



Great escapes



Brought to you by:

 **PERFORMANCE**
FOODSERVICE - Florence

 **PERFORMANCE**
FOODSERVICE - Maryland

 **PERFORMANCE**
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 **PERFORMANCE**
FOODSERVICE - Virginia


Jamaica

SECRETS WILD ORCHID RESORT
AUGUST 17 - 20, 2017



Atlantic Coast Region 2017 Incentive Promotion

I am pleased to invite you to participate in our single largest promotional opportunity to drive sales in 2017. The Great Escapes promotion is designed to motivate customer and AM participation by awarding them with an all expenses paid trip for two to Secret's Wild Orchid, all-inclusive, adult only resort in Jamaica! Participate in the growth of our **Florence, Hickory, Maryland AND Virginia** OpCo's as we work together as a region to drive case sales throughout our 6 state reach.

This program is an innovative approach in our company and we are excited to be the first Performance Foodservice region to take your sales to new heights!

Here's how it works:

1. Sign up to participate in Great Escapes. The participation forms are attached and we will be contacting you to review your individual details soon. **Did I mention that based on your participation level, YOU can also join us on this trip??**
2. Submit an allowance per item for each of your items stocked at the 4 OpCo's.
3. Support the OpCo's efforts to grow your sales with POS, work-withs, GSM and district trainings, etc. Throughout the year, you will receive premium focus. Each OpCo will also publish a catalog of their actively stocked items in the promotion and work with you to promote your items using Meal Ticket.

The Great Escapes incentive merchandising concept is geared to drive cases and increase sales for the participating suppliers. In supporting this program, customers and reps are motivated to promote the supplier sponsors' products in a number of positive merchandising ways.

A select number of participating suppliers will be invited to join the Atlantic Coast customers who will qualify for the exciting trip. In so doing, the suppliers will realize much-appreciated incremental growth for the small price of offering an allowance per case and at the same time, experience a business bonding with our valued customers, sales teams and senior management teams.

I am looking forward to sharing our growth with you in 2017. Thank you for your continued support.

Eric Shoemaker
PERFORMANCE Foodservice
Regional President



Hickory | Florence | Maryland | Virginia



YOUR PARTICIPATION GETS YOU
ACCESS TO:

\$1,600,000,000
annual sales

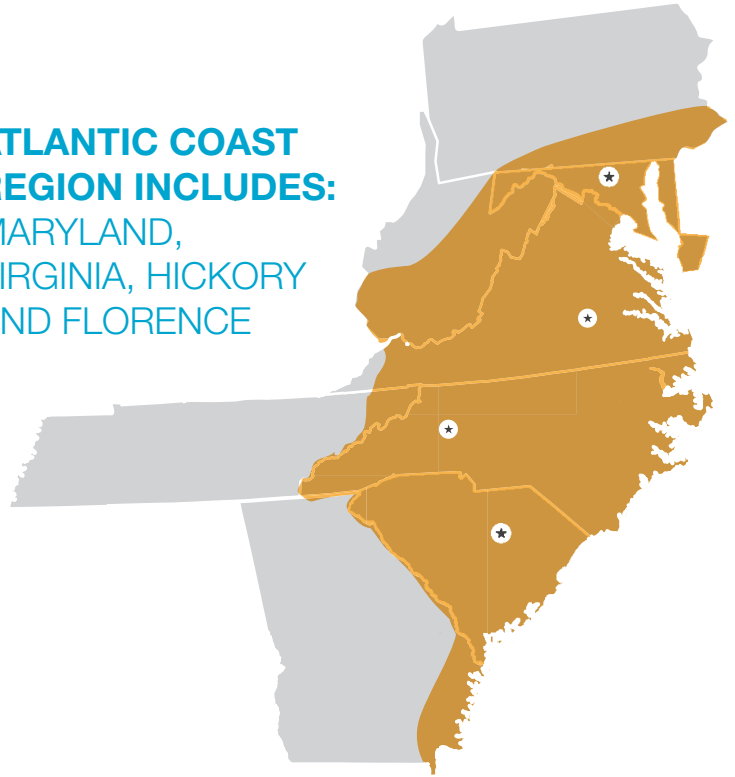
386
Street Sales
Representatives

43,430,000
annual cases

9,000
customers

75% are independent street

**ATLANTIC COAST
REGION INCLUDES:**
MARYLAND,
VIRGINIA, HICKORY
AND FLORENCE



We represent **25%** of the total
Performance street sales volume.

- All of your items in the **Great Escapes Catalog** with point values
- Great Escapes **Kick Off Meeting**
- Participate in the **local district meetings**
- Participation in a structured **10 week work with program/blitz to** push promoted items
- Access to **promote and feature items** on our Sales Reps' iPads (*where applicable*)
- **Social media spotlight** in our Meat Ticket digital application
- **Direct access** to each Regional, District Sales Manager and Sales Representative



HOW THE CUSTOMER PARTICIPATES

In order to be eligible for a trip for two, qualifying Atlantic Coast Region customers must purchase a minimum dollar amount during the promotional period. They must increase their 2017 purchases a minimum percentage during the promotional period over their 2016 purchases for the same period. They must also earn a minimum number of points based on purchases of participating vendors' products during the promotional period.

VENDOR RULES AND REGULATIONS

All trips must be taken on the designated dates. If a vendor cannot travel, the earned trip will revert to the OpCos.

- The vendor whose participation generates a minimum of \$70,000 in allowances towards the program earns one trip for two people, if signed by November 4, 2016.
- The vendor whose participation generates a minimum of \$115,000 in allowances towards the program earns two trips for two people, if signed by November 4, 2016.

The qualifying promotional period runs from January 1 to July 1, 2017.

The money committed by participating vendors of the Atlantic Coast Region's customer incentive merchandising program will not in any way detract from the present allowances, marketing and merchandising considerations, or other accruals the vendor is presently offering to promote and merchandise their products. The Atlantic Coast Region is seeking incremental growth supported by incremental financial revenues.

Over the 26-week promotional period, participating vendors will receive aggressive, full and complete endorsement by the Atlantic Coast Region, and continuous support from the top down. Special incentives will be offered to all Atlantic Coast Region sales people as further motivation. Unique customer presentations will also be prepared for distribution to the Atlantic Coast Regions' customers. Monthly flyers will be distributed and the Atlantic Coast Regions' customers will be apprised of their trip standing on a monthly basis.



Hickory | Florence | Maryland | Virginia



2017 Supplier Program Sponsorship Agreement

Return signed form to John.Truesdale@pfgc.com

COMPANY NAME (please print clearly)

EMAIL

ADDRESS

CITY

STATE

ZIP

We hereby agree to sponsor Performance Foodservice Atlantic Coast Region's Customer Incentive Merchandising Travel Program over the period from January 1 to July 1, 2017 (the "promotional period"). The monies committed in support of Atlantic Coast Region's customer incentive trip program shall not in any way affect existing programs, negotiated pricing, or dating, present or in the future.

Payment for the program is not to come from any regular accrual programs presently in effect. Suppliers participating in Atlantic Coast Region's program agree to commit to a minimum per purchased case allowance of \$_____ over the promotional period. This allowance will then be presented to the customer in the promotional catalog at a value of one (1) point per one (1) cent for the supplier's entire line of products stocked at each individual OpCo during the promotional period. Each OpCo and supplier mutually agrees to promote items actively stocked in the individual OpCo's warehouse only.

Participating suppliers will receive:

- Suppliers whose participation generates an aggregate of \$115,000 in case allowances towards the program earns two trips for two people. Suppliers whose participation generates an aggregate of \$70,000 in case allowances towards the program earn one trip for two people.
- Supplier's logo and item listings will be presented in the promotional catalog and will be distributed to Atlantic Coast Region customers prior to the start of the promotional period. This multi-colored catalog outlines the program parameters and lists all the participating suppliers' products.

All artwork to be included in the catalog must be sent to Kate.Hoyt@pfgc.com no later than November 4, 2016.

Artwork for advertisements must conform to the following:

- All ads are full bleed; the available imprint will be 8.5 x 9 inches.
- Size of the supplier ad will be based on total commitment.
- All files must be print-ready, a minimum of 300 dpi and must be CMYK.
- Atlantic Coast Region reserves the right to negate or approve all artwork to be included in the catalog.
- Files can only be received via email in a Jpeg format.

- Recognition as a participating supplier will appear in signage for trip destination, promotional and marketing material.

In signing this agreement, you agree that this commitment will not detract from normal marketing activity for all four OpCos.

SUPPLIER REPRESENTATIVE (please print clearly)

TITLE

SUPPLIER SIGNATURE AUTHORIZED BY Atlantic Coast Region

DATE

NAME

TITLE

SIGNATURE

DATE



Hickory | Florence | Maryland | Virginia



2017 Supplier Lump Program Sponsorship Agreement

Return signed form to John.Truesdale@pfgc.com

COMPANY NAME (please print clearly)

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CITY

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Payment for the program is not to come from any regular accrual programs presently in effect. Suppliers participating in Atlantic Coast Region's program agree to commit to \$ _____. The suppliers' items will then be presented to the customer in the promotional catalog at a mutually agreed upon point value for the supplier's entire line of products stocked at each individual OpCo during the promotional period. Each OpCo and supplier mutually agrees to promote items actively stocked in the individual OpCo's warehouse only.

Participating suppliers will receive:

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SUPPLIER REPRESENTATIVE (please print clearly)

TITLE

SUPPLIER SIGNATURE AUTHORIZED BY Atlantic Coast Region

DATE

NAME

TITLE

SIGNATURE

DATE



Hickory | Florence | Maryland | Virginia



DEAL SHEETS

In addition to my sponsorship, I wish to sponsor an additional

\$1,000

\$2,000

\$3,000

\$4,000

due within 30 days. For this fee, I receive:

1 week of
Deal Sheets
@ 25 points
per item

2 weeks of
Deal Sheets
@ 50 points
per item

3 weeks of
Deal Sheets
@ 75 points
per item

4 weeks of
Deal Sheets
@ 100 points
per item

VENDOR NAME (please print clearly)

REPRESENTATIVE NAME

ADDRESS

PHONE NUMBER

EMAIL ADDRESS

SPECIAL BILLING REQUEST

BROKER AFFILIATION (if applicable)

SIGNATURE

DATE

METHOD OF PAYMENT

AUTHORIZED DEDUCTION

CHECK



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