



## Agenda

### Sunday, February 27<sup>th</sup>

1:30 pm – 3:00 am

Wholesale Advisory Board Meeting  
**Batik B**

3:00 pm – 6:00 pm

Registration  
**Carpenter Ballroom**  
(formerly L'Entrecote)

6:30 pm – 8:00 pm

ABC Opening Reception  
**Dallas Cowboys Stadium**  
*Sponsored by: McCormick & Company, Inc.,  
CROSSMARK and The Procter & Gamble  
Company*

### Monday, February 28<sup>th</sup>

6:00 am – 8:00 am

Breakfast in Chairman's Club  
**Carpenter Ballroom**  
*Sponsored by: The Kellogg Company*

6:00 am – 7:00 pm

Registration  
**Carpenter Ballroom**

6:00 am – 7:00 pm

Chairman's Club  
**Carpenter Ballroom**

7:00 am – 5:30 pm

BCS Appointments  
**Hospitality Suites**

11:30 am – 1:30 pm

Lunch in Chairman's Club  
**Carpenter Ballroom**

4:00 pm – 7:00 pm

Afternoon Refreshments and Beverages in Chairman's Club  
**Carpenter Ballroom**  
*Sponsored by: The Hershey Company*

## **Tuesday, March 1<sup>st</sup>**

6:00 am – 8:00 am

Breakfast in Chairman's Club

**Carpenter Ballroom**

*Sponsored by: The Kellogg Company*

6:00 am – 7:00 pm

Registration

**Carpenter Ballroom**

6:00 am – 7:00 pm

Chairman's Club

**Carpenter Ballroom**

7:00 am – 5:30 pm

BCS Appointments

**Hospitality Suites**

11:30 am – 1:30 pm

Lunch in Chairman's Club

**Carpenter Ballroom**

4:00 pm – 7:00 pm

Afternoon Refreshments and Beverages in Chairman's Club

**Carpenter Ballroom**

*Sponsored by: The Hershey Company*

## **Wednesday, March 2<sup>nd</sup>**

6:00 am – 8:00 am

Breakfast in Chairman's Club

**Carpenter Ballroom**

6:00 am – 3:30 pm

Registration

**Carpenter Ballroom**

6:00 am – 3:30 pm

Chairman's Club

**Carpenter Ballroom**

7:00 am – 3:30 pm

BCS Appointments

**Hospitality Suites**

11:30 am – 1:30 pm

Lunch in Chairman's Club

**Carpenter Ballroom**