

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.

2016 Bedding Conference

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

Save the date!

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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Sandy Jap, a marketing expert, author and professor at Emory University's Goizueta Business School, will look at changing buying trends in the overall retail marketplace and in the mattress industry, which include the rise of online retailers. She is a co-founder of the Emory Marketing Analytics Center and is an international expert in the management of partnering relationships and business-to-business issues.

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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.



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For more information, contact Heather Thompson, Senior Conferences and Events Manager, at 336-605-1061 or hthompson@pbmbrands.com