

MEET THE BUYER™ PROGRAM

THE INDUSTRY'S MUST-ATTEND EVENTS

SIMPLE SOLUTIONS FOR
SUCCESSFUL BUSINESSES™

KPIs THAT MATTER TO YOU

20+ years of **business development, marketing and sales experience** with leading manufacturers, distributors, retailers, marketing agencies, and media companies.

15+ years of expertise working in regulated product environment with government agencies, chambers of commerce, not-for-profit organizations, consulting firms, lobbyists.

10+ years of **executive leadership** with multiple brands and in diverse markets such as Canada, USA, Europe - including Private Label Development & Management.

WHY PARTICIPATE ?

- Meet people from leading retail chains, import and distribution companies, wholesalers and brokerages.
- Benefit from this unique format saving you money and time, and opening doors to new markets and channels.
- Maximize the efficiency of your investment with guaranteed meetings with all participating buyers.
- Present in a dedicated space and have greater focus of buyers than at trade shows or even corporate offices.

HOW DOES IT WORK

- Fixed schedule of meetings with 30-50 top buyers in the category
- All preparation work and meeting execution by experienced RetailForce Business Development team
- Learning, networking and relationship-building opportunities for your team members
- Optional follow-up support including client head office meetings and presentations
- Extensive experience of our team combined with 3-5 days of intensive meeting schedule - resulting in actionable feedback, valuable connections and new business.

How can we help?

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