

SPN Expo West 2023 Program Agreement

Program and costs:

We are excited to work with Sao Paulo Negocios to offer this opportunity to your qualified suppliers.

Based on our understanding of the opportunity, we will design a program that will be divided into the sections below.

- **Class 1:** Lecture and or teach Key Steps to preparing for US distribution that will include areas such as pricing, prospecting, contacting, follow up, retail collateral, Customer relationship management software and more
- Class 2: Develop a class that is more hands-on and designed for companies to understand and master interactions with retail buyers, pitching in person or over the phone, retailer follow up, what to provide to the retailer and when. Here we will also have real world examples and even do some roll play with the companies.
- **Store Visits:** Research and compile a list of 3 to 4 relevant and successful large retail stores in the Los Angeles / Anaheim area. Lead site visits where companies can see first-hand some of what they learned in class, understand merchandising, see competitors, and understand customer flow.
- Retailer Meetings: Provide a list of retail buyers and distributors based on the relevant
 company product profiles. This list will be complete with company names, addresses, phone
 number, contact, title, email. If available, we will provide LinkedIn profiles of the main contact.
 NOTE: It is not appropriate to reach out to buyers using their mobile #s, therefore these
 numbers will not be provided.
- Prepare General Results Report at the conclusion of the event.

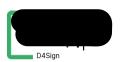
Our hope is this will be a hands-on program where suppliers will learn by doing. The more each supplier puts into the process the more prepared they will be to enter the US market. By completing this program, suppliers will gain knowledge, training, strategies, real life experience, and a more comprehensive understanding of the US market to help ensure their success.

Specifics & Costs:

- Timing: This program will take place prior to and during Expo West
- **Payment terms** Complete payment must be made at contract signing so that preparations can begin, and reservations can be made

- **Supplier requirements:** We understand you will have your own requirements; however, we would like the suppliers to at least meet the following criteria at this time:
 - Able to speak and understand English
 - Have at least 1 product in production and currently selling
 - A desire to enter the US market with their products
- Class 1&2 \$2400
- Site Visits \$2500
- **Buyer contact list No charge** TLB will provide a complete buyer / distributor contact list at no charge.
- Expenses \$2000 (This figure assumes that TLB must cover travel expenses)

Name – Timothy Bush
Company – TLB Consulting
Date – 12/2/22
Title – Founder/ Owner
Signature:
Contractor – Sao Paulo Negocios
Name – Mariana Desani
Date//
 Title -
Signature





Timothy Bush
TLB Consulting
www.tlbconsulting.com
626-487-9746
tim@tlbconsulting.com







4 páginas - Datas e horários baseados em Brasília, Brasil **Sincronizado com o NTP.br e Observatório Nacional (ON)** Certificado de assinaturas gerado em 08 de December de 2022, 13:14:51



SPN Expo West Agreement - TBL pdf

Código do documento 2e823556-94f8-48b4-90ee-8776f20f4f1c



Assinaturas



Aloysio Nunes Ferreira Filho aloysio.nunes@spnegocios.com Assinou



Márcia de Mello Gomide marcia.gomide@spnegocios.com Assinou



Timothy Bush tim@tlbconsulting.com Assinou





Eventos do documento

07 Dec 2022, 09:26:16

Documento 2e823556-94f8-48b4-90ee-8776f20f4f1c criado por ELENICE DOS SANTOS LINHARE

b9694e-5:16-03:00

07 Dec 2022, 09:27:44

Assinaturas iniciadas por ELENICE DOS SANTOS LINHARES

:27:44-03:00

07 Dec 2022, 13:19:19

TIMOTHY BUSH Assinou

informado: Estrangeiro - DATE_ATOM

:19-03:00

0

08 Dec 2022, 09:38:07

ALOYSIO NUNES FERREIRA FILHO Assinou -

DATE_ATOM: 2022-12-08T09:38:07-03:00

08 Dec 2022, 12:21:00

MÁRCIA DE MELLO GOMIDE Assinou

ZUZZ 12 00112.21.00 05.00



4 páginas - Datas e horários baseados em Brasília, Brasil **Sincronizado com o NTP.br e Observatório Nacional (ON)** Certificado de assinaturas gerado em 08 de December de 2022, 13:14:51



Hash do documento original

(SHA256):4845ba86bf1bd3af453d13ffbf57a7cc40b0459edb8d5beb7624ef0e1e7c080f (SHA512):889dfc4daa9eb2fda74885074566caa4f6d79337e283ab63e1a3a63d8c4e94660950e01b7b718be451d35b46ef878df7404ffcbfa290cc33392e36c9c09eb8ae

Esse log pertence **única** e **exclusivamente** aos documentos de HASH acima

Esse documento está assinado e certificado pela D4Sign