

# food demand<sup>®</sup>

## CONFERENCE | MARCH 19-20, 2018



**Mobile ordering and delivery  
is reshaping foodservice.  
Get on board and  
attend the most important  
conference of the year!**

**Produced by Food On Demand News and  
Restaurant Finance Monitor**

### **ATTEND THIS IMPORTANT EVENT AND YOU'LL LEARN TO:**

- Drive profitable delivery sales
- Maintain brand standards with third-party delivery
- Navigate financial and legal hurdles
- Leverage customer data to attract & retain customers
- Cut costs on packaging, technology, delivery options
- Integrate delivery with existing POS and kitchen design
- Discover the latest in mobile ordering technology
- Network with national delivery services and top operators

*Join us March 19-20, 2018 at the brand new*  
**RENAISSANCE DALLAS AT PLANO LEGACY WEST**

**REGISTER AT 800-528-3296 OR [WWW.FOODONDEMANDNEWS.COM](http://WWW.FOODONDEMANDNEWS.COM)**

# food ndemand™

## CONFERENCE | MARCH 19-20, 2018

The **Food On Demand Conference** brings together foodservice's key players and experts in mobile ordering, internal and third-party meal delivery, prepared meals, packaging, and robotics and drone technology to share strategies for increasing efficiency and adding incremental sales.

Attendees will gain vital market and operating insights by attending high-level workshops covering a wide variety of food delivery topics. Presenters also will provide proprietary surveys to help guide attendees, no matter what their food delivery niche is. This is actionable information that attendees can immediately apply to their businesses.

The **Food On Demand Conference** is the only conference solely dedicated to the mobile ordering and third-party delivery market in foodservice. The content you'll receive and contacts you will make from this conference are best in class. Panelists include industry heavy-hitters.

### Who Should Attend?

Restaurant owners, C-Store and grocery operators, meal-kit providers, catering, corporate feeders and tech-to-go companies. Senior management specializing in marketing, procurement, finance, operations, technology and IT from these companies will benefit by attending. Also invited to attend are delivery providers, packaging companies and technology providers.

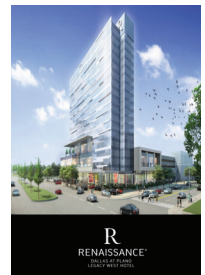
**About Food On Demand News:** FOD publishes information and news at the intersection of Food, Technology & Mobility. We cover business topics such as meal delivery, prepared meals in supermarkets, food trucks, subscription meal kits, institutional dining, plus the industries that support all these different businesses, from packaging to technology, legal matters to financial issues.

In addition to a monthly e-newsletter, we maintain an online blog, host webinars and produce an annual conference. All of this is designed to bring together key players in the industry and promote education, growth and deals from within the community.

The Food On Demand team has 30 years of experience hosting successful events. We have built long-term relationships with restaurant operators, technology companies and industry experts from all over the country. We specialize in putting together events that educate our attendees, plus help to facilitate our sponsors in generating business at the events.

### Conference Hotel

The conference will be held at the Renaissance Dallas at Plano Legacy West Hotel, 6007 Legacy Drive, Plano, TX 75024. The conference rate is \$199 per night, and is valid until March 5, 2018, or when the room block is full.



To reserve a room at the Renaissance Hotel: call **800-468-3571**. The Renaissance is a Marriott property.

## SPONSORED BY





## FOOD ON DEMAND AGENDA-AT-A-GLANCE

### KEYNOTE SPEAKER



**Tony Xu**  
**CEO and Co-Founder, DoorDash**

Prior to co-founding DoorDash, CEO Tony Xu worked in product at Square and led special projects for the CEO and CFO at eBay. He began his career at McKinsey and Company. He has a bachelor of science degree with high honors in industrial engineering and operations research from UC Berkeley and an MBA from Stanford Graduate School of Business, where he was an Arjay Miller Scholar. His company, DoorDash delivers restaurant meals in 300-plus cities via 75,000 "dashers," the term coined for their delivery drivers.

### CONFERENCE TOPICS

#### **State of the Foodservice Delivery Market**

Food On Demand editors Tom Kaiser and Nick Upton have done a deep-dive into this subject matter for the past 18 months; here's a download of what they've seen, reported on and where they think the industry is going.

#### **C-Store, Grocery and Meal Kits**

On-demand delivery is changing the game for convenience stores and legacy grocery operators, as meal kits, big-box stores and retailers rush to deliver their goods direct to consumers. Here's what you need to know about this new phenom.

#### **The Autonomous Solution**

Delivery robots are already roaming the streets in test cities. Here's how delivery providers and retailers can capitalize on advancements in robot and drone technology. Panel features Starship Robot and Vikrum Aiyer, Postmates' head of strategic communications and automation and a former Obama top aid.

#### **The Consumer Says...Exclusive Third-Party Delivery Survey**

New results from a study of top delivery services offers detailed information on how providers in this fast-growing industry are viewed by consumers.

#### **Legal/Liability/Finance Landmines**

Learn about all the potential pitfalls from meal delivery and what you can do to protect you brand....and your pocketbook.

#### **Case Studies from Successful Delivery Operations**

A panel of restaurant operators succeeding at the delivery game will give first-hand experience with delivery, and share strategies for increasing efficiencies and avoiding costly mistakes.

#### **Data Download**

Find out the latest facts and figures driving the FOD industry, from third-party delivery providers to surveys to research and how you can use all this data to your advantage to increase sales.

#### **Unwrapping Packaging**

Packaging for delivery is essential. Find out the innovations being made in this industry so that the food coming out of your kitchen can arrive at the right temp and still be Instagram-worthy.

#### **The Right Third-Party Delivery Service Can Increase Revenue and Demand**

What do restaurant brands need to know about implementing a third-party delivery service, rather than in house, and how can restaurants drive sustainable growth through these new channels.

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# Registration Form

## FOOD ON DEMAND

2808 Anthony Lane South  
Minneapolis, MN 55418  
Phone: (612) 767-3200  
Fax: (612) 767-3230  
E-mail: info@foodondemandnews.com

**2018 Registration Information:  
www.foodondemandnews.com**

Fax back or scan & email

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell Number \_\_\_\_\_

E-mail: \_\_\_\_\_

(Required for pre-conference updates and to receive preliminary agenda.)

Do not share my e-mail

Check here if you are a restaurant operator.

Concept(s) \_\_\_\_\_

### **REGISTRATION FEES:**

**Registration fee is \$595 per person if you register by March 9, 2018. Registrations received after March 9, 2018, are \$695 per person. Fed I.D. 41-1649668**

Charge my American Express/MasterCard/VISA/Discover

Please register me and send an invoice.

Number \_\_\_\_\_ Exp \_\_\_\_\_

Name of cardholder (if different from above) \_\_\_\_\_

Signature of cardholder \_\_\_\_\_

Card billing address (if different from above) \_\_\_\_\_ 3 or 4-digit security code \_\_\_\_\_

Only registered attendees will be admitted to the conference sessions, private meeting rooms, meal functions and receptions. No one will be admitted to any conference session without proper registration credentials. Credentials are not transferable without permission.