

JOIN US FOR 4TH ANNUAL FURNITURE TODAY BEDDING CONFERENCE!



Mattress Magic: It's All About Execution

MAY 5-7, 2009 • HYATT REGENCY COCONUT POINT, BONITA SPRINGS, FL

AGENDA

TUESDAY, MAY 5

1:00 p.m. - 5:00 p.m. Registration
6:30 p.m. - 7:00 p.m. Opening Night Cocktail Party
Dinner on Your Own

WEDNESDAY, MAY 6

7:30 a.m. - 8:30 a.m. Breakfast
8:30 a.m. - 8:45 a.m. Welcome - David Perry, *Furniture/Today*
8:45 a.m. - 9:45 a.m. Retail Keynote - Steve Stagner, Mattress Firm
Creating a Culture of Constant Improvement
9:45 a.m. - 10:00 a.m. Break
10:00 a.m. - 11:00 a.m. Keynote - Michael Breus, *The Sleep Doctor*
Good Night, Sleep Right: How better sleep leads to better health
11:00 a.m. - Noon Ask the Experts Panel - What's the future of green? What should retailers and producers do to survive in tough times? Top executives with Hickory Springs, Therapedic, and the Lilly Management Group share their insights
Noon - 1:15 p.m. Lunch
1:15 p.m. - 2:15 p.m. Leggett & Platt's Retail Makeover - Mark Quinn of L&P presents the case study of a mattress retailer who upgraded its image and found success

2:15 p.m. - 3:15 p.m.

Hot Issues Panel with Leading Bedding Producers - Bedding's top executives tackle the key issues facing the industry

3:15 p.m. - 3:30 p.m.

Break

3:30 p.m. - 4:30 p.m.

Panel of Up-and-coming Bedding Retailers
Jeffrey Klein, Sleep etc, Norwalk, Conn.; Roger Magowitz, Mattress Discounters, Virginia Beach, Va.; Arthur Watkins, Mattress Inn, Nashville, Tenn.

4:30 p.m.

Free Time

6:30 p.m. - 7:30 p.m.

Cocktail Reception

7:30 p.m.

Awards Dinner
Honoring Four Retail Giants of Bedding

THURSDAY, MAY 7

7:30 a.m. - 8:30 a.m.

Breakfast

8:30 a.m. - 9:30 a.m.

Craig McAndrews, *The Retail Institute*
Sleepless at Retail: A better sleep scorecard

9:30 a.m. - 9:45 a.m.

Break

9:45 a.m. - 10:30 a.m.

Gerry Morris, *Sleep Trust Guarantee*
How mattress retailers can survive tough times

10:30 a.m. - 11:15 a.m.

David Perry, *Furniture/Today*
Highlights of *Furniture/Today's* latest consumer research with HGTV

11:15 a.m.

Adjourn

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