials Collection – SUMMIT 226</p> <p>1:30 PM Tempur-Sealy: How to Win in 2024 with Updated Marketing Insights & Solutions – SUMMIT 226</p> <p>2:00 PM Whirlpool: (We Are) Made to Care – SUMMIT 224 Electrolux: Training Extravaganza + Exclusive Top Secret Reveal(s)! – SUMMIT 228 Dacor: Sales & Product Workshop – ALLIANCE 305 LG: Product Training – SUMMIT 229 GE Appliances: Smoke, Stir, and Chill with GE Profile Smalls – SUMMIT 230</p> <p>3:00 PM KitchenAid: Go Beyond the Possibilities – SUMMIT 224 Dacor: Sales & Product Workshop – ALLIANCE 305 Ashley: Furniture Marketing Training – ALLIANCE 304 GE Appliances: GE Topload Refresh and the Latest in Laundry – SUMMIT 230 Crosley: Introduction and Product Training – SUMMIT 227 CareerPlug: How to Take Control of Your Hiring – Career Plug Can Help – SUMMIT 226</p>	

SUNDAY, MARCH 24TH (CONT.)

	<p>3:30 PM CareerPlug: How to Take Control of Your Hiring – Career Plug Can Help – SUMMIT 226</p> <p>4:00 PM Electrolux: Training Extravaganza + Exclusive Top Secret Reveal(s)! – SUMMIT 228 GE Appliances: Multi-Doors and So Much More in Refrigeration – SUMMIT 230 Serta Simmons Bedding: Strategies To Dominate Your Local Market - Attend & Get EXTRA Fast Cash! – SUMMIT 229 Crosley: Introduction and Product Training – SUMMIT 227</p>	
<p>6:00 PM – 7:00 PM</p>	<p>BrandSource 1st Time Attendee Meet & Greet *Invite Only</p>	
<p>6:00 PM – 7:00 PM</p>	<p>Young Professionals Member Meet Up Sponsored by: DUPAGE & ZLINE</p>	 <p>ALLIANCE 307</p>
<p>7:00 PM – 9:00 PM</p>	<p>Summit Winner's Circle Welcome Reception Dress to impress in your finest Kentucky Derby attire!</p>	 <p>ACADEMY BALLROOM</p>

MONDAY, MARCH 25TH

<p>6:30 AM – 7:00 PM</p>	<p>Event Registration</p>	<p>FORUM LOBBY</p>
<p>6:30 AM – 7:50 AM</p>	<p>Member Breakfast</p>	<p>ALLIANCE 309</p>
<p>8:00 AM – 9:45 AM</p>	<p>General Session with Jim Ristow's State of the Union, Featuring Keynote Speaker, Jesse Itzler</p>	<p>ACADEMY BALLROOM</p>
<p>10:00 AM – 12:00 PM</p>	<p>Professional Headshots</p>	<p>YSN WINNER'S LOUNGE IN FORUM LOBBY</p>

MONDAY, MARCH 25TH (CONT.)

10:00 AM
– 3:00 PM

Education Sessions

10:00 AM

- A.I. + Furniture + Appliance Retail – Is It a Game Changer for the Bottom Line? Presented by Package A.I. – **SUMMIT 228**
- LUXE Education: How a Chef Cooks Up Showroom Events with Chef Andrew – **SUMMIT 230**
- Business Succession + Estate Planning – Are You Prepared for Upcoming Tax Law Change? Presented by Resnick Succession Group – **SUMMIT 227**
- ServiceSource: Troubleshooting Dishwashers and Laundry Performance – Is It Something Other Than the Machine? (10:00 AM – 11:30 AM) – **SUMMIT 229**
- Geared for Growth: Learn How to Scale Your Business to \$5M (10:00 AM – 1:00 PM) – **ACADEMY 415**
- Geared For Acceleration - Learn What It Takes to Push Your Business to Next Level Revenue (10:00 AM – 1:00 PM) – **ALLIANCE 305**

11:00 AM

- How A.I. Can Slash Response Times by 90% and Failed Deliveries by 66% Presented by Package A.I. – **SUMMIT 228**
- "Business Succession + Estate Planning – Are You Prepared for Upcoming Tax Law Change?" Presented by Resnick Succession Group – **SUMMIT 227**

11:30 AM

- Service Source: Unlocking the Essence of Professional Service Pricing in COD Transactions – **SUMMIT 229**

1:00 PM

- Six Keys to Creating a "Wow" Customer Experience with Daniel Abramson – **SUMMIT 230**
- Protecting Your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO – **SUMMIT 228**
- ServiceSource: LOKRING Theory and Application with R600 – **SUMMIT 229**

2:00 PM

- ServiceSource: How to Turn Your Call Center Into a Profit Center – **SUMMIT 229**
- Six Keys to Creating a "Wow" Customer Experience with Daniel Abramson – **SUMMIT 230**
- Protecting Your Profit: How to Reduce Ransomware Risk with Thomas Richards, CMO of NINJIO – **SUMMIT 228**

10:00 AM
– 5:00 PM

AVB Marketing Member Meetings

ACADEMY 418

12:00 PM
– 1:00 PM

BrandSource Member Lunch

ALLIANCE 309

12:00 PM
– 1:00 PM

Furniture and Mattress Dealer Networking Lunch

Moderated by Michael Posa



SUMMIT 224

2:45 PM
– 3:15 PM

BrandSource Member Snack Break

Sponsored by snap

**ALLIANCE/
ACADEMY LOBBY**

3:00 PM
– 4:00 PM

Mattress Marketing Best Practice Town Hall



SUMMIT 224

3:00 PM
– 3:50 PM

Intercounty General Meeting

TriState Members to attend

ALLIANCE 314

MONDAY, MARCH 25TH (CONT.)

<p>3:00 PM - 3:50 PM</p>	<p>BrandSource Region Meetings</p>	
<p>3:00 PM - 3:50 PM</p>	<p>MTEQ: Marketing + Technology Session</p>	<p>ACADEMY BALLROOM</p>
<p>4:00 PM - 4:50 PM</p>	<p>BrandSource Region Meetings</p>	
<p>4:00 PM - 4:50 PM</p>	<p>MTEQ: Marketing + Technology Session</p>	<p>ACADEMY BALLROOM</p>
<p>5:00 PM - 7:00 PM</p>	<p>General Session & Stampede Dinner Reception</p>	<p>ACADEMY BALLROOM</p>










Great Plains - **ALLIANCE 313**
 Southeast - **ALLIANCE 308**
 Greater Midwest - **SUMMIT 227**
 Michigan - **SUMMIT 226**
 North Atlantic - **ALLIANCE 312**
 Maytag - **ALLIANCE 311**

Mid-America
 North Central
 Pacific Rim
 South Atlantic
 Northwest
 Rocky Mountain
 HTC
 Southwest

Mid-America - **ALLIANCE 311**
 North Central - **ALLIANCE 313**
 Pacific Rim - **ALLIANCE 308**
 South Atlantic - **ALLIANCE 312**
 Northwest - **ALLIANCE 314**
 Rocky Mountain - **ALLIANCE 314**
 HTC - **UNITY BOARDROOM**
 Southwest - **SUMMIT 227**

Great Plains
 Southeast
 Greater Midwest
 Michigan
 North Atlantic
 Maytag
 Power Dealer
 Power Builder
 Intercounty
 TriState
 Mattress Town Hall Attendees

TUESDAY, MARCH 26TH

7:30 AM - 9:00 AM	ServiceSource Town Hall Breakfast		ACADEMY 415
7:30 AM - 9:00 AM	Women in Business Breakfast		SUMMIT 228
Sponsored By:   			
7:30 AM - 5:00 PM	Event Registration		FORUM LOBBY
8:00 AM - 9:00 AM	BrandSource Member Breakfast		ALLIANCE 309
8:00 AM - 9:00 AM	Intercounty Breakfast Meeting		SUMMIT 230
9:00 AM - 5:30 PM	<p>EXPO EXPO Giveaways - Stop by these Exhibitor Booths to WIN big! During Expo Hours - New Leaf Draw 21 Giveaway During Expo Hours - BadaBing Parts Yeti Mug Giveaway During Expo Hours - Crosley Giveaway During Expo Hours - Allstate Southwest Gift Card Giveaway During Expo Hours - Wells Fargo Put-Put Game Giveaway During Expo Hours - BSF Gift Card Giveaway 1:00 PM - Whirlpool Giveaway (1/4) 3:00 PM - Whirlpool Giveaway (2/4) 4:00 PM - Electrolux Plinko Cash Back Giveaway 4:00 PM - 5:00 PM - GE Small Appliance Giveaway - a winner every 10 minutes! 4:15 PM - BSH Caribbean Cruise Giveaway 4:30 PM - LG Electronics Fridge, Dish, and Laundry Giveaway 4:45pm - Whirlpool Giveaway (3/4) 5:15pm - Serta Trip of a Lifetime Giveaway</p> <p>*BEYOND THE SHOWROOM: Using Social Media to Engage & Sell Meet at the AVB Marketing Booth *RSVP Required 10:00 AM - 10:30 AM 11:00 AM - 11:30 AM 1:00 PM - 1:30 PM 2:00 PM - 2:30 PM</p> <p>Pick-Me-Ups 9:00 - 11:00 AM: Coffee Break Sponsored by   10:00 AM - 12:00 PM: Coffee + Cookie Break Sponsored by  1:30 PM - 3:30 PM: Coffee Break Sponsored by </p>		SUMMIT & FORUM BALLROOMS

TUESDAY, MARCH 26TH (CONT.)

10:00 AM - 12:00 PM	Professional Headshots	YSN WINNER'S LOUNGE IN FORUM LOBBY
12:00 PM - 1:00 PM	Summit Member & Vendor Lunch	ALLIANCE 309
3:00 PM - 5:00 PM	Mattress Industry Network Meet-Up	AVB MARKETING BOOTH Training Room 1
5:30 PM	Evening on Your Own	

WEDNESDAY, MARCH 27TH

7:00 AM - 8:00 AM	Summit Member & Vendor Breakfast	ALLIANCE 309
7:00 AM - 11:00 AM	Event Registration	FORUM LOBBY
8:00 AM - 12:00 PM	EXPO EXPO Giveaways - Stop by these Exhibitor Booths to WIN big! During Expo Hours - BadaBing Parts Yeti Mug Giveaway 10:00 AM - Whirlpool Giveaway (4/4)	SUMMIT & FORUM BALLROOMS