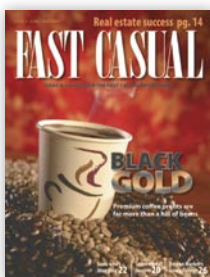


# FAST CASUAL EXECUTIVE SUMMIT

# '07



## SHARE, EXPERIENCE, CREATE... DEVELOPING IDEAS FOR THE FAST CASUAL CULTURE



*Fast Casual magazine is proud to present the Fast Casual Executive Summit.*

*This summit is unlike any other event in the restaurant industry. This unique gathering will bring together a select group of top executives from leading fast-casual brands for two days of networking, workgroup sessions and an exchange of ideas and innovations on the industry's top strategic issues.*

*"I have spoken to most of the participants and have begun the process of building a business relationship. I would encourage any participant in this segment to get involved in future summits.*

*– Ed Zimmerman*

*Foodservice Consultant, California Milk Advisory Board  
Sponsor - 2006 Fast Casual Executive Summit*

### **Sponsorship Opportunities Are Limited.**

*In order to maintain the intimate atmosphere, only a limited number of sponsors will be included. This summit will provide sponsors an **unparalleled opportunity** to interact with the leadership of the fast-casual industry—an industry worth \$70 billion and with more than 50,000 locations in the U.S. Don't miss this chance to get your company representative a seat at the table.*

*Fast Casual is a culture and lifestyle that elevates quality to new highs, so the moment you arrive at the Hotel Palomar, you'll find inspiration in the stylish décor, rich colors and fabrics, and the sophisticated style throughout. This art-inspired luxury hotel in the heart of downtown Dallas will provide an inspirational and creative venue for what is sure to be the gathering of the year in the fast-casual restaurant world.*



SEPTEMBER 18 & 19, 2007  
DALLAS, TEXAS • HOTEL PALOMAR

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*The Fast Casual Executive Summit is:*

## SELECTIVE

Participation will be by invitation only for top-level restaurant executives who are the leaders and innovators of the fast-casual restaurant segment. Unlike any other event, our goal with an invitation-only summit is to ensure an intimate and experienced group of professionals whose common interests and concerns are addressed. Your sponsorship of this event entitles you to join forces with these C-level professionals to create a more unified and established fast-casual culture.

## INTIMATE

Limited space is available for both participants and sponsors. With this setting, each of the participants will have the opportunity to address topics from industry concerns to individual brand issues. Sponsoring companies will make a lasting impression by working closely with participants on their specific ideas and concerns for the fast-casual culture and, more specifically, their brand.

## INTERACTIVE

The meeting will be structured around a series of collaboratives. Each collaborative will consist of a presentation of a specific segment of the benchmarking data, a small group discussion of related issues and a report-back of key findings to the entire participant set. With leading industry experts as facilitators, sponsor representatives join the alliance in creating an experience of knowledge and value for each participant to walk away with.

## DID YOU KNOW

- » The Top 100 Fast Casual concepts represent \$20 billion in annual sales with more than 30,000 locations.
- » There are more than 500 known fast-casual concepts in the U.S.
- » Most fast-casual concepts are less than a decade old.
- » The fast-casual segment is the fastest growing restaurant segment today.

## TARGETED INSIDE INFORMATION

*The 2007 State of the Fast Casual Restaurant Industry benchmarking survey will be sent to several hundred of the top brand executives. The survey results will serve as the basis for the Summit collaboratives. The detailed data will be provided only to Summit participants. All other survey respondents will receive a summary of the result highlights following the meeting.*

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Dear Partner,

The Fast Casual Executive Summit is a stylish, unique and fun event built around the very culture the fast-casual restaurant industry represents.

Here, you will be exposed to industry leaders in all segments of the fastest-growing restaurant culture in the past 50 years. You will get a rare opportunity to **Share** ideas and concepts with top-level management and creative restaurateurs who have a common interest.

Expose your company to an **Experience** that is all about collaboration, innovation, ideas and solutions for the fast-casual restaurant business. You will be involved in every aspect of this **groundbreaking** industry event. Learn, socialize and network with the industry segment's top echelon.

Our goal as the organizer of the event is to **Create** new ideas and relationships in this passionate segment of the restaurant industry. Don't miss an opportunity to be involved in this exciting event sure to develop a new way of thinking and a new way of problem solving for the restaurant industry. For more information on this event, contact us any time at [fcsummit@networkdalliance.com](mailto:fcsummit@networkdalliance.com) or call 877-441-7545.

**Share, Experience, Create . . .**

Sincerely,

**Paul Barron**

Event Chairman – Fast Casual Executive Summit 2007

Publisher Fast Casual magazine & FastCasual.com

## 2007 FAST CASUAL EXECUTIVE SUMMIT STEERING COMMITTEE MEMBERS

**Camille's Sidewalk Cafe**  
Steve Greene, COO

**Fishbowl**  
Randy Lopez,  
VP National Accounts

**Daphne's Greek Cafe**  
George Katakalis, CEO

**Freebirds World Burrito**  
Alan Hixon, President

**Fresh Concepts Inc.**  
Larry Reinstein, CEO

**Go Roma Italian Kitchen**  
David Wolfgram, CEO

**It's a Grind**  
Marty Cox, President

**McAlister's Deli**  
Patrick Walls,  
Chief Development Officer

**Noodles & Company**  
Aaron Kennedy, CEO

**Penn Station  
East Coast Subs**  
Craig Dunaway, President

**RedBrick Pizza**  
Jim Minidis, CEO

**Wildflower Bread Company**  
Louis Basile, Co-Founder

# FAST CASUAL EXECUTIVE SUMMIT

# 07

**Reach the fastest growing segment in the restaurant business.**

In the mid-90's **FastCasual.com** began tracking and analyzing an industry that was just emerging. Now, fast casual is the fastest growing segment in the restaurant industry and **Fast Casual** magazine and **FastCasual.com** are the leading media sources for news and innovations in this segment. With 1.8 million visitors annually to our restaurant media properties, **QSRweb.com**, **FastCasual.com** and **PizzaMarketplace.com**, more than 23,000 opt-in email subscribers, and 24,000 magazine subscribers, we have unparalleled ability to reach the top leaders in this industry.

These are just some of the influential executives from top brands who have been invited to attend.

## 2007 FAST CASUAL EXECUTIVE SUMMIT INVITEES

Arby's Market Fresh, CEO	Fresh Concepts Inc., CEO	Pick Up Stix, COO/President
Atlanta Bread Company, President	Fresh Enterprises Inc., CEO	Pollo Compero, CEO
Au Bon Pain, CEO	Fuddruckers, PRES/CEO	Qdoba, CEO / President
Baja Fresh, CEO	Go Roma Italian, CEO	Quiznos, CEO
Bear Rock Franchise Systems Inc., Chairman	Great Harvest Bread, CEO	Rasing Cane's, CEO
Boston Market Corporation, CEO	Greenz, CEO	Raving Brands, CEO
Bruegger's, CEO	Jerry's Subs & Pizza, CEO	RedBrick Pizza, Founder/CEO
Buffalo Wild Wings, CEO	KnowFat Lifestyle Grill, CEO	Rumbi Island Grill, CEO
Café Express, CEO	Kokopelli Sonoran Grill, President	Saladworks, Chairman/CEO
California Pizza Kitchen, CEO	La Madeleine, COO	Salsarita's Fresh Cantina, President/CEO
California Tortilla Group Inc., CEO	la Madeleine de Corps Inc., Chairman	Schlottzsky's Ltd., CEO
Camille's Franchise System LLC, Chairman	La Salsa, Exec. VP	Shane's Rib Shack, President
Camille's Sidewalk Café, COO	Leeann Chin Asian, President	Soma Café, CEO
Caribou Coffee, CEO	Leeann Chin Inc., Chairman	Specialty Bakery & Café, CEO
Chin's Asia Fresh, CEO	Loop Restaurant Group Inc., CEO	Spicy Pickle, CEO
Chipotle Mexican Grill Inc., CEO	Mad Greens Inspired Eats, CEO	Starbucks, CEO
City Bites, CEO	Mama Fu's Asian House, CEO	Subway, CEO
Cold Stone Creamery, President	McAlister's Corporation, CEO	Taco Cabana, CEO
Corner Bakery Café, CMO	McAlister's Deli Chief, Dev Officer	Taco Del Mar, CEO
Corner Bakery Café, President	Moe's Southwest Grill, CEO	Tijuana Flats Burrito Company, CEO
Cosi Sandwich Bar, President	Mr. Pita, CEO	Tin Star Southwest Grill, President
Crispers, CEO	Noodles & Co, CEO	Tokyo Joe's, Founder/President
Daphne's Greek Café, CEO	Noodles Development LP, CEO	Tony Roma's Fast & Casual, COO
Desert Moon Mexican Grill, President/COO	O'Naturals, COO	TOPZ, CEO
Einstein Bros., CEO	Organic To Go, Founder/CEO	Tossed, CEO
El Pollo Loco, CMO	Pancho's Mexican Grill, President	Wahoo's Fish Tacos, CEO
El Pollo Loco, CEO	Panda Restaurant Group Inc., Chairman	Wildflower Bread Company, Founder/CEO
El Taco Tote, CEO	Panera Bread Company, Chairman	Wingstop, VP Brand Development
Extreme Pita, CEO	Papa Gino's Pizza, President/CEO	Wolfgang Puck Express, CEO
Farmer Boys, CEO	Paradise Bakery & Café, President & CEO	Wolfgang Puck Worldwide Inc., CEO
Fazoli's, CEO	Pat & Oscar's, CEO	Zaxby's, CEO
FireFresh BBQ, CEO	Peet's Coffee & Tea, CEO	Zoup!, Managing Partner
Firehouse Subs, CEO	Pei Wei, CEO	zpizza, CEO
Freebirds World Burrito, President	Penn Station, CEO	

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## AGENDA

### TUESDAY, SEPTEMBER 18TH

- 12:00 - 1:30 Lunch with Keynote Address
- Keynote Title**  
*Tim Pulido, Chief Executive Officer, Shakey's USA*, Tim Pulido is arguably one of the most successful brand executives in the fast casual segment today. In this fascinating kick-off session, Pulido will share insights gained throughout his 25 year career – from the small, leading edge Asian-themed Pick Up Stix to corporate giants like Pizza Hut and McDonalds. Regardless of size, Pulido's impact on brands has always been creativity, innovation, and continuous redefinition in order to keep pace with changing market trends and maintain a fresh brand presence.
- 1:30 - 2:00 Break
- 2:00 - 3:30 **Collaborative 1: Industry Awareness & Strategic Planning**  
*Paul Barron, Event Chairman, Fast Casual Executive Summit 2007*, will summarize more than a decade of expert analysis of how brands and independents have strategically positioned their fast-casual business for success. He will explore the benchmark study results pertaining to how industry awareness is a critical element to the future expansion of the fast-casual business, share examples of how strategic positioning is vital to fast-casual executives today, and identify important steps to gaining market position.
- 3:30 - 4:00 Break
- 4:00 - 5:30 **Collaborative 2: Innovation for Marketing and Branding a Fast Casual Restaurant**  
*Linda Duke, CEO/Principal, Duke Marketing*, will share her expertise in working with restaurant concepts to create marketing initiatives for emerging brands. Duke will present the benchmarking survey results related to marketing and branding and will lead a discussion on how brand executives can tackle the critical challenges facing their growing restaurant business and devise new ideas and innovations for marketing and branding your fast-casual business.
- 6:30 Dinner

### WEDNESDAY, SEPTEMBER 19TH

- 8:00 - 8:30 Breakfast
- 8:30 - 10:00 **Collaborative 3: Getting and Retaining Passionate People**  
*Rudy Miick, Founder, Miick & Associates*, will explain how the HR environment is defined in the fast-casual restaurant industry. He will review the benchmarking data dealing with the competitive nature of recruiting and retaining quality management and crew personnel in your fast-casual business and will share unique insights that will enable him to work with the participants to uncover the secret to solving the unique challenges of HR in the fast casual segment.
- 10:00 - 10:30 Break
- 10:30 - 12:00 **Collaborative 4: New Frontiers in Franchising & Expanding Your Brand**  
*Pattye Moore, Co-Founder, Instincts LLC*, will discuss how to recognize opportunities and develop growth strategies for your fast-casual concept. Moore will present the benchmarking data related to franchising and brand expansion, and will lead a discussion to help growing brands - whether franchised or company-owned or both - explore their options for expansion.

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## SPONSOR PARTNER PROGRAMS & BENEFITS

	Five Star \$10,000	Four Star \$8,500	Three Star \$6,500	Dinner \$5,000	Lunch \$3,500	Breakfast \$2,500	Break \$1,000
<i>Pass for full participation in all events</i>	✓✓	✓✓	✓	Available only as add-ons to one of the Star sponsorships; each is exclusive.			
<i>Company logo, 100-word description, and contact information on <a href="http://www.FastCasualSummit.com">www.FastCasualSummit.com</a></i>	✓	✓	✓				
<i>Mailing list of participants for one-time use after the event</i>	✓	✓	✓				
<i>Company logo, 100-word description, and contact information in the participant binders</i>	✓	✓	✓				
<i>Company logo on signage at event</i>	✓	✓	✓				
<i>Banner ad on <a href="http://FastCasual.com">FastCasual.com</a> from contract date to event date</i>	✓	✓					
<i>Fast Casual e-mail News Alert sponsorship</i>	✓✓	✓					
<i>Four-color ad in Fast Casual magazine</i>	Full page	Half page					
<i>Company logo on August 15th pre-Summit e-mail promotion</i>	✓	✓					
<i>Company brochure in participant binders (max. 4 pages; 8 1/2 x 11)</i>	✓	✓					
<i>Video spotlight or introduction before 1 collaborative (as available)</i>	✓						
<i>Host of a custom podcast on Podcast Grill at the summit</i>	✓						
<i>1 special edition Summit e-mail news alert sponsorship to Fast Casual mailing list</i>	✓						
<i>Table signage at sponsored event</i>				✓	✓	✓	✓
<i>Recognition of relevant event in agenda</i>				✓	✓	✓	✓
<i>Brief introduction at sponsored event</i>				✓	✓	✓	

# FAST CASUAL EXECUTIVE SUMMIT

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## FIVE STAR SPONSORS



## THREE STAR SPONSORS



## SPONSORSHIPS ARE LIMITED - CALL TODAY!

Sponsorships are still available for 2007.

If you are interested in becoming a sponsor please contact Debra Estes or Joe Straughan at 877-441-7545 or 502-241-7545 to request a Sponsor Prospectus.