



Calling all producers, food artisans, chefs and entrepreneurs!
Come to Eat. Drink. Go to Market. Be Successful.

**Listen to industry experts. Participate in breakout sessions.
 Talk with others like you. Tickets on sale NOW!**

Tuesday, August 16, 2016

9:00am — 3:00pm

The Cardinal Room at the Golf Club of Indiana, Lebanon

Tix \$50 per person ■ Includes: Noshes. Drinks. Panel discussions.

Breakout sessions. All with food experts.

Tix link: <http://foodstartupbootcamp.eventbrite.com>

Topics:

Home to Shelf:

Discussion on how to start up a business

Featuring:

Best Boy, Newfangled
 Confections, Piazza Produce,
 Triple XXX, Purdue

Topics:

Funding, Labeling,
 Food Safety, Distribution,
 Permits, Co-packing

Success:

**Long term strategies, solutions and challenges -
 Knowing what I know now**

Featuring:

C&T Design, Chef Craig Baker,
 Goose the Market &
 Upland Brewing Co.

Topics:

Design, Growth Challenges,
 Staffing, Food Safety,
 Success, Failures,

Branding Chaos:

Unforeseen challenges and solutions in marketing

Featuring:

Indiana Grown, New Day
 Craft, St.Elmo's Steakhouse

Topics:

Marketing Firms, Social Media,
 Branding Challenges,
 Packaging, Good Press/
 Bad Press, Earned Media

Breakout Sessions Include:

C & T Design
 Elevate Ventures
 Indiana Small Business
 Development Center
 Ivy Tech

Launch Indiana
 Market District
 Piazza Produce
 The Heart of Lebanon

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