

# CONSUMER CONFERENCE

2017 RECAP

## HIGHLIGHTS

- Over 350 attendees, including prominent consumer, food & beverage and retail investors, executives, business owners and industry experts
- 41 presenting private companies
- Theme: using digital marketing and social media to drive brand awareness and consumer engagement
- Event included a mix of company presentations, dynamic keynote speakers, networking reception and 200 1x1 meetings

## DYNAMIC SPEAKERS & CONTENT



**JEREMY GUTSCHE**

Chief Executive Officer of TrendHunter.com, award-winning innovator, management consultant and *New York Times* bestselling author of *Better and Faster*



**BONIN BOUGH**

Host of *The Cleveland Hustles* and former Chief Media and eCommerce Officer at Mondelēz International

**SELECTED REGISTERED COMPANIES:** 1894 Capital | 2x Consumer Products Growth Partners | A&M Capital Partners | Alliance Consumer Growth | Altamont Capital Partners | Arbor investments | AUA Private Equity Partners | Audax Group | B&G Foods | Bertram Capital Management | Blueberry Ventures | Brentwood Associates | Caltius Partners | Campbell Soup Company | Canum Capital Partners | Capitala Group | Castanea Partners | CAVU Venture Partners | CDIB Capital | CenterOak Partners | Centre Partners | Champlain Capital Partners | CircleUp | Clairvest Group | Clarion Capital Partners | Compass Group | Comvest Investment Partners | Corbel Capital Partners | Crimson Investment | Eagle Merchant Partners | EBOOST | EcoVessel | Endeavour Capital | FFL Partners | Fields Texas | Finn Capital Partners | Firelight Capital | Freeman Spogli & Co. | Fundamental Capital | Generation Equity Capital | Geneva Glen Capital | Gladstone Capital Corporation | Goodwater Capital | Grand Crossing Capital | Greenhouse Capital Partners | Grey Mountain Partners | Greyrock Capital Group | Gryphon Investors | Guard Hill Holdings | H.I.G. Capital | Hayden Creek Capital | Highlander Partners | Highridge Provender | Hilco Global | Honest Tea | Hummingbird Brands | Innovate Partners | Insignia Capital | Invest Consumer Partners | J.H. Whitney & Co. | J.W. Childs Associates | JTM Foods | Kainos Capital | Kellogg's | Kernel Season's | Kerry | KOSE Corporation | Kronos Foods Corp. | L. Catterton | LaSalle Capital | Lee Equity Partners | Levine Leichtman Capital Partners | Lifeactory | LightBay Capital | Main Post Partners | Marubeni America Corporation | Metropoulos & Co. | MidOcean Partners | Mill City Capital | NatureBox | NexPhase Capital | NGEN Partners | Norwest Equity Partners | Nutraceutical Corporation | Oak Hill Capital Partners | Oaktree Capital Management | Pacific Market International | Palladin Consumer Retail Group | Prairie Capital | Pulmuone | PWP Growth Equity | QTrade Teas & Herbs | Renewal Funds | Riata Capital Group | RLJ Equity Partners | San Francisco Equity Partners | Sentinel Capital Partners | Sequel Holdings | Shamrock Capital Advisors | Sheridan Capital Partners | Silas Capital | Simon Equity Partners | Snow Phipps Group | Solace Capital Partners | Spanos Barber Jesse & Co. | Starbucks | Stone Arch Capital | Stripes Group | Summit Partners | Sun Capital Partners | Svoboda Capital Partners | Swander Pace Capital | T. Marzetti Company | TA Associates | Tengram Capital Partners | The Baupost Group | The Beekman Group | The Clorox Company | The Invus Group | The Jordan Company | The Riverside Company | The Stephens Group | Thomas H. Lee Partners | Touchdown Ventures | TPG Growth | Trail Post Ventures | Transom Capital Group | TreeHouse Foods | Tresalia Capital | Trilantic Capital Partners | Tristar Products | TSG Consumer Partners | Upnorth Investments | Vestar Capital Partners | VMG Partners | Webster Capital | Westin Capital Group | Women's Marketing | York Capital Management | Zenfinity Capital



**COMPANY PRESENTATIONS**



**NETWORKING RECEPTION**



**1 X 1 MEETINGS**

## SPONSORS

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**PERKINS COIE**  
COUNSEL TO GREAT COMPANIES

The Burbank Hafeli Schiller Group  
Morgan Stanley Private Wealth Management

**RSM**

## PRE-CONFERENCE EVENTS

### PRESENTER'S DINNER:

- Featured remarks by Seth Goldman, Co-Founder and TeaEO Emeritus, Honest Tea
- Cocktails and networking, followed by private dinner
- Approximately 100 dinner attendees, including presenting company executives and event sponsors

### COCKTAIL NETWORKING EVENT:

- All attendees celebrated the beginning of Lincoln's 2017 Consumer Conference with cocktails, hors d'oeuvres and networking.

## CONSUMER CONFERENCE SCHEDULE OF EVENTS

REGISTRATION & BREAKFAST		
OPENING REMARKS		
MORNING KEYNOTE SPEAKER: JEREMY GUTSCHE		
REFRESHMENT BREAK		
HIGH GROWTH FOOD BRANDS	DIRECT-TO-CONSUMER	CONSUMER GOODS
   	   <p>www.PelicanWater.com</p>  	   
REFRESHMENT BREAK		
HEALTHY LIVING	MEAL DELIVERY & DINING OUT	ACTIVE LIVING & PERSONAL CARE
   	   	 
LUNCH & AFTERNOON KEYNOTE SPEAKER: BONIN BOUGH		
REFRESHMENT BREAK		
SPECIALTY & ETHNIC FOOD	APPAREL	FASHION & ACCESSORIES
   	    	    
COCKTAILS AND NETWORKING RECEPTION		