

CHAIN REACTION

OCTOBER 26-28, 2003
NASHVILLE, TN • OPRYLAND CONVENTION CENTER



Implementing Collaborative Supply Chain Relationships



CHAIN

REACTION

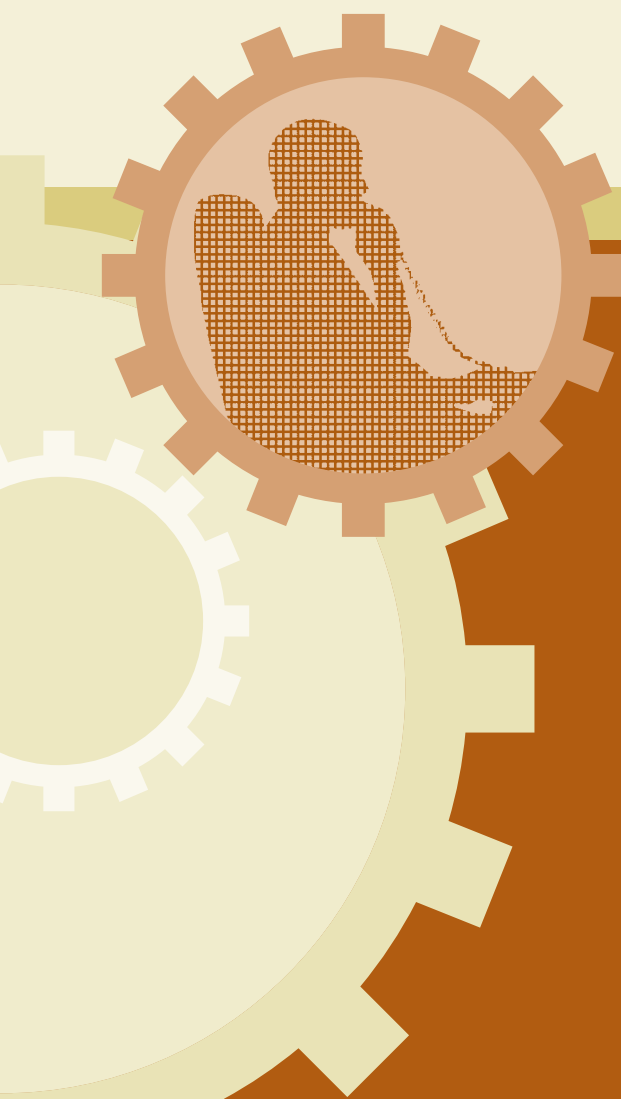
This year's conference focuses on **Implementing Collaborative Supply Chain Relationships** and will challenge the industry, companies and trading partners to aggressively begin the implementation work that is necessary to build the high performance Supply Chain of the Present! The entire program is designed to provide industry professionals in sales, merchandising, supply chain and information technology an atmosphere conducive to learning, understanding and developing relationships and skills that can ensure success. Chain Reaction will examine the myriad of relationships in the supply chain highlighting the realization that every partner in the supply chain relationship has a direct and immediate impact on the actions and reactions of others linked to the chain.

Transparency and Trust...two indispensable factors in creating an effective and efficient supply chain will kick off this year's event.



Don Tapscott will discuss his latest book "*The Naked Corporation: How the Age of Transparency Will Revolutionize Business*", to be released October 2003. As a leading expert on business strategy and technology, Tapscott will challenge traditional thinking on transparency between business partners.

Trust is the key to building a strong supply chain foundation. **Charles Green**, coauthor of "*The Trusted Advisor*", offers strategies for individuals and organizations to create more effective trust based relationships, both internally and externally.



THINGS YOU'LL ACCOMPLISH

LEARN about leading trends among manufacturer and retailer partnerships.

NETWORK with business partners and colleagues on ways to enhance your supply chain collaboration.

EXPLORE new technologies that will help foster stronger working relationships and trust.

GAIN INSIGHT into the myriad of ways the actions of one partner can cause a chain reaction across the entire value chain.

UNDERSTAND how to leverage your current relationships and support systems to maximize supply chain efficiencies and returns.

FOCUS on strategy development, multi-partner collaboration and new innovations in technology, business and system processes.



YOUR SCHEDULE*

SUNDAY, OCTOBER 26, 2003

2:00 p.m.	Welcome and Introductions
2:15 p.m.	Chain Reaction Overview and Goals
2:30 p.m.	The Naked Corporation: How the Age of Transparency Will Revolutionize Business
3:30 p.m.	A Manufacturer's View of the Supply Chain
4:15 p.m.	A Retailer's View of the Supply Chain
6:00 p.m.	Welcoming Reception with Exhibitors

MONDAY, OCTOBER 27, 2003

7:00 a.m.	Breakfast
8:00 a.m.	Yesterday's Highlights and Today's Goals
8:30 a.m.	The Trust Factor: Building Effective Trading Partner Relationships
9:30 a.m.	An Examination of Past and Present Business Relationships
10:30 a.m.	Break
11:00 a.m.	The Supply Chain Economics of Trade Promotion
Noon	Luncheon with Entertainment
2:00 p.m.	2005 Sunrise and GTIN: Are You Compliant and Ready to Implement?

3:00 p.m.	Data Synchronization Case Studies: Benefits and Implementation
4:00 p.m.	Auto ID, Inc: Unleashing the Potential of EPC and RFID
6:00 p.m.	Cocktail Reception with Exhibitors

TUESDAY, OCTOBER 28, 2003

8:00 a.m.	Yesterday's Highlights and Today's Goals
8:15 a.m.	Consumer Focus – Supply Chain of the Future
9:15 a.m.	Retail Out-of-Stocks: An Examination of Causes and Consumer Reaction
10:15 a.m.	Break
10:45 a.m.	We are in Business to Grow and Serve the Consumer!
12:00 p.m.	Conference Adjourns

*Additional sessions and full speaker line up to be announced in August.

CONFERENCE INFORMATION

CONFERENCE REGISTRATION

Mail or fax (202)220-0878 registration form to Food Marketing Institute, 655 15th Street, NW, Washington, DC 20005. If you have registration questions, call Elizabeth Newton (202)220-0711. Conference content questions can be directed to Pat Walsh (202)220-0703.

REGISTRATION FEE

Fee includes all meeting materials, continental breakfasts, coffee breaks, lunches, and receptions. Fee does NOT include your hotel accommodations or airfare. **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 member dues to FMI. All others are non-members. Walk-in registrants must present payment of the registration fee in the form of cash, company check, or credit card.

FMI Member Cost: \$650.00 per person; \$600.00 per person if three or more (paid) attend from the same member company

FMI Associate Member Cost: \$1,200.00 per person*

All others Cost: \$1,430.00 per person*

* For every two registrants from the same company paying the \$1200 or \$1430 registration fee, one complimentary retailer/wholesaler registration will be awarded. This registration can be used at the qualifying company's discretion to invite a retailer/wholesaler to attend the Chain Reaction Conference as their guest.

CANCELLATIONS

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 NOTIFICATION IS RECEIVED AFTER OCTOBER, 24. (COB) IF REGISTRATION IS NOT CANCELLED BEFORE START OF MEETING, REGISTRANT WILL BE RESPONSIBLE FOR PAYING FULL REGISTRATION FEE.**

HOTEL RESERVATIONS

FMI/GMA does not arrange hotel accommodations; they should be made directly with the hotel. A block of sleeping rooms (\$178 single/double occupancy) will be held at The Opryland Convention Center (2200 Opryland Drive, Nashville, TN 32214) for our attendees until October 3. Reservation requests received after this cutoff will be confirmed on an availability basis. All sleeping room accommodations are subject to applicable taxes.

Make your reservations directly with the hotel (615)889-1000 and be sure to identify yourself as an attendee at the Chain Reaction Conference to receive the special conference rate. Reservations are subject to cancellation unless guaranteed by a major credit card or one night's deposit.

SPECIAL AIRFARES

Delta and United Airlines, FMI's official carriers for the Chain Reaction Conference, are offering discounted airfares to attendees. Call Delta or United today to take advantage of these special offers!

Delta Airlines

8:00 am – 11:00 pm Daily (EST)

800-241-6760

Please refer to #DMN190080A

United Airlines

8:00 am – 10:00 pm Daily (EST)

800-521-4041

Please refer to #509RK



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