ANNUAL SALES & MARKETING CONFERENCE

JW MARRIOTT MARCO ISLAND BEACH RESORT

JANUARY 3-7, 2024



Submit Online Registration by October 16, 2023





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:

<u>www.tbcbrands.com/2024-annual-marketing-meeting-suppliers</u>

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

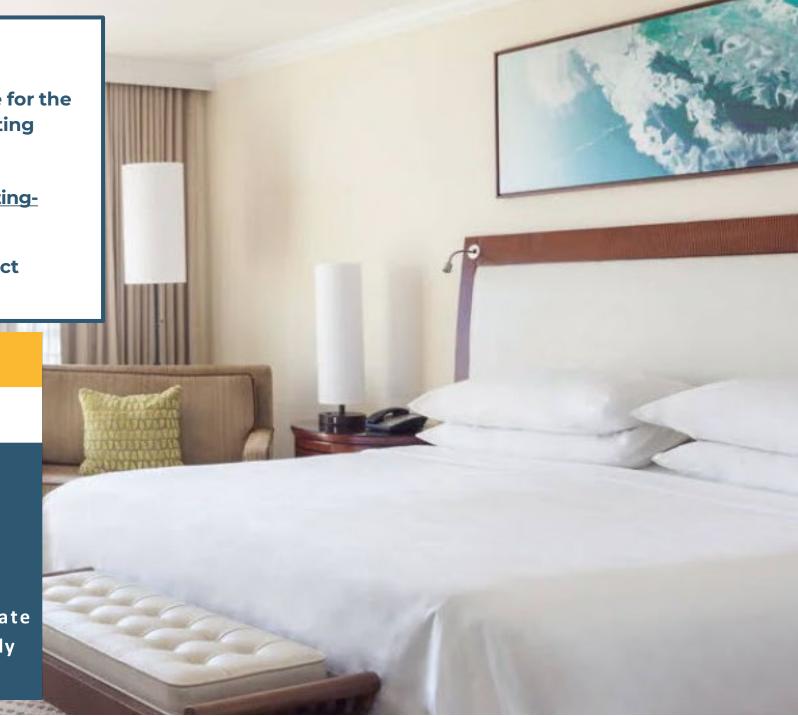
STANDARD SUITE

\$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	Thursday	Friday	Saturday	Sunday
3-Jan	4-Jan	5-Jan	6-Jan	7-Jan
Registration	Breakfast	Leisure Day!	Breakfast	
9:00 AM - 6:00 PM	6:30-9:30 AM	TBC Golf Tournament and Activities Day:	6:30-9:30 AM	
Location: Calusa Foyer Registration Desk	Location: Calusa Terrace	To participate, please refer to the activity options and schedule page.		
Welcome Reception	Registration	Time: 8:30 AM	Morning Business Session	D
Time: 7:00 PM	Time: 7:00 AM – 2:00 PM	Golf Course:	Time: 8:00 AM	0
Location: Sunset Terrace	Location: Calusa Foyer	Hammock Bay Golf Course	Location: Calusa Ballroom	eparture
Dress: Resort Casual	General Session		Dress: Business Casual	T _O
Details:	Time: 8:00 AM		Cocktail Reception:	
Heavy hors d'oeuvres food	Location: Calusa Ballroom		Time: 6:15 PM	
stations and cocktails will	Dress: Business Casual		Location: Calusa Foyer	
be served			Dress: Resort Casual	
	Theme Party		Dinner	
			Time: 7:00 PM	
	Time: 6:30 PM		Location: Calusa Ballroom	



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.

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

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

DM

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

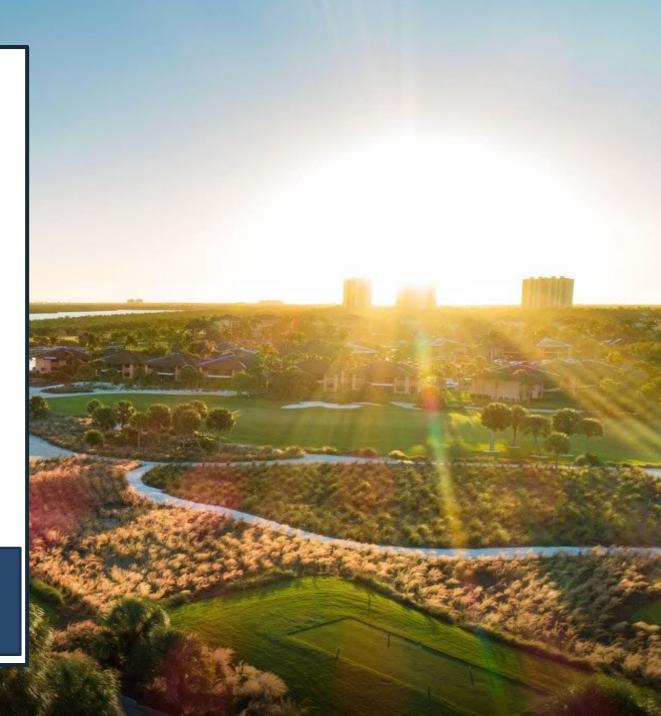
Format: Foursome Scramble

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

LEVEL: Easy-Moderate

LENGTH: 2-Hrs. wave runner tour plus lunch / 15 min

transfer to the marina

local eatery.

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.

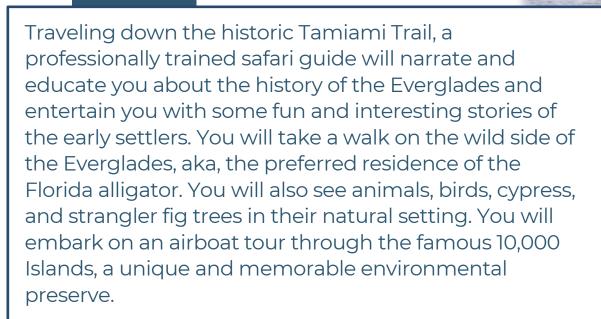
LEVEL: Easy

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



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

1:30P



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 onsite 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)