



Discover the World

April 8, 2008

To Our Trade Partners

RE: Trade Day/Elsie Awards

We cordially invite you to this year's Trade Day/Elsie Awards event which will take place on **Wednesday, June 18, 2008**, at the Metro Toronto Convention Centre, Room 701, 255 Front Street West, Toronto. The theme for the event is "Living the Brand Together". A preliminary agenda is attached for your information.

We have an exciting day planned and we look forward to your participation in the workshop discussions. This year we will be rotating the workshops, so that all attendees may participate in each session, with the exception of the Product Flow workshop. The Product Flow workshop will be divided into two specific business units, General List and *VINTAGES*. Please indicate on your registration form which of these two sessions you would like to attend. Please note that you may only select one Product Flow workshop.

Attached please find a registration form. To register, please send your completed form and cheque to Gisella Chung at the address indicated on the form.

We look forward to welcoming you at the Metro Toronto Convention Centre on June 18th.

Sincerely,

Michael Riley

Attachments (2)

c.c. Planning Team Members



# Trade Day 2008

Metro Toronto Convention Centre – South Building, Room 701  
June 18, 2008

## *Living the Brand Together*

### AGENDA

- |                         |  |
|-------------------------|--|
| 8:30 a.m. - 8:55 a.m.   | Registration & Coffee – Room 701 Foyer |
| 9:00 a.m. - 9:15 a.m.   | A.M. Welcome & Introductory Remarks    |
| 9:15 a.m. - 10:30 a.m.  | LCBO 5-Year Plan                       |
| 10:30 a.m. - 10:45 a.m. | Coffee Break                           |
| 10:45 a.m. – 12:00 p.m. | Customer of the Future Presentation    |
| 12:00 p.m. - 1:00 p.m.  | Lunch                                  |
| 1:00 p.m. - 2:00 p.m.   | Break-out Session (A*, B**, or C***)   |
| 2:00 p.m. - 2:15 p.m.   | Break (Make way to breakout sessions)  |
| 2:15 p.m. – 3:15 p.m.   | Breakout Session (A*, B**, or C***)    |
| 3:15 p.m. - 3:30 p.m.   | Break (Make way to breakout sessions)  |
| 3:30 p.m. – 4:30 p.m.   | Breakout Session (A*, B**, or C***)    |
| 4:30 p.m. - 5:30 p.m.   | Cocktail Reception                     |
| 5:30 p.m. - 6:30 p.m.   | Dinner                                 |
| 6:30 p.m. - 9:00 p.m.   | ELSIE Awards Presentation              |

*Dress: Business Casual*

\*Breakout Session A – Product Flow (General List or VINTAGES)

\*\*Breakout Session B – Profiled Product Grouping – Evolution of Core

\*\*\*Breakout Session C- Product Decision Process at Retail



**Trade Day 2008**  
*LIVING THE BRAND TOGETHER!*  
**June 18, 2008**

**REGISTRATION FORM**

WORKSHOPS, DINNER & AWARDS PRESENTATION

NAME: \_\_\_\_\_  
TITLE: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
POSTAL CODE: \_\_\_\_\_  
TELEPHONE #: \_\_\_\_\_  
E-MAIL ADDRESS: \_\_\_\_\_

PLEASE SELECT ONE OF THE WORKSHOPS BELOW YOU WISH TO ATTEND:

PRODUCT FLOW - GENERAL LIST                       PRODUCT FLOW - VINTAGES

PLEASE COMPLETE A SEPARATE REGISTRATION FORM FOR EACH PERSON ATTENDING FROM YOUR COMPANY. Application serves as your invoice. Payment must accompany application in order to secure a spot. Payment not received with your application form could result in loss of registration. Seating is limited. Your registration will be confirmed in writing.

**REGISTRATION INFORMATION**

Cost Per Person: **\$175**

Payment must be received no later than **April 28, 2008**.

Make cheque payable to: **LCBO "Trade Day"**

Mail to:            **Gisella Chung**  
                      **LCBO Special Events**  
                      **Department 903**  
                      **55 Lakeshore Blvd. East**  
                      **Toronto, Ontario**  
                      **M5E 1A4**

For further information, contact Gisella Chung at: [gisella.chung@lcbo.com](mailto:gisella.chung@lcbo.com) or (416) 365-5719.