

TLB CONSULTING

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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 - _____




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SPN Expo West Agreement - TBL pdf

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