

**10<sup>th</sup> Annual  
Convention and  
Trade Show**



**Michigan's  
BEST  
Show!**

**Join us in "Beer City" Grand Rapids,  
October 2-3, 2017**

# Michigan's "BEST" Show!



The IBECA SHOW was a great success last year, so let's do it again! Our organization has never been one to do what is simply expected. We have always done what makes the most money and the most sense for our members, so the IBECA SHOW, Michigan's "BEST" show, will once again be held in conjunction with the GFS Food Show!

As many of you know, IBECA and its members have a great business relationship with Gordon Food Service, the largest privately-owned food service company in the world. The Gordon Food Show, held in Grand Rapids each October, attracts thousands of businesses, including many of our members. We have once again been invited to host our IBECA Show in coordination with the GFS Show this coming October, 2017!

The IBECA Show will take place on Monday, October 2nd with the Gordon Food Show the next day on the 3rd. All of the events will take place at the award-winning AMWAY GRAND and the DeVos Place Convention Center in Grand Rapids, Michigan. Since so many of you already attend the food show, we're going to make it even easier for you to attend both shows and get a free room at the Amway Grand for an overnight stay! Of course the rooms are limited, so you'll have to move quickly to reserve yours, but what a great way to enjoy "beer city", the GFS Food Show, Art Prize, and open your mind to new marketing ideas and cost saving opportunities at the IBECA Show!

Arrival at the Amway will be on Monday morning, October 2nd. Seminars will be held during the day, followed by lunch the trade show with an open bar 3-5pm. We will end the evening at Founder's Brewery for samples, dinner and an evening of fun! Tuesday will be dedicated to the Gordon Food Show followed by our board of directors meeting.

The IBECA Show continues to be one of the greatest values of the year and this year, registration is FREE! Saving money, continuous improvement, eliminating headaches and growing your business are the top priorities of IBECA. Our trade show and conference seminars focus on these same goals. In addition to the great information, networking and money saving opportunities, this year's venue will prove to be another great way to be the "BEST" business in town!

So make your reservations today for your free room, free convention and trade show registration, and join us at the 10<sup>th</sup> annual IBECA Show! Please contact Tracy or Scott for all your IBECA Show information.

Scott Bennett  
888-484-2322  
[Scott@bowl-mail.com](mailto:Scott@bowl-mail.com)  
Executive Director

Tracy Long  
866-861-5163  
[Tracy@bowling-101.com](mailto:Tracy@bowling-101.com)  
Youth Bowler Development  
& Assistant Director

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### Tentative IBECA SHOW Schedule



Amway Grand Plaza Hotel

**Monday, October 2, 2017**

7:30 AM Registration Opens

All seminars will be held in the Gerald R Ford Room

- 9:30 AM Best Practices of the Best Operators/ Empowering Your Staff – Nationally Acclaimed Speaker Ken Wasco
- 11:30 AM Positioning Your Business as the Community Gathering Place –Business Owner Panel Discussion
- 12:30 AM Legislative Lunch: Issues that Will Affect Your Business in the Next Year
- 2:00 PM Free Online Tools to Grow Your Profits: how to get free publicity with press releases, how to identify non-profit groups for fundraisers and how to use Facebook to attract job applicants.
- 3:00 – 3:30 How To Cut Your Business Phone Costs in Half



3:30PM– 5 PM Trade Show – Vandenberg Rooms (Includes open bar)

6:30 PM Dinner, Beer Tasting & Fun at Founders Brewery



### **Tuesday October 3, 2017**

9:00 AM – 4 PM Gordon Food Service “ Fall Food Show and Seminars”- Located in the DeVos Place.



**Gordon**  
FOOD SERVICE | **SHOW**

3:00 PM Board Meeting –Ruby Room-Board members only

5:00 PM Board Dinner- Cygnus 27 -Board members and their spouses



## Book now and get a FREE one night stay at the Amway Grand Plaza Hotel for the IBECA Show!

**Each IBECA Member location will be eligible to receive one free room for October 2nd, 2017 at the Amway Grand Plaza Hotel to attend the IBECA Show & GFS Show.**

**A limited number of free rooms are available and will be reserved on a first-come-first-served basis. Reserve yours today!**

**Please follow directions below to obtain your free room:**

### **PHONE RESERVATIONS:**

Use the following dedicated Group Reservations phone numbers to ensure that you are booked within our room block.

Reservations Toll Free: (800) 253-3590

Reservations Local Phone: (616) 776-6450

### **ONLINE RESERVATIONS:**

Go to <https://aws.passkey.com/e/49309152> to make your room reservation.

Once you make your hotel reservations, you'll be able to modify, as well as take advantage of any room upgrades, amenities or other services offered by the hotel.

Please be aware that you will be required to use a credit card to make the reservation and to check into the hotel. When you attend the IBECA Trade Show you will receive a voucher that will cover the cost of your room. Any additional charges incurred during your stay will be your responsibility. The reservation must be:

- Acquired through one of the specific reservation methods listed above.
- Your AMWAY GRAND Free Room voucher is good for one night, October 2nd, 2017.
- Includes accommodations for one standard room if reservations are made by September 15, 2017 or until limited number of the free rooms are booked.



**FREE REGISTRATION**

October 2-3, 2017  
 Amway Grand Plaza Hotel  
 Grand Rapids, Michigan

**Forward your completed Registration form to Tracy or Scott**

Questions/ Concerns:  
 Tracy Long PH: 810-444-6446 /  
 Fax: 810-496-3662  
[Tracy@Bowling-101.com](mailto:Tracy@Bowling-101.com)

or  
 Scott Bennett  
 PH: 888-484-2322  
 Fax: 810-694-(BOWL) or 2695

**IBECA CONVENTION & TRADE SHOW**

Business: \_\_\_\_\_ Website: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ Zip Code \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Please list below the names of attendees and check all events that they plan to attend.

	<i>Age if below 13yrs</i>	<i>Please indicate any dietary needs</i>	<i>Board Meeting</i>	<i>Board Dinner</i>	<i>Seminars</i>	<i>Trade Show</i>	<i>Dinner</i>

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