

food demand[®]

CONFERENCE | MARCH 19-20, 2018



Mobile ordering and delivery is reshaping foodservice. Get a jump on the future, attend the most important conference of the year!

Produced by Food On Demand and Restaurant Finance Monitor

BY ATTENDING THIS IMPORTANT EVENT, YOU'LL LEARN TO:

- Drive profitable delivery sales
- Maintain brand standards with third-party delivery
- Navigate financial, legal and operational hurdles
- Leverage customer data to attract & retain customers
- Cut costs on packaging, technology and 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

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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.

Panelists include industry heavy-hitters, such as:



Vikrum Ayer, Postmates, **Stan Chia**, Grubhub, **Lyn Dyer**, Foodservice Packaging Institute, **Bowie Cheung**, UberEverything

Presenting Ted-style talks will be:

Bonnie Riggs, analyst with The NPD Group; Jayson Tipp of Bridg; Charlie Morrison, CEO of Wingstop; Snagajob; John Nicolopoulos, partner, Assurance Services RSM

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.

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 restaurant 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 which 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 Renaissance Dallas at Plano Legacy West Hotel, 6007 Legacy Drive, Plano, TX 75024. Conference rate of \$199 per night 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.



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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 will download their deep-dive into this subject matter from the past 18 months, reporting on what they've seen, written about and where they think the industry is going.

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

Results from a cutting-edge study of top delivery services offers detailed info on how providers in this fast-growing industry are viewed by consumers.

Panel: FOD's Nick Upton, Lisa van Kesteren, CEO of SeeLevel, Bowie Cheung, head of regional operations of UberEverything

Legal/Liability/Finance Landmines

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

Panel: FOD's Laura Michaels; Allan Hickok, Boston Consulting Group; Matt Tucker, COO of OLO; and Ryan Palmer, principal at Gray Plant Mooty

Case Studies from Successful Delivery Operators

Is anyone making money? Our expert will analyze the numbers as top operators share their first-hand experience with delivery and strategies for increasing efficiencies and avoiding costly mistakes.

Panel: Dennis Monroe chairman of Monroe Moxness Berg; Laura Rae Dickey, CEO of Dickey's BBQ; and Mark Hardison, VP of Marketing at El Pollo Loco

Data Download

Get the latest facts and figures driving the FOD industry, from surveys and research, plus how you can use all this data to your advantage to increase sales.

Panel: Fred LeFranc, CEO, Results Thru Strategy; Mike Wior of Omnivore, Papa Murphy's

Unwrapping Packaging

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

Panel: FOD's Tom Kaiser, Lynn Dyer, president of Foodservice Packaging Institute, Anchor Packaging and Dave Coltrin of Denny's

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.

Registration Form

FOOD ON DEMAND

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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

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Please register me and send an invoice.

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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.