

2014  
 RECAP

# CONSUMER CONFERENCE

## Highlights

- Over 300 attendees, including more than 120 top caliber consumer, food & beverage investors, executives, business owners and industry experts
- 32 presenting companies
- Theme: using social media and the direct-to-consumer channel to grow your consumer business
- Event included a mix of company presentations, dynamic speakers, panelists, cocktails, networking and over 100 1x1 meetings held

## Dynamic Speakers and Content



Gary Vaynerchuk,  
*Social Media Expert,*  
*Featured Keynote Speaker*



Dick Costolo,  
*CEO of Twitter,*  
*Featured at V.I.P. Dinner*

## Select Companies in Attendance

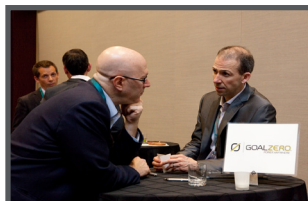
2x Consumer Products Growth Partners | Akoya Capital | Altamont Capital Partners | Alvarez & Marsal Capital Partners | American Capital (Buyouts) | Arbor Private Investment Company Arlon Group | Audax Group | Bertram Capital Brentwood Associates | Cacique | Calera Capital Caltius | Castle Harlan | CDIB Capital Centerview Capital | Centre Partners Management Charlesbank Capital Partners | Chef'n | CIC Partners CITIC Capital Partners | Clarion Capital Partners ClearLight Partners | Clorox Company Compass Group | Coremix Capital | Corinthian Capital Group | Crimson Investment | Dang Foods Diamond Foods | Encore Consumer Capital Evergreen Pacific Partners | Freeman Spogli Friedman Fleischer & Lowe | Frontenac Company Genero Capital Partners | Glenbrook Consumer Partners | Global Leveraged Capital | Gryphon Investors | Guard Hill Holdings | HGGC Highland Consumer Fund | Horizon Holdings Hosen Capital | Insignia Capital Group | IFP J.H. Whitney & Co. | J.M. Huber Corporation Kagome | Kainos Capital | Kate Farms | KKR LaSalle Capital | Levine Leichtman Capital Partners Lincolnshire | Madison Dearborn Partners Main Street Capital Holdings | Mainsail Partners | Maranon Capital | Mercer Foods Mistral Equity Partners | Mitsubishi Corporation Moelis Capital Partner | Moxie Capital NGEN Partners | North Castle Partners Norwest Venture Partners | Olympus Partners Palladium Equity Partners | Pastry Smart Pop! Gourmet Popcorn | PSP Capital Partners Quilvest Private Equity | RAF Industries Raptor Consumer Partners | Raymond James Capital | RLJ Equity Partners | Roch Capital San Francisco Equity Partners | Sentinel Capital Partners | Shamrock Capital Advisors Sheridan Legacy Group | Spanos BarberJesse&Co. Star Avenue capital | Sterling Investment Partners SunTx Capital Partners | Sverica International Swander Pace Capital | TA Associates Tengram Capital Partners | TH Food The Riverside Company | Toyota Tsusho America Transom Capital Group | TreeHouse Foods Trilantic Capital Partners | TSG Consumer Partners | Valor Equity Partners | Ventura Foods | VMG Partners | Weston Presidio Wicks Group | Windjammer Capital Investors



Company Presentations



Innovation in  
 Marketing Panel



Networking Reception



## Pre-Conference Events
































### V.I.P. Dinner:

- Featured remarks by Dick Costolo, CEO of Twitter
- Cocktails and networking, followed by private dinner
- Approximately 100 dinner attendees including presenting company executives and event sponsors

### Cocktail Networking Event:

- Attendees included private equity investors, consumer business executives and guests arriving upon conclusion of dinner

## Schedule of Events

Registration and Breakfast		
Opening Remarks		
 Presentation		
Panel Session: Innovation in Marketing		
Morning Break		
<u>Household and Gifts Presentation</u>   GENERATION BRANDS	<u>Healthy Snacks Presentation</u>   	<u>Active Lifestyle Presentation</u>   
Mid-Morning Break		
<u>Direct-to-Consumer Presentation</u>    	<u>Convenience Sweets &amp; Spirits Presentation</u>   	<u>Active Lifestyle II Presentation</u>   
Lunch and Keynote Speaker: Gary Vaynerchuk		
Afternoon Break		
<u>Brand Service Presentation</u>    	<u>Premium / Artisan Brands Presentation</u>   SPLENDID ICE CREAMS  	<u>Better For You &amp; Ethnic Foods Presentation</u>    
Late Afternoon Networking Reception		

Note: Attendees at the networking reception received a gift bag featuring products and information from our presenting companies