

# ADVERTISING/MARKETING EXECUTIVE CONFERENCE

APRIL 13-15, 2008 • WYNDHAM PALM SPRINGS HOTEL • PALM SPRINGS, CA

To register online, go to [www.fmi.org/events/](http://www.fmi.org/events/), select Advertising/Marketing Conference, click on "register online" and follow the instructions. **Registration questions?** Contact Tiffine Hutchins at 202.220.0808 (thutchins@fmi.org).

## Please Type or Print Clearly

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Confirm to \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

## Registrant Information

	Last Name	First Name	First Time Attendee	Badge Name	Title	E-mail	Companion Name (no registration fee)
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				
<input type="checkbox"/> Mr.			<input type="checkbox"/>				
<input type="checkbox"/> Ms.			<input type="checkbox"/>				

**Registration Fee:** We cannot process your registration without proper payment and are unable to send invoices for the registration fees. The fee includes all meeting materials, breakfasts, lunch, refreshment breaks and receptions. It does not include hotel accommodations. Please make room reservations directly with the Wyndham Palm Springs Hotel by calling 760.322.6000 or 1.800.996.3426.

**FMI Member:** ☐ \$795.00 per person  
☐ \$745.00 per person if 3 or more  
(paid) attend from the same company

**FMI Associate Member:** ☐ \$1,125.00 per person

**Non-Member:** ☐ \$1,350.00 per person

**Cancellation:** Full refund if cancellation is received one week prior to meeting; 60 percent if less than one week. No refund if cancellation is received after April 11 (COB).

**Note:** Every participant – to qualify for FMI member rates – must be an employee of an FMI member company. Please remember an FMI member is either a retailer or wholesaler paying annual dues to FMI. An associate member is a supplier company paying annual associate membership dues to FMI. All others are non-members. Walk-in registrations accepted only if accompanied by cash, company check or credit card in payment of the registration fee.

**Payment Information:** Mail this form with check to: P.O. Box 758884, Lockbox #758884, Baltimore, MD 21275-8884. Be sure to include registration form with check (U.S. funds drawn on a U.S. bank – payable to Food Marketing Institute). Wire transfers acceptable in U.S. funds. For assistance with wire transfers contact Van Jackson 202.220.0755.

If paying by credit card, fax this form with credit card information to 202.220.0878.

Please charge \$ \_\_\_\_\_

to my: ☐ Visa ☐ MasterCard ☐ American Express

Account No. \_\_\_\_\_

Exp. Date \_\_\_\_\_

Card Holder Name (please print)

Card Holder Signature (must sign to be valid)



FMI is committed to participation in its programs by persons with disabilities. ☐ Please check if you need accommodations. Please specify. \_\_\_\_\_

In general, Treasury Regulation 1.162-5 permits an income tax deduction for educational expenses undertaken to maintain and improve professional skills.





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Fax the enclosed registration form with credit card payment information to 202.220.0878 or mail form with payment to Food Marketing Institute, P.O. Box 758884, Lock Box #758884, Baltimore, MD 21275-8884. To register online, go to [www.fmi.org/events/](http://www.fmi.org/events/), select Advertising/Marketing conference. Click on "register online" and follow the instructions. Registration questions, phone 202.220.0808 and ask for Tiffine Hutchins or e-mail her at [thutchins@fmi.org](mailto:thutchins@fmi.org).

## REGISTRATION FEE

Includes all meeting materials, continental breakfasts, coffee breaks, lunch and receptions. Fee does not include your hotel accommodations.

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**Companion:** No registration fee

## CANCELLATION

Full refund if notification is received prior to one week before meeting; 60 percent refund if less than one week's notification; NO REFUND IF CANCELLATION IS RECEIVED AFTER APRIL 11 (COB). If registration is not canceled before start of meeting, registrant will be responsible for paying full registration fee.

## ATTIRE

Casual attire (no ties!) is recommended for the entire conference. The average daytime temperature can be in the eighties.

## PLANNING COMMITTEE

**Terry Stadheim, Chair**  
*Unified Western Grocers, Inc*

**Chuck Corbeil**  
*Harris Teeter, Inc.*

**Dave Haworth**  
*Nash Finch Company*

**Dave Henry**  
*Winn-Dixie Stores, Inc.*

**Judi Palmer**  
*The Stop & Shop  
Supermarket Company*

**Jerry Shelton**  
*United Supermarkets, Ltd.*

**Scott Smith**  
*Haggen, Inc.*

**Pat Shinko**  
*Food Marketing Institute*

If you have any questions or need additional information, contact:

**Pat Shinko or Ben Quigley**  
*Food Marketing Institute*  
2345 Crystal Drive, Suite 800  
Arlington, VA 22202

Phone: 202.452.8444  
Fax: 202.220.0877  
E-mail: [pshinko@fmi.org](mailto:pshinko@fmi.org)  
[bquigley@fmi.org](mailto:bquigley@fmi.org)



## HOTEL RESERVATIONS

FMI does not arrange hotel accommodations; they should be made directly with the hotel. A block of sleeping rooms (\$189.00 single/double occupancy) will be held at the Wyndham Palm Springs Hotel (888 East Tahquitz Canyon Way, Palm Springs, CA; 760.322.6000) for our attendees until March 21, 2008. Reservation requests received after this cutoff will be confirmed on an availability basis. All sleeping room accommodations are subject to applicable taxes. If requested room rate is unavailable, a room at the nearest available rate will be reserved. Make your reservations directly with the hotel by calling 760.322.6000 or 1.800.996.3426. **Be sure to identify yourself as an attendee at this FMI meeting to receive the special rate.** Reservations are subject to cancellation unless guaranteed by a major credit card or one night's deposit. An early departure fee of \$50 plus tax will be charged. Check-in time is 4:00 pm; check-out time is 12:00 noon.



## AIRLINE RESERVATIONS

United Airlines, FMI's official carrier for this meeting, is offering discounted airfares to attendees. Call today to take advantage of the special offers available only to Advertising/Marketing Conference participants.

8:00 am – 10:00 pm daily  
Eastern Standard Time

1.800.521.4041  
Please refer to File #509RK