

DRIVEN  2022



ANNUAL SALES & MARKETING MEETING

Seminole Hard Rock Hotel & Casino • Hollywood, Florida
APRIL 6–10, 2022

TBCBrands[®]

Submit Online
Registration by
2/11/2022



WELCOME!

January 19, 2022

TBC Brands invites you to join us for our Annual Sales & Marketing Meeting, April 6-10, at the Seminole Hard Rock Hotel & Casino in Hollywood, Florida.

Our theme in 2022 is **DRIVEN!** As you enjoy the wonders of the Hard Rock Hotel & Casino, our activities will focus on the new norm and how we can assist you in thriving in the current business climate. As expected, we'll share our progressive visions, including industry trends, exciting new products, and profit-building programs. Our overall focus is to collaborate with you and show how we're driven to help you, our partners, succeed in 2022.

This year we are also excited to announce our special guest speaker is John C. Maxwell, a #1 New York Times bestselling author, speaker, coach, and leader, who has sold more than 33 million books. He has been called the #1 leader in business and the world's most influential leadership expert. His organizations – the John Maxwell Company, the John Maxwell Team, EQUIP, and the John Maxwell Leadership Foundation – have trained millions of leaders from every nation.

Visit [JohnMaxwell.com](https://www.johnmaxwell.com) for more information.

But it won't all be work. You'll have plenty of time to socialize and enjoy the perfect setting of Southern Florida.

DRIVEN  2022



REGISTRATION

Conveniently submit your Registration online for the
TBC Brands 2022 Annual Marketing Meeting
by clicking the link below:

www.tbcbrands.com/2022-annual-marketing-meeting

If you have any questions, please contact
Debra Teague at travelevent@tbccorp.com or (901) 218-1232.



Registrations received
by **01/31/22** will receive
\$150 Room Credit
(Limited To One Per Customer)

ROOM TYPE	ROOM RATE (per night plus tax)
STANDARD	\$299.00
SUITE	\$635.00

**ONLINE REGISTRATION MUST BE
SUBMITTED BY:**

2/11/2022

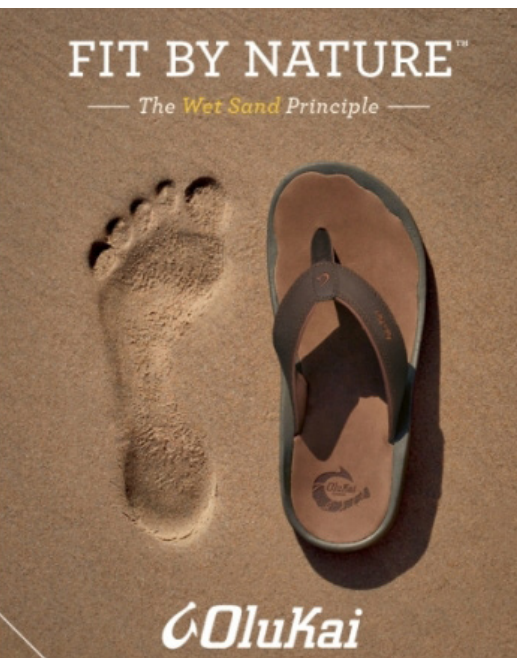
*Any registrations received after this date
will be on a space-available basis only.



FREE GIFT

From OluKai

Upon check-in, you and your guest will receive a **FREE GIFT** from OluKai on behalf of TBC BRANDS!



OluKai representatives will be onsite to assist with selection and fitting of their signature island footwear, including flip-flops, slide in's or boat shoes.

FIT BY NATURE, CRAFTED BY HAND®
ONE STEP INSPIRED IT ALL – THE WET SAND PRINCIPLE.

Inspired by the feeling of bare feet in wet sand, OluKai builds footwear with anatomically contoured footbeds to deliver the perfect balance of instant comfort and lasting support. Premium materials are carefully selected to be beautiful, durable, and soft against your skin.

Be sure to enter you shoe size information on the Registration Form, and then visit the OluKai representatives onsite near the Registration Desk:

Wednesday, April 6, 12:00 PM - 5:00 PM
Thursday, April 7, 8:00 AM - 12:00 PM



ITINERARY

Wednesday, April 6

Registration

TIME: 9:00am-6:00pm
LOCATION: Conference Registration Desk
(Near the Seminole Ballroom Foyer)

Welcome Reception

TIME: 7:00pm
LOCATION: Hard Rock Tower Pool Deck (Weather Permitting)
DRESS: Resort Casual
DETAILS: Heavy hors d'oeuvres food stations
and cocktails will be served

Thursday, April 7

Breakfast

TIME: 6:30am-9:30am
LOCATION: Terrace Ballroom

General Sessions

TIME: 8:00am
LOCATION: Seminole Ballroom
DRESS: Business Casual

Rock n' Roll Theme Party

TIME: 6:30pm
LOCATION: Terrace Ballroom
DRESS: Come Rock and Roll with TBC associates, and
dress as your favorite artist, band, or musician
from any decade! It's been a while since we all got
together and had some fun, and we are ready to
Rock in 2022 with you!

Friday, April 8

Leisure Day!

DETAILS: **TBC Golf Tournament and Activities Day:**
To participate, please refer to the Side Activities
pages within this packet for a complete list,
schedule times, and registration info.

This is a free evening, please dine at your pleasure
on TBC at one of the great restaurants on the
Hard Rock Hotel property. Upon registration,
you will receive either of the following:

Per Person: A \$100 Gift Card and one \$25 Chip to be
used any where in the casino for a total value of \$125

Per Couple: A \$200 Gift Card and two \$25 Chips to be
used anywhere in the casino for a total value of \$250

Saturday, April 9

Breakfast

TIME: 6:30am-9:30am
LOCATION: Terrace Ballroom

Morning Business Session

TIME: 8:00am
LOCATION: Seminole Ballroom
DRESS: Business Casual

Cocktail Reception

TIME: 6:30pm
LOCATION: Seminole Ballroom Foyer
DRESS: Resort Casual

Dinner & Entertainment

TIME: 7:00pm
LOCATION: Seminole Ballroom
DRESS: Resort Casual
DETAILS: We will enjoy a buffet with carving stations.

Sunday, April 10

Departure

**Subject to change.*





ACTIVITY CHOICES

for Friday, April 8, 2022

When completing your registration form, you have the following fun options for your activity. Please select your first choice of activity, as well as a secondary choice in case the first is unavailable. Details on each activity are on the following pages.

www.tbcbrands.com/2022-annual-marketing-meeting

Activity Options:

1. Catamaran Sailing
2. Deep Sea Fishing
3. Taste of Los Olas
4. Historic Las Olas Scavenger Hunt
5. Mansion & Marina Tour
6. iFLY Indoor Skydiving
7. Naturalist Guided Everglades Experience
8. TBC Golf Tournament at Jacaranda Golf Club
9. Rock Spa & Salon Massage or Treatment





SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

CATAMARAN SAILING

Come join us on our spacious, comfortable state of the art catamarans. We feature 1500 sq. feet of deck space on each boat, shaded lounge with bar, satellite music and 2 restrooms. An unforgettable excursion awaits you aboard our state of the art catamaran. We will conveniently pick passengers up at the Bahia Mar Marina. Sit back while we set sail through the Intracoastal Waterway dotted with mansions and mega yachts. We will then cruise through Port Everglades home to many cruise ships and then out to the Atlantic Ocean. Then it's sails up, sea breezes and salt air to increase everyone's taste for fun. Calypso music and breaking waves provide the tropical rhythm. Today you'll have the opportunity to sail, swim and snorkel. Our course is set for Ft Lauderdale beach or one of the surrounding picturesque anchorages (weather permitting). Once we reach our destination, you can sip a cool beverage, stretch out and soak up the sun, enjoy a relaxing swim or snorkel. While relaxing; our crew will set up an optional buffet lunch. Come and enjoy tropical weather and the friendly service provided by our team of crew- members.

INCLUSIONS

- Charter transfer via deluxe vehicles
- Four-hour exclusive charter
- Professional Captain and Crew
- Complimentary beer, water, and soda
- Dry snacks
- Lunch on board
- Snorkel equipment and instruction
- One towel per person
- Captain and crew's gratuity
- Dockage & delivery fees
- ACCESS Florida staff assistance
- All applicable gratuities and taxes

TOUR DURATION

4 HOURS

30 MINUTE TRANSFER



SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

DEEP SEA FISHING

To those who love it best, fishing is more than a sport – it's a way of life. For generations deep sea captains have plied the waters in and around the waters of Miami, taking fishing enthusiasts to the best spots to seek their prey. Enjoy the same fast paced action for tuna, billfish and other pelagic species that Ernest Hemingway made famous. Nothing beats the exhilaration of battling a really big fish in the Gulf Stream. Lying in wait are kingfish, wahoo and tuna (January to March): sailfish, dolphin and marlin (April to June): marlin, wahoo and dolphin (July to September): shark, snapper, snook, yellowtail, grouper, spearfish and sailfish (October to December) and many others to add to the challenge.

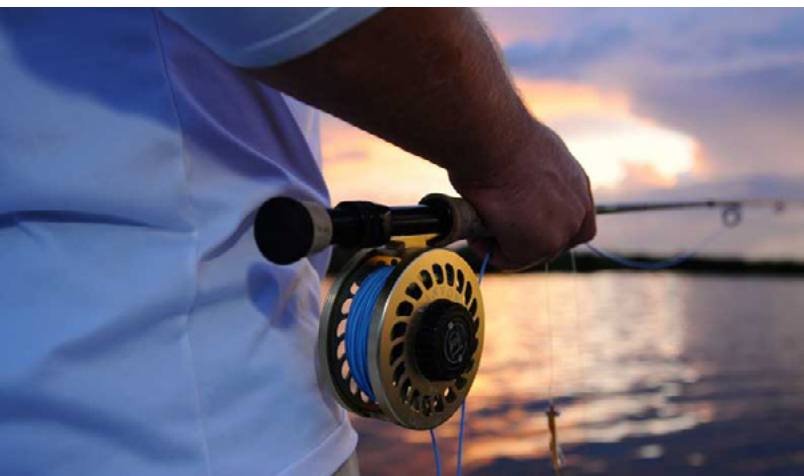
INCLUSIONS

- Private boat charter for 4 hours
- Dockage & Delivery fees
- Tackle, Bait, and License
- Complimentary Beer, Water and Soda
- Lunch after Fishing at local restaurant
- All applicable gratuities

TOUR DURATION

4 HOURS

15 MINUTE TRANSFER





TASTE OF LAS OLAS

Join us on a private specially curated 3-hour culinary tour along picturesque Las Olas Blvd. Your knowledgeable and friendly tour guide will take you to four different restaurants, where you will be treated to signature bites at four – five stops with wine/beer or cocktail pairings at two stops and coffee with dessert at the final stop.

Here is a sampling of some of the signature bites on your tour:

Sushi Pizza • Raspberry Mojito • World Famous Coconut Shrimp • Extra Creamy & Goopy Mac & Cheese
Crispy Brussels Sprouts • Szechuan Calamari • Cheesesteak Eggrolls • Savory & Sweet Crepes

INCLUSIONS

- Charter transfer via deluxe vehicle
- All Entrance Fees and Taxes
- Professional & Trained Local Tour Guides
- 4-5 restaurants with tastings at each location
- 2-3 stops will offer wine/cocktail pairings
- Walking tour with hearty food tastings
- Each participant will receive goodie bag at end of the tour
- ACCESS Florida Staff Assistance
- All applicable taxes gratuities

TOUR DURATION

3 HOURS

15 MINUTE TRANSFER





SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

HISTORIC LAS OLAS SCAVENGER HUNT

Put your teamwork and collective creativity to the test while exploring historic sites, gathering “rare artifacts” and discovering the best that the Las Olas Boulevard corridor has to offer with our Historic Las Olas Scavenger Hunt. This hunt is just the thing to bring your group together in a fun and thrilling way. Our Emcee outlines the rules and distributes all the materials needed. Teams must work together to find places and objects within the designated search area. Along the way, groups will be challenged with riddles, asked to perform physical feats, and more! Points are awarded for each object found and extra credit points are awarded for creativity in some of the challenges. The team to return to the designated finish area on time with the most points wins! This event will leave your guests laughing and reminiscing for a long time to come.

INCLUSIONS

- Charter transfer via deluxe vehicle
- Scavenger hunt covers a variety of known Las Olas landmarks as well as more hidden secrets that are indicative of Fort Lauderdale’s unique culture and history
- Colored article of identification per participant to distinguish teams
- All pre-production, scripting, and coordination Emcee/1 staff member per team.
- Riddles and challenges
- Hunt bags with supplies for each team (pens, note pads and clipboards)
- Rules and instructions
- Judging station
- ACCESS Florida staff assistance
- Lunch at a local restaurant
- All fees and taxes

TOUR DURATION

2.5 HOURS

30 MINUTE TRANSFER



SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

MANSION AND MARINA TOUR

Via Water Taxi

The best way to view the beauty of South Florida is a leisurely cruise on Ft. Lauderdale's popular Water Taxi. Sit back and enjoy a narrated scenic cruise along the beautiful Intracoastal Waterway. Discover the best view of Fort Lauderdale that has earned the city the nickname "Venice of America". Experience close-up views of the millionaire's mansions and marinas and find out the rich history of our waterways. Guests will pass lively waterside cafes, villages of the rich and famous and a magnificent view of the colorful architecture. This tour can include shopping or additional sightseeing locations!

INCLUSIONS

- Charter transfer via deluxe vehicle
- Exclusive 90-minute Water Taxi charter
- Professional Tour Guide
- ACCESS Florida staff assistance
- Lunch at a local restaurant
- All applicable gratuities

TOUR DURATION

1.5 HOURS

15 MINUTE TRANSFER





SIDE ACTIVITY
FRIDAY, APRIL 8, 2022

iFLY INDOOR SKYDIVING COMPLEX

The iFLY experience begins with your group going into a training room with one of our trainers to learn about indoor skydiving, how to fly in the tunnel and safety. Each person in the group gets to work with a professional coach, practicing flight positions and hand signals before they actually fly. After training, the group will go to the gear room to change into a flight suit, goggles and helmet. When everyone is suited up, the group goes into the tunnel area. Each rotation is one minute long, which is longer than a real skydive. The last two minutes in each group is a flying stunt demo performed by one of our coaches --always exciting and fun!

INCLUSIONS

- Charter Transfer via Deluxe Vehicles
- Private Group Training Sessions
- One Trainer per 12 Guests
- Two Flight Rotations per 12 Guests
- Flight Gear Rental, & Certificate
- ACCESS Florida staff assistance
- Lunch at a local restaurant
- All applicable taxes and gratuities

TOUR DURATION

1.5 HOURS
30 MINUTE TRANSFER

*Where the Dream of Flight
Becomes a Reality!*



SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

NATURALIST GUIDED EVERGLADES EXPERIENCE

Step into the world of the Gladesmen. Gator hunters, moonshiners, outdoorsmen and a one of a kind ecosystem. Our journey begins on the bus ride to the Everglades. Along the way, learn about the importance of this unique environment and some of the perils facing it. Get acquainted with a live python before arriving at our destination. Learn about the American Alligator - ambassador to South Florida, his endangered cousin - the American Crocodile, as well as many other Everglades residents. Upon arrival, board your private airboat and prepare to be swept deep into the sawgrass prairie. Here you'll be able to enjoy the peaceful and serene beauty of the Everglades as the original Gladesmen once did. Find yourself immersed in the very sights and sounds that have permeated this region for centuries. Embark on the ride of a lifetime as you glide over the famous "river of grass." See Alligators, a variety of water birds, and other wildlife in their natural habitat. Following your airboat ride, you will get up close and personal with native and non-native reptiles that call the Everglades home. On our ride back, guides will recap the day's events and answer any questions you might have. Don't miss this unforgettable adventure that is sure to delight and resonate in your mind for years to come!

INCLUSIONS

- Charter transfer via deluxe vehicle
- Admission to Holiday Park
- Animal Encounters on Bus Ride
- Private Show at Holiday Park
- 30 Minute Airboat Ride
- ACCESS Florida staff assistance
- BBQ Lunch or Lunch stop
- All applicable taxes and gratuities



TOUR DURATION

3 HOURS

1 HOUR TRANSFER



SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

TBC GOLF TOURNAMENT

Jacaranda Golf Club is South Florida's premier semi-private golf facility, featuring two 18-Hole championship golf courses that are beautifully maintained throughout the year. The East & West courses, both rated four stars by Golf Digest, weave through a variety of ponds and canals, lending a tropical feel throughout.

The challenging, yet versatile design of both courses has made Jacaranda one of South Florida's most popular golfing destinations.

DATE: Friday, April 8, 2022
FORMAT: Foursome Scramble
LOCATION: Plantation, FL (Shuttle will be provided)
TIME: 8:30am Shotgun Start
Lunch will be provided

Please contact Jason Bickford at jbickford@tbccorp.com or (561) 254-5626 for questions related to the tournament and pairings.





SIDE ACTIVITY

FRIDAY, APRIL 8, 2022

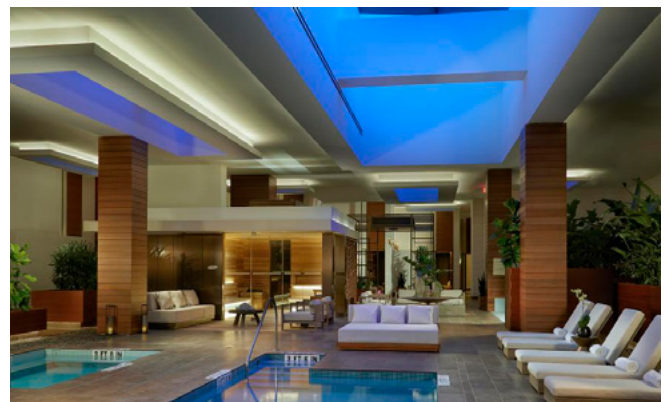
SPA TREATMENT

ROCK SPA® & SALON

The new Rock Spa & Salon defines tranquility, as guests seeking relaxation and rejuvenation find a treasure in this 42,000 square-foot oasis. Guests can immerse themselves in signature treatments, healing therapies and spa services, surrounded by luxe treatment rooms, skylights, dipping pools, an expansive spa atrium, dry and wet lounges, private seating areas and romantic couple's suites.

TREATMENTS OFFERED

- Custom Aroma Massage (50 Minutes)
- Fire & Ice Massage (50 Minutes)
- Reflex Point Massage (50 Minutes)
- Brightening Facial (50 Minutes)
- Hydration Infusion Facial (50 Minutes)
- Classic Manicure & Pedicure (90 Minutes)



THE GUITAR HOTEL



HOLLYWOOD, FL

Rosie Hernandez | Rock Spa Manager | Rock Spa, Hollywood, Florida | 954.585.5147