

ANNUAL SALES & MARKETING CONFERENCE

JW MARRIOTT MARCO ISLAND BEACH RESORT

JANUARY 3-7, 2024



*Submit Online Registration by **October 16, 2023***

TBCBrands[®]



WELCOME!

On behalf of TBC Brands, we invite you to join us at our annual Sales and Marketing Conference, January 3-7, 2024, at the JW Marriott Resort in Marco Island, Florida.

Our Conference theme is **Winning Today, Tomorrow, Together!**

This event brings industry leaders together to share knowledge, network and inspire new ideas to help your business thrive. At the conference, we will update you on where we are today and the evolution of TBC Corporation. Our vision is to create even greater value, by focusing on key strategies to drive value creation on customer centricity and productivity, evolve business models, digital transformation and more. We will share industry-leading market trends and curated programs filled with insightful information to help your business **“WIN”** in today’s changing landscape.

Conference highlights include:

1. Win together speaker series and breakout sessions
2. Engaging product and program exhibits
3. Fun in Florida leisure activities for networking and entertainment

We look forward to seeing you in January and to **WINNING TOGETHER.**

Graciously,

Marcus Morgan, Ted VanDereedt, Brent Wolak, Clif Armstrong, Rachel Tibor
TBC Brands Leadership Team

REGISTRATION

Conveniently submit your registration online for the
TBC Brands 2024 Annual Marketing Meeting
by clicking the link below:

www.tbcbrands.com/2024-annual-marketing-meeting-suppliers

If you have any questions, please contact
Debra Teague at (901) 218-1232.

STANDARD

SUITE

\$379.00

\$750.00

**ONLINE REGISTRATION MUST BE
SUBMITTED BY:**

10/16/2023

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



ITINERARY

Wednesday 3-Jan	Thursday 4-Jan	Friday 5-Jan	Saturday 6-Jan	Sunday 7-Jan
<p>Registration 9:00 AM - 6:00 PM</p> <p>Location: Calusa Foyer Registration Desk</p> <p>Welcome Reception</p> <p>Time: 7:00 PM Location: Sunset Terrace</p> <p>Dress: Resort Casual</p> <p>Details: Heavy hors d'oeuvres food stations and cocktails will be served</p>	<p>Breakfast 6:30-9:30 AM</p> <p>Location: Calusa Terrace</p> <p>Registration</p> <p>Time: 7:00 AM – 2:00 PM Location: Calusa Foyer</p> <p>General Session</p> <p>Time: 8:00 AM Location: Calusa Ballroom Dress: Business Casual</p> <p>Theme Party</p> <p>Time: 6:30 PM</p>	<p>Leisure Day!</p> <p>TBC Golf Tournament and Activities Day: To participate, please refer to the activity options and schedule page.</p> <p>Time: 8:30 AM</p> <p>Golf Course: Hammock Bay Golf Course</p>	<p>Breakfast 6:30-9:30 AM</p> <p>Location: Calusa Terrace</p> <p>Morning Business Session</p> <p>Time: 8:00 AM Location: Calusa Ballroom</p> <p>Dress: Business Casual</p> <p>Cocktail Reception: Time: 6:15 PM Location: Calusa Foyer Dress: Resort Casual</p> <p>Dinner</p> <p>Time: 7:00 PM Location: Calusa Ballroom</p>	<p>Departure</p>



ACTIVITY OPTIONS

FRIDAY, JANUARY 5, 2024

- 1. Deep Sea Fishing**
- 2. Golf Tournament – Hammock Bay**
- 3. Wave Runner Tour**
- 4. Catamaran**
- 5. Dolphin Tour**
- 6. Airboat Tour**
- 7. Naples Trolley with Lunch**
- 8. Naples Brewery Tour**
- 9. JW SPA**

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.

<http://www.tbcbrands.com/2024-annual-marketing-meeting>



Deep Sea Fishing

INCLUSIONS:

- Round Trip Transfer
- Private Fishing Charter for 4 Hours
- Tackle, Bait, Licensee
- Beer, Water, Soft Drinks & Bagged Snacks
- Lunch at local eatery
- Access Florida Staff Assistance
- All Taxes & Gratuities

To those who love it best, fishing is more than a sport, it is a way of life. For generations deep sea captains have piled the waters in Florida, taking fishing enthusiasts to the best spots to seek their prey. Enjoy the same fast-paced action for tuna, billfish, and other species.

After a morning of fishing, guests will enjoy lunch at a local eatery before heading back to the hotel.

LEVEL: Moderate

LENGTH: 4-Hrs. Fishing plus Lunch – 15 min transfer to the marina

TIME: Depart Hotel 7:30 AM / Return to the hotel at 2:30 PM

HAMMOCK BAY GOLF CLUB

The golf course at Hammock Bay Golf & Country Club is designed to provide an enjoyable challenge to all golfers, regardless of their level of play, while at the same time providing an opportunity to appreciate Mother Nature in all her glory.

- Date:** Friday, January 5, 2023
Format: Foursome Scramble
Location: Naples, FL (Shuttle Provided)
Time: 8:30 AM 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.





Wave Runner Tour

INCLUSIONS:

- Guided Jet Ski Tour to include 5 Jet Ski's (2 people per jet ski)
- Knowledgeable Guide
- Lunch at local eatery
- Access Florida Staff Assistance
- Charter Transfer via Deluxe Vehicle
- All Taxes & Fees

Experience cruising around Marco Island and the 10,000 Islands on a guided **2-hour** Wave Runner tour. Explore mangrove tunnels, the Gulf of Mexico, and the dome homes on Cape Romano. Encounter dolphins, manatees, and native birds. You will travel on the new, deluxe Yamaha Wave Runner, which is a very stable and super-safe machine, making navigating the backwaters a literal breeze. So even a novice can enjoy the tour in comfort and style.

After a waver runner adventure, guests will enjoy lunch at a local eatery.

LEVEL: Easy-Moderate

LENGTH: 2-Hrs. wave runner tour plus lunch / 15 min transfer to the marina

TIME: Depart Hotel at 8:30 AM - Return to the Hotel at 1:30 PM

Sailing is an ideal option for the pristine waters and warm breezes of the Gulf of Mexico. One of the great attractions of the 10,000 Islands area of the Everglades is the lure of these barrier islands and their unique and abundant shells. The Sweet Liberty is the ideal sailing vessel for easy island access.

Take a first-class catamaran with professional service, add waterfront views, and you have the perfect place to create memories lasting a lifetime!

A deli lunch will be served on board with cool adult beverages, sodas, waters and snacks.

Level: Easy

LENGTH: 3-Hrs sailing / 40 min transfer each way to marina

TIME: Depart hotel 8:15 AM – Return to the hotel at 1:00 PM



Catamaran

INCLUSIONS:

- Private 3-hour Catamaran Cruise
- Professional Licensed Captains
- Beer, seltzers, soda, water and snacks
- Deli lunch
- Access Florida staff assistance
- Charter transfer via deluxe vehicle
- All taxes & fees



Dolphin Tour

INCLUSIONS:

- 3-Hour Guided Tour
- Access Florida Staff Assistance
- Charter Transfer via Deluxe Vehicle
- Waters, Sodas and Snacks on Vessel
- Lunch at local eatery
- All Taxes & Fees

Join the crew of the Dolphin Explorer and participate in the scientific 10,000 Island Dolphin Study. Depart from Marco Island, the largest of the 10,000 Islands, aboard the Dolphin Explorer, a comfortable 36-foot power catamaran. You will cruise the estuaries around Marco Island, studying the numbers, social organizations, movements, behaviors and feeding habits of the bottlenose dolphin, indigenous to this area. You also will visit barrier islands, pulling up on beaches and sandbars to collect an enviable array of seashells unique to the “Paradise Coast”, and/or take a dip in the calm Gulf waters! This is an educational, as well as an unforgettable experience!

After the tour, guests will enjoy lunch at a local eatery.

LEVEL: Easy

LENGTH: 3-Hour Dolphin tour, lunch / 15 min transfer to the marina

TOUR TIME: Depart hotel 8:30 AM – Return to the hotel at 2:30PM

Traveling down the historic Tamiami Trail, a professionally trained safari guide will narrate and educate you about the history of the Everglades and entertain you with some fun and interesting stories of the early settlers. You will take a walk on the wild side of the Everglades, aka, the preferred residence of the Florida alligator. You will also see animals, birds, cypress, and strangler fig trees in their natural setting. You will embark on an airboat tour through the famous 10,000 Islands, a unique and memorable environmental preserve.

LEVEL: Easy

LENGTH: 2-Hr tour plus lunch / 30 min transfer to airboat adventure

TOUR TIME: Depart hotel 9:00 AM – Return to the hotel



Airboat Tours

INCLUSIONS:

- Expert Naturalist Guide
- Access Florida Staff Assistance
- Charter Transfer Via Deluxe Vehicle
- Lunch at local eatery
- All Taxes & Fees



Naples Trolley

INCLUSIONS:

- Open-Air Trolley Private Tour
- 2-Hour Narrated Tour of Area
- Lunch at Sea Salt
- Beer and Wine Package at Lunch
- Shopping Time
- Access Florida Staff Assistance
- Charter Transfer Via Deluxe Vehicle
- All Taxes and Fees

A unique and fun way to view the area's natural beauty and charm, as well as learn about the history, lore, and legend of Naples. Guides will provide a fun-filled narrated tour, while covering 100 points of interest throughout the town. Sit back, relax, and enjoy the ride! Following this leisure activity, enjoy a fresh and elegant lunch at Sea Salt, one of Naples' award-winning restaurants, and end the activity with a shopping excursion on Naples's infamous Third Street South.

LEVEL: Easy

LENGTH: 2-Hrs. Narrated Trolley tour plus lunch - 40 min transfer to downtown Naples

TOUR TIME: Depart hotel 8:15 AM – Return to the hotel 3:00 PM.

Explore, and drink a toast to the entertaining world of craft beer. Learn the history and production processes used by different area breweries and brew pubs. Visit three unique establishments where each brew master takes a distinctive approach to flavor personality, and tradition as they craft their brews. Tours are led by a certified cicerone who will speak about trends in the craft beer industry and the beer culture in Florida. At each location guests will receive three 5 ounce pours of the brewery's flagship beers.

Guests will dine in one of the breweries along the way and will enjoy either a food truck that will be on site or BBQ lunch (TBD)

LEVEL: Easy

LENGTH: 3-Hr tour. 45 min transfer to brewery

TOUR TIME: Depart hotel 11:00 AM – Return to the hotel 1:30 PM



Naples Brewery Tour

INCLUSIONS:

- Private 3-Hour Brewery Tour
- Beer Expert & Guide
- Three 5 oz pours per brewery
- Lunch at one of the breweries, either BBQ or on-site food truck – final selection TBD
- Access Florida Staff Assistance
- Charter Transfer via Deluxe Vehicle
- All Taxes and Fees



JW luxurious spa, where you will find tranquility and rejuvenation. Embark on a journey of pure relaxation, where every detail has been carefully selected to create an experience that will leave you breathless.

We recommend arriving at the Spa thirty minutes prior to your appointment. On the day of your service, you will have full access from 8:30 AM to 5:30 PM.

SPA

JW Marriott, Marco Island

SPA Options:

- Marco Island Custom Massage: Have your say on pressure and pace with this bespoke massage treatment, allow our talented therapists to customize a massage treatment suited for your needs. (50 Minutes)
- Marco Island Custom Facial: Allow your skin care specialist to create a customized facial treatment using organic ingredients designed specifically for your skin type and needs. (50 minutes)
- Spa Manicure and Pedicure: Your classic manicure/pedicure. Includes filing and shaping nails, cuticle exfoliation, sea salt scrub, light massage, hot towels to retain moisture, and polish. (100 Minutes)