



EVENT PLAYBOOK: WHAT TO WEAR & WHO SHOULD ATTEND

THURSDAY, JUNE 27, 2024

| EVENT | WHO ATTENDS? | ATTIRE |
|-------------------------------------|---------------------------|---------------|
| Board of Director's Activity | Invited Business Attendee | Resort casual |
| Board of Director's Meeting | Invited Business Attendee | Resort casual |
| BEMA Past Chairman's Meeting | Invited Business Attendee | Resort casual |
| Baking Industry Forum Meeting | Invited Business Attendee | Resort casual |
| Board, BIF & Past Chair's Reception | Invited Business Attendee | Resort casual |

FRIDAY, JUNE 28, 2024

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| BEMA Cup Golf Tournament | Pre-registered Attendees | Traditional golf attire |
| Goat Yoga (non-golf activity) | Pre-registered Attendees | Athleisure/Comfortable attire |
| Workforce Edition Virtual Education Sessions | Pre-registered Attendees | Resort Casual if joining in-person |
| First Time Attendee Welcome Reception | First Time Attendees Only | Resort Casual |
| Welcome Reception | All baker and supplier business attendees, adult guests and children. | Resort Casual |
| Small Group Dinners Off-Site | Registered spouses or adult guests are invited to attend small group dinners, we do ask that you make other arrangements for children or teens during small group dinners. | Refer to restaurant dress code |

SATURDAY, JUNE 29, 2024

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| Good Morning Breakfast | All baker and supplier business attendees, adult guests and children. | Resort Casual |
| Opening Keynote Address | All baker and supplier business attendees, adult guests and children. | Resort Casual |
| Industry Insight Sessions | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| Afternoon Tours | Pre-registered Attendees | Athleisure/Comfortable attire |
| First Time Attendee Activity | First Time Attendees Only | Resort Casual |
| Theme Dinner - Nautical Nights | All baker and supplier business attendees, adult guests and children. | Resort Casual |

SUNDAY, JUNE 30, 2024

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| Morning Tours | Pre-Registered Attendees | Athleisure/Comfortable attire |
| Ask-A-Baker and Luncheon | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| Industry Insight Sessions | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| BEMA General Membership Meeting | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| BEMA Committee Meetings | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| Small Group Dinners On-Property | Pre-registered baker and supplier business attendees and their adult guest. Teens and children do NOT attend small group dinners. | Refer to restaurant dress code |
| Afterglow | Baker and supplier business attendees and adult guests. Teens and children do NOT attend Afterglow. The bar opens at 9:00pm and will be self-paid. | Resort Casual |

MONDAY, JULY 1, 2024

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| Breakfast Breakout Sessions | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| BEMA Connect | Baker and supplier business attendees only. This event is NOT for adult guests or kids. | Resort Casual |
| Chairman's Dinner & Dance **Sneaker Soiree** | All baker and supplier business attendees, adult guests and children. | Semi-formal cocktail party attire with a touch of personality as you don your favorite sneakers! |