



rpa®

Retail Packaging Association



THE **POWER** OF **PACKAGING**

FEBRUARY 17-19, 2017
THE MIRAGE
LAS VEGAS, NEVADA





JOIN US FOR **THE EVENT** IN THE WORLD OF **RETAIL PACKAGING**



RPA's Annual Conference & Showcase is THE event to attend if you do business in the world of retail packaging. Last year's Showcase featured more than 50 suppliers and if you are a professional involved in the production and distribution of retail packaging products including boxes, bows, bags, tissue, wrapping paper, tape, and more, this annual event is a **MUST ATTEND!** Join the best in the retail packaging business for three days full of educational offerings, networking opportunities and a packed Exhibition Showcase. Find out more at retailpackaging.org!

SCHEDULE

THURSDAY, FEBRUARY 16

Early Arrivals

FRIDAY, FEBRUARY 17

8:00 am – 6:30 pm

RPA Registration Desk Open
Registration Desk 1

8:00 am – 4:00 pm

Showcase Exhibitors Move In
Grand Ballroom AFGH

2:15 pm – 3:15 pm

RPA Fish Bowl – Member Q&A Session
Grand Ballroom BCDE

3:30 pm – 5:00 pm

Opening Remarks & Branding Session
Michael Houlihan and Bonnie Harvey,
Founders of Barefoot Wine
Grand Ballroom BCDE

6:00 pm – 7:00 pm

Welcome Cocktail Reception
Bermuda AB

SATURDAY, FEBRUARY 18

7:30 am – 6:00 pm

RPA Registration Desk Open
Registration Desk 1

7:30 am – 9:00 am

Continental Breakfast
Grand Ballroom BCDE

8:00 am – 9:00 am

New Product Presentations
Grand Ballroom BCDE

9:00 am – 12:00 pm

Showcase Exhibit Hall Open
(New Product Voting until 11:00 am)
Grand Ballroom AFGH

12:00 pm – 1:30 pm

Luncheon & Annual Awards Presentations
Grand Ballroom BCDE

1:30 pm – 5:00 pm

Showcase Exhibit Hall Open
Grand Ballroom AFGH

6:00 pm – 7:30 pm

Networking Reception
Bermuda AB

SUNDAY, FEBRUARY 19

8:00 am – 3:00 pm

RPA Registration Desk Open
Registration Desk 1

8:30 am – 10:00 am

Continental Breakfast
Grand Ballroom BCDE

9:00 am – 10:00 am

The Future of Color and Retail Packaging
Laurie Pressman, Vice-President of the
Pantone Color Institute
Grand Ballroom BCDE

10:00 am – 2:00 pm

Showcase Exhibit Hall Open
Grand Ballroom AFGH

2:00 pm – 6:00 pm

Showcase Exhibits Dismantle
Grand Ballroom AFGH

2:00 pm – 3:30 pm

Board of Directors Meeting
Trinidad A



EDUCATION

SEE
BACK PANEL
FOR ROOM
RATES

LIVE THE LIFE IN VEGAS!

EVEN "BAREFOOT" HAD TO DRESS FOR SUCCESS

Friday, February 17 | 3:30 pm – 5:00 pm

Michael Houlihan and Bonnie Harvey, Barefoot Wine Founders and New York Times Bestselling Authors of "The Barefoot Spirit"

Grand Ballroom BCDE

Starting the world's largest wine brand in a laundry room with no money and no knowledge of the industry, Michael and Bonnie felt compelled to ask a lot of questions. They talked with people at every level of wholesale and retail about logos, packaging, color, and signage. They discovered what worked and what didn't from those who actually handled their product, from production line workers to truckers to warehouse people to store clerks – and, finally, to their end-users. Their disruptive and iconic package is testament to their commitment to solving problems throughout the distribution channel. Learn their entertaining and enlightening stories which are wrapped around valuable insights and practical tools you can take home and apply to your business.

Michael & Bonnie are the Founders of Barefoot Wine, America's #1 Wine Brand. They are also *New York Times* Bestselling Business Authors of *The Barefoot Spirit: How Hardship Hustle & Heart Build America's #1 Wine Brand* and authors of *The Entrepreneurial Culture: 23 Ways to Engage and Empower Your People*. They are thought leaders in entrepreneurship and share their innovative approach to business as dynamic consultants, authors, speakers, and corporate trainers.



THE FUTURE OF COLOR AND RETAIL PACKAGING

Laurie Pressman, Vice-President of the Pantone Color Institute

Sunday, February 19 | 9:00 am – 10:00 am

Grand Ballroom BCDE

More than ever, we live in a design-obsessed culture where consumers look to color as a form of expression. The result: color is at the forefront and the symbiotic relationship between color thinking and design is strengthening. During this session, Laurie Pressman, Vice-President of the Pantone Color Institute, will address macro color trend directions for 2018 and the impact color will have on the retail packaging industry. Learn more about color trend direction by color family, color psychology and how you can leverage the power of color to engage and create strong emotional connections with your target audience, enhance brand positioning and increase sales revenue. Presentation is followed by a Q&A with the speaker.

Laurie Pressman is Vice President of the Pantone Color Institute, where in addition to managing a global consortium of color and trend experts, she works directly with leading brands around the world on their color selections. With 20 years of experience in product development and merchandising, Laurie recognizes color's power as a communication tool, and as an intrinsic part of people's immediate visual experience, as well as its significant effects in space design, consumer purchasing decisions and effective brand management. Laurie is also involved in the development of Pantone's color research and color trend forecasting products and sits on the Home Products Board at FIT (Fashion Institute of Technology) and the Fashion Advisory Board at SCAD (Savannah College of Art and Design).



The first mega resort ever to grace the Strip, The Mirage has transformed the modern Las Vegas experience. A Four Diamond award-winner, each of the 3,044 hotel rooms is impeccably outfitted to provide the complete luxury experience. The world-famous Mirage volcano sets the tone for guests to explore the wonders within. The aquarium, the towering atrium, Bare Pool Lounge, and five acres of pools, lagoons and waterfalls create a relaxing tropical atmosphere. Siegfried and Roy's Secret Garden and Dolphin Habitat brings visitors face-to-face with bottlenose dolphins and jungle cats, with available VIP tours, Trainer for a Day and Painting with the Dolphins experiences.

The Mirage features a worldly selection of fine and casual dining venues. From American dishes at STACK and BLT Burger, to contemporary Asian dining at Japonais and FIN, to Italian wines and cuisine at Portofino, Tom Colicchio's Heritage Steak and the all new The STILL which features craft beer and mouth-watering food. A premier entertainment destination, The Mirage plays host to the award-winning The Beatles™ LOVE™ by Cirque du Soleil®, a breathtaking tribute to one of the most influential bands in history. The music continues with Boyz II Men, the best-selling R&B group of all time. And for laughs, there's Aces of Comedy™, the funniest lineup on the Strip, and Terry Fator: The VOICE of Entertainment. Steps away from the casino is 170,000 square feet of flexible meeting rooms, boardrooms and convention space that can be customized to meet every want and need. As night falls, the energy rises. 1 OAK nightclub and Rhumbar each deliver a unique nightlife experience, but they all provide the sophistication and pure energy expected from Las Vegas nightlife.



REGISTER ONLINE AT RETAILPACKAGING.ORG

To register and pay online, visit www.retailpackaging.org. To pay by check, please complete and submit this form with payment to: RPA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403. Attendee registration forms must be received by Friday, January 6, 2017 to receive the \$135 early registration rate. Registrations received from January 7- February 1, 2017 are \$175 and all attendee registrations received after February 2, 2017 will be \$225. If you have any questions regarding your fee, contact Molly Alton Mullins at 410-940-6360 or mmullins@retailpackaging.org.

Please type or print the information below exactly as you would like it to appear on your badge and in the printed materials. Please submit one copy of this form for each attendee (photocopy for additional attendees) registering for RPA's 28th Annual Conference and Showcase.

REGISTER BY JANUARY 6, 2017 AND SAVE!

Please check: ☐ Distributor ☐ Manufacturer's Rep ☐ I am a first time attendee

Attendee Name _____ Badge Nickname _____

Title _____ Company Name _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____

Do you have any physical conditions requiring special assistance? ☐ Yes ☐ No If yes, please specify _____

Do you have any dietary restrictions? ☐ Yes ☐ No If yes, please specify _____

Spouse/Companion Name* _____ Badge Nickname _____

* Registered spouses/companions are welcome to attend any Conference activities; children are welcome to enjoy Las Vegas but not the business activities of the Conference.

Do you have any physical conditions requiring special assistance? ☐ Yes ☐ No If yes, please specify _____

Do you have any dietary restrictions? ☐ Yes ☐ No If yes, please specify _____

Event	Cost	Member	Spouse
Annual Membership Dues**	\$175	\$	
Early Attendee Registration (If paid by January 6, 2017)	\$135	\$	\$
Regular Attendee Registration (If paid between January 7, 2017 – February 1, 2017)	\$175	\$	\$
Late Registration Fee (After February 2, 2017)	\$225	\$	\$
Fees Due for Each Attendee		\$	\$
GRAND TOTAL DUE: \$			

** Please note all show attendees MUST be current RPA members. If you do not know your company's dues status, please contact Amy Luckado at 410-940-6459.



PAYMENT: Please make checks payable in U.S. dollars to the Retail Packaging Association (RPA) and mail to: RPA, 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300.



REGISTER ONLINE at www.retailpackaging.org.



QUESTIONS? If you have any questions regarding your registration or the Conference, contact Molly Alton Mullins at mmullins@retailpackaging.org or call 410-940-6360.



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MAKE YOUR HOTEL RESERVATIONS NOW!

Hotel registration is open for RPA's 2017 Conference & Showcase. A room block at The Mirage has been secured during the Conference at a rate of \$94 per night for Thursday, February 16, 2017 and Sunday, February 19, 2017; and a rate of \$184 for Friday, February 17, 2017 and Saturday, February 18, 2017. To secure your accommodations, contact general room reservations by calling 800-627-6667 or visit retailpackaging.org. **You will need the group code (RPA17A) to reserve your room at this discounted rate.** Please note this room block will SELL OUT and rooms must be secured by January 16, 2017.



2017 HOTEL ROOM RATES

Thursday, February 16 \$94
Friday, February 17 \$184
Saturday, February 18 \$184
Sunday, February 19 \$94

