Welcome to Innovations 2014, Dot’s Annual Trade Show. When we decided on a new show name last year, we wanted one that reflected the event itself. With all of the new products and ideas on display every year, Innovations is a fitting choice.

For this second iteration, we plan on making this our best trade show yet.

One of the most important aspects of the show is the ability to all be in the same place at the same time. It’s a place to communicate and learn with Dot Foods, manufacturers and other distributors from around the country face-to-face. It’s always a pleasure to hear about your successes, challenges and opportunities that everyone at the show encounters.

Along with all of that first-hand knowledge, there will be a number of informative seminars where you can learn about important Dot and industry topics. Not only are these classes educational, they’re also a great opportunity for forum-like discussion with Dot employees and other customers. We often learn as much as you during our seminars.

The show floor will again be home to innovations like new products, all of which you’ll be able to see, touch and taste. It’s an important place where new ideas, new relationships and new friends are created.

I hope you’ll be able to join us at Innovations 2014. Whether it’s your first show, or you’ve attended them all, it’s always a pleasure to interact with each of you in person.

Don’t hesitate to contact your Dot representative with questions. On behalf of everyone at Dot, enjoy the show!

Joseph P. Tracy
President and Chief Operating Officer

Reasons to attend Innovations 2014

**NETWORKING**
Meet face-to-face with industry leaders from manufacturers, distributors and Dot Foods

**NEW PRODUCTS**
Get your hands on the latest products from over 100 exhibiting manufacturers

**HOT DEALS**
Special promotional pricing from your favorite brands

**EDUCATIONAL SEMINARS**
Help grow your business by attending two of our seven educational seminars and general session.

**SOAK UP THE SUN**
A special concert by Grammy Award-winning musician Sheryl Crow

Check out Innovations 2014 on YouTube!

Here’s a video preview of what you can expect at Innovations 2014. Whether it’s the activity of the show floor, the serene learning environment of our seminars or the exciting entertainment that gets you going, it will all be there again at Innovations 2014.

youtube.com/DotFoodsInc
Grab a friend, your surfboard and some sunscreen in preparation for the hottest trade show of the year! At Innovations 2014, Dot’s Annual Trade Show, you will experience top-notch seminars, entertainment and the opportunity to meet face-to-face with important business partners.

Agenda

Thursday, May 8
8:00 a.m. – 5:00 p.m.
Customer Registration – America’s Center
2:00 p.m. – 3:15 p.m.
1st Session Seminars – America’s Center
3:30 p.m. – 4:45 p.m.
2nd Session Seminars – America’s Center
5:30 p.m.
Happy Hour & Dinner – Renaissance Grand Hotel
6:45 p.m. – 10:45 p.m.
Shuttle Transportation For Concert – Renaissance Grand Hotel
8:30 p.m.
Sheryl Crow Concert – The Pageant

Friday, May 9
6:30 a.m. – 8:30 a.m.
Breakfast – America’s Center
8:15 a.m. – 9:30 a.m.
Innovations 2014 General Session – America’s Center
10:00 a.m. – 4:00 p.m.
Trade Show Open – America’s Center
4:00 p.m.
Show After Party:
Soak Up The St. Louis Sun – America’s Center

Saturday, May 10
6:30 A.M. – 10:00 A.M.
Breakfast At Leisure – Renaissance Grand Hotel
Your choice of continental or buffet breakfast.

REGISTRATION INFORMATION
REGISTRATION IS REQUIRED TO ATTEND INNOVATIONS 2014.
Please register before Monday, April 7 to secure your spot and take advantage of all of the travel and lodging benefits for Innovations 2014.
www.DotTradeShow.com

EARLY BIRD REGISTRATION
Register before February 28 for an opportunity to meet Grammy-award-winning artist Sheryl Crow prior to Thursday’s concert.

Location

America’s Center
Convention Complex
701 Convention Plaza • St. Louis, MO 63101 • 314-342-5036
http://explorestlouis.com/meetings-conventions/americas-center

The Innovations 2014 registration desk, seminars and trade show will be held at the America’s Center, located directly across the street from the Renaissance Grand Hotel.
Renaissance Grand Hotel
800 Washington Avenue
St. Louis, MO 63101

To reserve your hotel room please call:
800-967-8717 (US & Canada)
847-996-5846 (International)
8 a.m.-5 p.m. Central Standard Time, Monday-Friday.

To reserve your hotel room on-line please visit
www.DotTradeShow.com and click the Hotel & Travel tab.

Please make your hotel reservation no later than Monday, April 7.

Dot will pay for one hotel room for two nights for each attending company.

Distributors are responsible for making their own hotel reservations. You must provide a credit card when making your hotel reservation. Your credit card will not be charged unless you are a no-show and fail to cancel your reservation.

When making your reservation, please specify that you are part of the Dot Trade Show Distributor Block. (If you require a second guest room, request the negotiated Dot Trade Show rate of $132 per night plus tax.)

Hotel Reservations after April 7
If you register after April 7 we can no longer guarantee accommodations at the Renaissance Grand Hotel. Customers may book a reservation at another downtown St. Louis hotel of their choice and Dot will reimburse for one (1) hotel room up to $132 + taxes per night for two (2) nights. Please communicate with Lindsey Harrison (lindsey.harrison@dotfoods.com) if you have questions about lodging.

You have two options for travel:

Flying
All airfare must be booked through Liz Little of Town & Country Travel.

Liz Little
Town & Country Travel
800-373-2649
liz@tctravelil.com

Dot will reimburse airfare for one round trip ticket per distributor.*

By completing the travel section of the registration website, your travel arrangements will be made by Liz Little of Town & Country Travel. The information you enter online will be sent electronically to Liz, who will contact you within two weeks with flight options. If you wish to extend your stay, she can provide rates for hotel stays and car rentals. Group discounts are available through Town & Country Travel for American Airline and Delta flights.

Driving
Dot will reimburse round trip mileage at $0.54 per mile.

Mileage will be calculated based on the distance from your company’s mailing address to the Renaissance Grand Hotel.

NOTE: Dot must limit customer attendance to 550 distributors. All airline tickets must be purchased by April 7, to be eligible for full reimbursement. If you do not attend the Trade Show, no reimbursement will be given.

*Travel after April 7
If you register after April 7 Dot will reimburse airfare up to $500 and driving at $0.54/mile. Please communicate with Chelsea Stille (chelsea.stille@dotfoods.com) if you have questions about travel.

If you choose to extend your stay, learn about other St. Louis attractions at: http://explorestlouis.com/visit-explore/
Exhibitors

ACH Food Companies
Advance Pierre Foods
AFP Advanced Food Products
Allison’s Gourmet Kitchens
American Foods Group - Brands
American Licorice Company
Arcobasso Foods
Armour Eckrich
Arthur Schuman
Atlantic Mills Corp.
Azar Nut Company
B&G Foods
Bazooka Candy Brands
Beer Nuts
Best Maid Cookie
Brakebush
Burry
Butterball Farms
Calavo
Cardinal International
Cargill
Carla's Pasta
Cellucap
Chobani Greek Yogurt
ConAgra
Convenience Valet
Custom Culinary
Dannon
Darlington
David’s Cookies
Del Monte Foods
Deli Express
Dial Corporation
Discovery
Diversey
Dole Packaged Foods
Dr Pepper Snapple Group
Eddy Packing
Elizabeth Beverage
Farmland Foods
Flowers Foods Specialty Group
Ford Gum
French’s
Garden Protein
General Mills
Georgia-Pacific Professional
Ghirardelli Chocolate
Good Old Days Foods
Goya Foods
Handgards
Handi-foil of America
Heinz
Hoffmaster
Idahoan
Inteplast/Pitt Plastics
Inventure Foods
John B. Sanfilippo & Son
John Morrell
John Ritzenthaler Company
Johnson & Johnson
JTM Pies
Kellogg’s
Kikkoman
King’s Hawaiian Bakery
Kraft
Kronos Foods
Land ‘O Lakes
Libbey Glass
Living Essentials
Magic Seasoning Blends
Maple Leaf Foods
Mars Chocolate
Maruchan
McCain
Michael Foods
Mission Foods
Mondelēz
Moody Dunbar
Mrs. Fields
Mrs. T’s Pierogies
National Checking
Nestle Professional
Ocean Spray
PepsiCo
Perdue
Pinnacle Foods
Popcorn Indiana
Procter & Gamble
Reckitt Benckiser Professional
Reichel Foods
Rotella’s Italian Bakery
Rothbury Farms
Ruiz Food Products
Schwan’s
Seneca Foods
Simplot
Stratas Foods
Sugar Foods
Sweet Street
Tablecraft
Tampa Maid Seafood
Terminix
Tetley USA
The Clorox Company
Trade Winds Foods
Tres Picosos
TW Garber Food Company
Tyson
Ultra-Thin
Unilever Food Solutions
Upstate Niagara Cooperative
Warren Distribution
Welch Foods
Wolferman’s
Wrigley’s

Dot Booths
Dot Automated Transactions
Dot Commodities
Dot Customer Service
and Development
Dot Disposables and Chemicals
Dot Equipment and Supplies
Dot Expressway
Dot International Vendors
Dot Meat and Seafood
Dot on Demand
Savor Brands

Our Show Specials Make our Show Special!

- **ALL INDEPENDENT** foodservice distributors, which are not members of a foodservice buying group, retail wholesalers, all C-Store distributors, and all E&S dealers are eligible for every show special available.
- **ALL FOODSERVICE** buying group distributors will receive show specials available, from approximately 40 manufacturers. A list of those manufacturers will be provided closer to show date!
- **ORDERING WILL BE OPEN** on the show floor and for one week after show. Distributors must attend show to receive the show specials.

Get Your Show Specials on the Dot Expressway!

Take advantage of our great show allowances at Innovations 2014 using the familiar technology of the Dot Expressway! Allowances can be viewed on the Expressway—the most viewed site in foodservice—where you’ll be able to view, and download allowances to Excel prior to the show.

More details will be available in Mid-March. Please contact your Dot District Sales Manager or Dot Sales Representative with questions.
Attendees can choose up to two seminars to attend. All seminars will be held at the America’s Center.

**MAKE THE RIGHT CALL WITH ACTIVITY BASED PURCHASING**
Knowing what to buy and when to buy it is a difficult task, and your buyers may be forced to make impulse decisions on a daily basis. Give your buyers the tools they need to make decisions based on the returns they’ll make instead of a whim. We can help you take the guesswork out of replenishment!

**MANAGING HEALTHCARE BENEFITS IN A CHANGING WORLD**
We’ve heard and seen a lot recently about all the changes to healthcare with the Affordable Healthcare Act (ACA) and other regulations. Managing growing costs, while continuing to provide an important employee benefit, is a huge challenge for many employers. We will discuss the primary components of regulatory change impacting healthcare and the key strategies Dot is responding with.

**CLIMB ABOARD THE DOT EXPRESSWAY®**
Our newly redesigned Dot Expressway puts the products your customers want right at your fingertips. The new search features make finding what you need easier than ever. In this seminar you’ll view a live demonstration of the capabilities of the Dot Expressway and how it can work for you. You’ll also preview the next phase of Expressway enhancements.

**DOT IMPORTS: CARRY THE FLAVORS OF THE WORLD**
Providing customers with the international flavors they crave is big business. With Dot Foods Imports, you’ll broaden your offering while becoming more valuable to current and potential customers. Learn about market trends, our competitive import advantage and some of our key items in this seminar.

**DOT ON DEMAND: CONNECTING YOUR SALES FORCE**
Is your product offering large enough to meet your customers’ needs and put your sales organization in position to say yes? Empower your sales team with Dot on Demand. Leverage our 100,000 items as your own. Put your company in the best position to meet the demand of your customers and keep your competition out. We’ll present how to drive sales, service and profits by connecting your sales organization to the Dot Expressway through Dot on Demand.

“Great seminars, great show info, great parties. I haven’t missed a show in five years!”
- Larry Venarchik, Landes Bros.
Dot’s show is always a hit with our company because we get to meet the people we interact with!

- Tom Brown, Church Point Wholesale

CUSTOMER SERVICE AS A COMPETITIVE ADVANTAGE

Your customer service department operates on the front lines of your business, solving problems and serving as the main point of contact for your customers. We will review some of the training processes, best practices and possible structure options that can put your company in the best position to deliver the highest level of service possible.

THE RIGHT PEOPLE, THE RIGHT JOB

Recruiting, hiring and retaining talented people can be one of the greatest obstacles to success. Attracting candidates is important, but finding the right fit for the job is vital to maintaining an engaged workforce. In this presentation, we’ll share a few basic fundamentals and best practices of recruiting and hiring for growing companies.

Giving Back

You’re a part of something special while attending Innovations 2014! After the dust settles on the trade show floor, truckloads of remaining product are gathered and donated to St. Patrick Center, one of Missouri’s largest providers of housing, employment and health opportunities for people who are homeless or at risk of becoming homeless.

“" It was a great opportunity for us to learn more about the breadth of product offered.""

- Judy Mann, A&H Quality Foods

Friday, May 9

General Session
8:15am - 9:30am

Please attend our general session before the show!

THE INNOVATIONS INDUSTRY UPDATE

Presenter: John Tracy, CEO of Dot Foods

One of the most challenging dynamics of any business is recognizing changes on the horizon. In the businesses we operate, reacting to change typically means being too late. Since none of us know the future, we must rely upon our current position and industry trends to anticipate change and meet customer needs.

Join us for our general session as Dot Foods CEO John Tracy provides an industry update covering current trends that can help you be proactive in a competitive marketplace.
Fun in the Sun
A Live Concert by
Sheryl Crow

Thursday, May 8, 8:30 p.m.

With nine Grammy Awards—in 32 nominations—and more than 50 million albums sold worldwide, Sheryl Crow is a music icon, and she’s coming to Innovations 2014! Throughout her career, Crow has had 17 songs charted in the Billboard Hot 100. From the playful notes of “All I Wanna Do”, to the warm sound of “Soak up the Sun,” Crow will have you singing the night away at Innovations 2014.

Early Bird Registration

REGISTER BY FEBRUARY 28TH FOR A CHANCE TO WIN A MEET AND GREET WITH SHERYL CROW!

Now’s the time to register for Innovations 2014! There’s only so much room, so we encourage you to climb aboard as soon as possible. Early Bird registration ends February 28, so a prompt response is necessary. For more registration information, please visit the Innovations 2014 website at: www.DotTradeShow.com

Concert venue:

www.thepageant.com

*Dot will provide continuous shuttle bus transportation to and from the concert.

For more information on the band, see www.sherylcrow.com