

ConAgra Foods Group Meetings and Events

Policies and Procedures

Updated: March 2016

ConAgra Foods Group Meetings and Events Policy & Procedures

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ConAgra Foods Group Meetings and Events

PART ONE - POLICIES

This policy is effective immediately and supersedes all previously issued corporate and local Group Meetings and Events Policies and Procedures. The contents of this policy are applicable for all United States-based ConAgra Foods employees.

1. STATEMENT OF PURPOSE

ConAgra Foods recognizes that group meetings and events can be essential to the company to meet business objectives. The company is committed to:

- Providing effective meeting and event strategy, planning, and execution;
- Ensuring consistent branding and messaging for meetings and events across the organization
- Providing a cost effective and streamlined approach to the group meeting and event planning process.

To ensure these commitments are met, this policy has been developed. The objectives of the policy are as follows:

- Ensure all employees have a clear and consistent understanding of the policies and procedures for planning and attending group meetings and events.
- Ensure that the company and its employees plan cost effective and productive group meetings and events.
- Ensure that the branding and messaging is upheld for all group meetings and events held by ConAgra Foods.
- Reduce the risk associated with contractual obligations with third party suppliers.
- Maximize the company's ability to negotiate discounted rates with preferred suppliers and reduce expense wherever possible.

2. OVERVIEW

A meeting or event is defined as a business gathering that will be held offsite (not at a ConAgra Foods location, room block included as offsite) **or** has an estimated budget of at least \$5,000, excluding airline transportation costs. These meetings or events will be registered with Travel and Transport's Events department. Once registered, hotel requirements for the event will be sourced by Travel and Transport Events. If the meeting or event requires creative assistance, such as message development, thematic, staging or audio/video support, Corporate Communication's internal event team will be contacted by Travel and Transport Events for further assistance.

For more details on the meeting and events planning procedure and utilizing internal resources, please see the Procedures section of this policy.

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In addition, for details about the fee schedule, please see the Travel Portal page. All fees for using meeting planning services are charged to individual cardholder

3. SCOPE

BUSINESS IMPACT

This policy applies to all United States-based ConAgra Foods employees for all group meetings and events. This includes, group meetings and events that will be held offsite (not at a ConAgra Foods location, room block included as offsite), that have an expected budget over \$5,000 USD, **or** those that should be held onsite, at a ConAgra Foods location.

TRADE SHOW IMPACT

Trade show attendance, events at trade shows, or exhibit preparation do not need to be registered per this policy. Please reference the [Global Business, Travel, and Entertainment Policy](#) for further details on travel related to trade shows.

IMPACT TO OTHER COMPANY POLICIES

Regardless of size, type or cost, all business activities related to or associated with company group meetings and events **must** also comply with the ConAgra Foods' Code of Conduct and any other applicable company policies. All business activities **must** also comply with local laws and regulations.

4. ACCOUNTABILITY AND LOCATION RESPONSIBILITIES

EXERCISING SOUND BUSINESS JUDGMENT

The meeting sponsor (the host of the event) is responsible for ensuring the group meeting or event travel expenses are valid and reasonable. The meeting sponsor is also accountable for determining the group meeting or event is essential to achieve the desired business objective and that less expensive options are **not** feasible. If business objectives can be accomplished more economically through the use of audio, teleconferencing, video or webcast, then these options **must** be considered.

DETERMINING LOCATION

Group meetings and events held at a ConAgra Foods location are considered the "business norm." If your meeting does not qualify to be registered, it **should** be held onsite at a ConAgra Foods location, if space is available. If no space is available, the Business, Travel, and Expense policy should be followed. Please see the onsite location availability through the scheduling capabilities within Outlook.

Group meetings and events requested or arranged by a ConAgra Foods' meeting sponsor **should** be held at a site that minimizes travel and overnight accommodations when most attendees are from the same location. If attendees must travel from multiple locations, the meeting sponsor can register the requested event with Travel and Transport Events prior to site selection so that an airfare analysis can be conducted, resulting in recommended selections of the most cost-effective site for ConAgra Foods.

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5. CONTRACT AND PAYMENT RESPONSIBILITIES

GROUP MEETING OR EVENT REGISTRATION

If your group meeting, event, or any other activity **meets at least one of the following**, it **must** be registered by completing the meeting registration form on the Meetings and Events page on the Café, which will be received by Travel and Transport Events.

- If your group meeting, event or any other activity is budgeted at \$5,000 USD or more.
- If your group meeting or event is going to be held offsite (room block included as offsite).

If a meeting is going to be onsite, at a ConAgra Foods location, and has a budget less than \$5000, it should not be registered.

For more details on the meeting and events registration process, please see the Procedures section of this policy.

CONTRACT SIGNATURE

ConAgra's Addendum must be used with any meetings and events contract. All contracts and addendums should be signed by the ConAgra Foods' meeting planner. No ConAgra Foods contracts should be signed by a third party, for instance, meeting and event planners who are not an employee of ConAgra Foods. All contracts should be forwarded to Travel and Transport Events upon execution of the agreement.

PAYMENT

Whether your meeting or event was registered with Travel and Transport Events or not, you should use your US Bank credit card for payment whenever accepted by the vendor. Meeting planning fees will also be charged to planner credit card. Travel and Transport Events will be responsible for including contract language with each vendor to ensure the card will be accepted.

For information on expense reporting procedures please see the [Group Meetings & Events FAQ](#)

6. FINANCIAL RESPONSIBILITIES

REGISTERING LARGE GROUP MEETING OR EVENT IN ADVANCE

As a guideline, if a meeting or event is expected to have a budget larger than \$50,000, then the event should be registered at least 3-6 months in advance to leverage negotiating power and to ensure the group meeting or event is included on resource and budget forecasts.

Once the large group meeting or event is registered, the Corporate Communication internal event team will be notified of your meeting, in order to determine if you will require creative assistance, including message and/or thematic development, staging and/or audio visual support, where relevant.

BUDGET

It is the meeting sponsor's responsibility to monitor meeting expenses and budget expectations. At anytime, Travel and Transport Events will recommend less expensive options, preferred suppliers, or a reduction in certain aspects of the group meeting or event to remain at or under budget.

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FOOD AND BEVERAGE EXPENSES

Under most circumstances, the food and beverage expenses should equates to about 40-50% of the total group meeting or event budget.

USAGE OF PREFERRED SUPPLIERS

Enterprise Procurement has developed preferred relationships with many suppliers in the meetings and events industry. During the planning of any meeting, usage of preferred suppliers will be considered first, before any other option.

CANCELLATION OF GROUP MEETING OR EVENT

While cancellations of meetings or events are sometimes necessary, ConAgra Foods has the opportunity to minimize the impact to business and drastically reduce the amount of unused space or hotel rooms that ConAgra Foods has already paid for. Therefore, if an event cancellation or decrease in number of attendees (attrition) results in a penalty, the meeting sponsor **must** contact Travel and Transport Events at cag.meetings@tandt.com so the cancellations can be posted as they become available. The original meeting sponsor of the cancelled group meeting or event has the ability to reuse the cancelled space first. The meeting sponsor will have two (2) weeks to engage Travel and Transport Events before the credit is made available to the rest of the company.

To inquire about cancelled inventory for potential usage opportunities, please contact cag.meetings@tandt.com. Travel and Transport Events will offer the opportunity to use this inventory if applicable to your meeting needs.

7. RISK MANAGEMENT RESPONSIBILITIES

OFFSITE MEETING OR EVENT RISK REVIEW

Any external meetings or events that contain abnormal risk **must** be approved by a Director of Finance in Risk Management and by internal Legal Counsel. Some examples of offsite events that **must** have a risk review are boat rides, parasailing, rock climbing, helicopter rides, hot air balloon rides, mechanical bulls, etc. Any requests for individual releases or waivers of liability or indemnification require review by a Director of Finance in Risk Management and by internal Legal Counsel.

GROUP AIR SECURITY REQUIREMENTS

Unless specifically agreed by the CEO, no more than three Senior Leadership Team members are to travel on the same aircraft. Not more than 20% of the total staff from any one department should travel together by air unless agreed by the respective management committee member. In cases where small departments are required to travel by air, this guideline should be followed as closely as possible. Special consideration may be given during periods of special activity (where entire teams could be affected by an incident).

8. ETHICS RESPONSIBILITIES

USAGE OF PREFERRED SUPPLIERS

ConAgra Foods preferred suppliers will be given first consideration when contracting for group meetings and events. ConAgra Foods may consider client status only insofar as all other factors are equal and the arrangements are in accordance with any regulatory requirements.

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PERSONAL INCENTIVES

Personal incentive points, tickets, credits, gifts or other awards over \$25 that may be offered by suppliers for awarding business are **not** permitted and **must** be declined, per the [Supplier Gift policy](#).

FAMILIARIZATION TRIPS

Familiarization trips are marketing programs designed to acquaint event planners or meeting sponsors with a specific destination, location, property. Acceptance of, or participation in, familiarization trips and other services on a complimentary basis are **not** allowed, as outlined in the [Supplier Gift Policy](#).

SITE INSPECTIONS

Once a location is determined, site inspections might be warranted. Site Inspections that include an overnight stay **must** utilize the hotel's ConAgra Foods' transient rate and if **not** available, a site inspection rate should be requested.

9. EMERGENCY GUIDELINES

EMERGENCY PREPAREDNESS

Emergency preparedness includes mitigation of events that could impact a meeting or meeting attendees, as well as readiness to respond quickly and effectively. Assessment of Basic Emergency Preparedness Guidelines that meeting planners should be aware of:

- Visual alarms for people with hearing impairments
- Automatic fire doors
- Auto link to fire station
- Ventilated stairwells
- Emergency maps in guest rooms and hallways
- Automated external defibrillators (AEDs) available on site
- Staff trained in CPR and first aid
- Public address system
- Video surveillance in public areas, elevators, entrances and hallways
- Staff trained in issuance of duplicate keys
- Emergency power source
- Standard operating procedure for power outages
- List of personnel who speak languages other than English
- Guest notification procedure for fire emergencies
- Written emergency plan for extreme weather conditions
- Procedures for dealing with terrorist threats
- Emergency communication procedures and evacuation plan
- SafePlace accreditation
- Results of last three food safety inspections
- Temperature in food preparation areas
- Access to kitchens

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- Hand-washing protocols

EMERGENCY PROCEDURES – OFFSITE EVENT

For every offsite meeting or event, there should be a team or person responsible for determining if the location is safe and if there is an emergency, when there should be a call for adjournment. The team or person is also responsible for understanding emergency procedures at the location and guiding attendees appropriately.

10. COMPLIANCE

SCOPE

The Group Meetings and Events policy applies to all employees based in the United States. Compliance is mandatory.

CONSEQUENCE OF NON COMPLIANCE

If non-compliance or abuse of the policy is detected, the incident will be reported to Internal Audit along with a required written explanation from the employee. Further review and/or disciplinary action may be taken at that time up to, and including termination.

ConAgra Foods Group Meetings and Events **PART TWO - PROCEDURE**

STEP 1- ARRANGING GROUP MEETINGS AND EVENTS – EVALUATION

IN PERSON OR CONFERENCE CALL

Determine whether or not an in-person meeting is necessary or if the discussion can be held via webinar, videoconference or conference call.

GROUP MEETING OR EVENT OBJECTIVES

Identify the group meeting or event objectives/goals and measurements of success. Consider creating a team to determine the meeting or event goals. ConAgra Foods Corporate Communication internal event team can assist you when evaluating purpose, objectives and outcomes for your meeting/event to determine the best method for achieving meeting/event outcomes.

For more information on Corporate Communication internal event's role in meetings and events, please visit the Meetings & Events portal page on the Café Portal prior to registering your meeting for additional resources on planning your meeting.

SET AGENDA

Establish a group meeting or event agenda in sequential order with proposed breakout sessions, food functions, general session, and number of guest rooms needed each night, etc. so that the hotel sourcing, RFP and appropriate budget can be built accordingly.

FLEXIBILITY IN AGENDA/PLANS

Consider being flexible on the dates and location of the group meeting or event when possible. Flexibility offers opportunities to negotiate more cost effective options. In fact, Travel and Transport will use cancelled group meeting or event space and rooms first.

STEP 2 - ARRANGING GROUP MEETINGS AND EVENTS -- REGISTRATION AND APPROVAL

MEETINGS & EVENTS PORTAL PAGE AND EVENT CHECKLIST

Before registering your meeting or event, please refer to the "Planning a Meeting" section of the Meetings & Events page on the Café portal, where an Event Planning Checklist will help you determine the information you need prior to registering your meeting with Travel and Transport Events.

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REGISTER GROUP MEETING AND EVENT

Once an initial approval to plan the meeting or event has been granted by the budget owner, register your meeting with Travel and Transport Events via the meeting registration form on the Meetings and Events page on the Café. You will be asked for the authorizing VP's email address for tracking purposes. Travel and Transport Events will issue a meeting number to the meeting sponsor. It is the meeting sponsor's responsibility to communicate the meeting number to all attendees.

If the meeting or event requires creative assistance, the Corporate Communication internal event team will be notified by Travel and Transport Events of your meeting, in order to determine your creative needs, including message and/or thematic development, staging and/or audio visual support, where relevant.

HOTEL SELECTION

Once the group meeting or event registration is submitted, Travel and Transport Events will source the location for the meeting/event, will perform hotel room rate analyses, and will perform contract negotiations for the meeting/event.

REVIEWING BASE COSTS

Travel and Transport Events will negotiate room rates, meeting room rental, surcharges and more, and will present options to you based on your guidelines and hotel availability. The planner will make a hotel recommendation to you, based on their understanding of the goals of your meeting.

NEGOTIATION OF THIRD PARTY CONTRACTS

All hotel contracts for registered events must be negotiated through Travel and Transport Events to ensure that the company's financial and legal exposure is minimized. All other contracts must be routed to Enterprise Procurement for negotiation and signature.

MEETING/EVENT EXPENSE PAYMENT

For meeting or event expenses, the U.S. Bank travel card **must** be used. On the expense report of the meeting planner and all internal attendees, the meeting number must be referenced in the business purpose field on the expense report. Additional comments about the particular meeting should be added to the comments field on the expense report.

For information on allowable and non allowable expenses, receipt requirements, and expense reporting procedures, please see the [Global Business Travel and Entertainment policy](#).

SAVINGS AND COST AVOIDANCE TRACKING

Travel and Transport Events and Enterprise Procurement will capture and report cost savings and avoidance for all group meetings and events registered with Travel and Transport Events.

CHECK LIST FOR MEETING PLANNING APPROVAL PROCESS

1. ConAgra Foods' meeting planner requests the meeting by completing the meeting request form.
2. The meeting request form is forwarded to Travel and Transport's Events who will research the options and provide three recommendations within three business days.
3. If the three recommendations provided by Events do not meet the approval of the meeting planner, three additional recommendations will be provided within 2 business days.
4. ConAgra Foods' meeting planner selects the venue.
5. Events develops the contract and addendum with the venue.

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6. If the venue agrees to all of ConAgra Foods' addendum terms, the following steps are necessary:
 - a. The venue representative will sign the contract and addendum and forward them to Events.
 - b. Events will forward the contract and addendum to the meeting planner for a counter signature.
 - c. Meeting planner approves with his/her signature and sends fully executive copy to Events
7. If the venue does not agree to ConAgra Foods' addendum, the following steps are necessary:
 - a. Events to discuss the redlined items with ConAgra Foods' meeting planner and seek approval to select a different venue where appropriate.
 - b. And/or Events to seek assistance from national representative of the hotel.
 - c. And/or Events forwards the documentation to ConAgra Travel for review.
 - i. ConAgra Travel will reach out to appropriate departments for input and approval
 - ii. When necessary, schedule a call with the venue and ConAgra's Travel/Legal/Risk representative
 - iii. Upon agreement, the addendum is forwarded back to Events
 - d. Events will forward the agreed upon addendum to the venue for signature along with a signed copy of the venue contract. The signed addendum and contracts will be forwarded to Events.
 - e. Events will forward the contract and addendum to the meeting planner for a counter signature.
 - f. Meeting planner approves with his/her signature and sends fully executive copy to Events

STEP 3 - ARRANGING GROUP MEETINGS AND EVENTS -- OTHER CONSIDERATIONS

TELECONFERENCING AND VIDEOCONFERENCING SERVICES AT CONAGRA FOODS, INC.

To set up a teleconference, please use your conference bridge. For further information regarding how many people you can invite and how to moderate a call effectively, please search "teleconferencing" on the Café Portal.

To set up a videoconference, please search "conferencing" on the Café Portal for a complete listing of videoconferencing locations and set up procedures.

OUTSOURCED PLANNING SUPPLIERS

The Corporate Communication internal events team should be contacted to determine the level of meeting planner support you will require, if your meeting will be held offsite, has a budget of \$5,000 or more and/or requires additional creative resources including meeting strategy ideation, thematic development, staging and/or audio-visual support, where relevant. Internal meeting planning and event resources are available through the Corporate Communication internal event team for meetings or events that meet the following criteria:

- Meetings and/or events that have external impact to customers, stockholders, the community, board members, etc...
- Meetings and/or events that require staging or production support, or
- Meetings and/or events that require creative resources such as graphic design or thematic development.

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After discussing with the internal events team and if you meetings does not meet that criteria, you can decide to use Travel and Transport Events, who is our preferred third party supplier for additional planning services. To inquire about these services and pricing, please contact Travel and Transport Events at cag.meetings@tandt.com. Their invoice will be sent to the meeting sponsor following the program completion for approval and payment.

AIRLINES

Travel and Transport is our preferred supplier for air travel, and can provide an air analysis for the meeting. An air analysis will give the meeting requestor the average cost for their attendees to fly to the meeting and identify the most cost effective option for air travel.

SAMPLE MENUS & SUBSTITUTIONS

If you are serving food, ConAgra Foods products **should** be used as much as possible. The Corporate Communication event team has prepared sample menus, including meals and breaks, for your use and is available on the Meetings and Events portal page on the Café Portal.

If the menu cannot be accommodated, food substitutions can be offered to the location/catering company's chef. Those substitutions can include the following:

- Egg Beaters for Eggs
- Reddi-wip for desserts
- Hunt's Ketchup
- Hebrew National Hot Dogs
- Lamb Weston Potatoes (fries, chips and mashed)
- Van Camp's Beans for baked bean dishes
- Gilroy Foods & Flavors Control Moisture Vegetables (to be prepared in a recipe)
- Hunt's Tomatoes in all dishes (i.e. pasta, bruschetta, etc)
- Rosarita Refried Beans
- Ro*Tel
- La Choy (Soy Sauce, Sweet & Sour Sauce)
- Alexia artisan breads and organic potato products
- Swiss Miss Cocoa

CORKAGE FEES

When using ConAgra Foods' products, it is important for the venue/location to know of your intent during the contracting phase. At that time, ConAgra Foods should **not** accept corkage fees as part of the fee structure.

SAMPLE ORDERS

To order samples for the meeting or event, a sample order form must be completed and sent to retailsamples@conagrafoods.com. Samples are a great way to use ConAgra Foods products as centerpieces or gift bags for attendees.

USE OF CORPORATE JET

All Corporate Jet reservations must be made through the Corporate Aircraft Scheduler. For best service, travelers/employees should arrange all rental cars thru the designated Fixed-Base Operator (FBO) on the airfield, which is displayed on the trip card. In Omaha and Dupage, company fleet cars are available for employee use on a first come, first serve basis.