



**Shari Mogk-Edwards**  
Vice President  
Products, Sales & Merchandising  
Shari.mogk-edwards@lcbo.com

September 5<sup>th</sup>, 2014

Attention: All Trade Councils

**RE: Trade Partnership Symposium – Space Allocation / Planogramming**

In November of last year, we hosted two trade sessions on space allocation and planogramming. As some trade members were unable to attend either session, we would like to offer a make-up session this September 30<sup>th</sup>.

This session will be hosted by Chris Robertson and Carolyn O'Grady-Gold, along with Andy Dowhal and Randy Long from the LCBO Supply Chain department. This session will review how space is allocated in our retail stores, what information is used to allocate this space including product strategies that drive assortment within our stores. There will be an opportunity for you to ask questions of the panel.

We are excited to be able to bring this information session to you. The details are:

**Location:**

LCBO Store 4 – Training Room  
200 Danforth Avenue, Toronto, ON M4K1N5

**Date & Time:**

Tuesday, September 30<sup>th</sup>, 2014  
9:45 am – 10:30am

**Registration Details:**

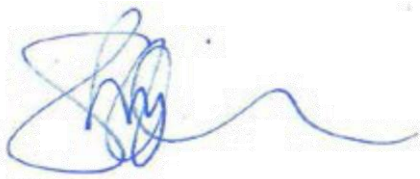
Click [here](#) to register:

Space per session is limited to 40 registered guests. Agencies may sign up a maximum of two people. Tickets are \$5 per person. You will require a VintagesShopOnline.com account to purchase tickets. If you don't have an account, click [here](#) to create one.

The presentation will be posted on *doingbusinesswithlcbo.com* afterwards.

I hope you will find this information-sharing session valuable. Thank you for your continued support.

Sincerely,



Shari Mogk-Edwards  
Vice President, Product, Sales and Merchandising

cc: Nancy Cardinal  
cc: Chris Robertson  
cc: Carolyn O'Grady-Gold