Masters of Marketing

Marketing drives success in the mattress industry these days, and we will look at key marketing issues at this must-attend bedding event. Topics to be addressed include:

- * The rise of online bedding retailers.
- * Growth opportunities for brick-and-mortar retailers.
- * The importance of retail sales training.
- * The critical nature of mattress reviews.
- * How to sell better sleep.

Belle FURNITURE TODAY CONFERENCES

MAY 10-12, 2016
WESTIN LA PALOMA RESORT & SPA

Tucson, AZ

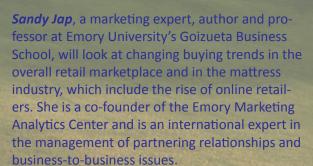
Save the date!

Furniture | Today will present its first Lifetime Bedding Achievement Award to *Gary Fazio*, who recently retired as CEO of Serta Simmons Bedding after a 44-year career in the mattress industry. Join us as we honor Gary for his outstanding career in the industry, which included top positions in the retail and manufacturing sides of the business.



Ken Gronbach, a nationally recognized expert in the fields of demography and generational marketing, is the keynote speaker. He entertains his audiences with his own special brand of wit, humor and clear communication, and makes the science of shifting demography come alive with real-life examples that make it relevant to today's culture, business climate and economy.

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