

CHAIN REACTION

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

Implementing Collaborative Food Supply Chain Relationships



BACKGROUND

The FMI and GMA Chain Reaction Conference 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 has been designed to provide food 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.

ABOUT FMI

The Food Marketing Institute (FMI) is a nonprofit association conducting programs in research, education, industry relations, and public affairs on behalf of its 1,500 members including their subsidiaries – food retailers and wholesalers and their customers in the United States and around the world. FMI's retail membership is composed of large multi-stores chains, small regional firms and independent supermarkets. Its international membership includes 200 members from 60 countries.

ABOUT GMA

The Grocery Manufacturers of America (GMA) advances the interests of the food, beverage and consumer products industry on key issues that affect the ability of brand manufacturers to market their products profitably and deliver superior value to the consumer.

SUBMITTING A PROPOSAL

Instructions: All submissions must be typed. Complete and sign the "agreement" page. Be sure to include all requested information and review it for accuracy and completeness. **Proposals are due July 15, 2003.**

Review: Proposals will be reviewed by FMI/GMA. Final selection will be made and you will receive notification from FMI/GMA by **August 1, 2003.**

Evaluation of Your Proposal:

FMI/GMA looks for presentations that will appeal to, challenge and educate supply chain professionals. To meet the needs of the attendees, we seek presenters and presentations that have both domestic and international appeal. We actively seek the participation of our retailer and wholesaler community, whose contributions to peer-to-peer education provide the highest degree of value to the industry.

All Proposals will be evaluated using the following criteria:

- Strategic relevance to retailer and wholesaler management from headquarters to store
- Clear and focused learning objectives
- Significance and depth of the content
- Timeliness of the topic
- Professional experience and background of the presenter(s) as evidenced by time in the profession, current position and contributions to the industry
- Speaking expertise of the presenter(s) as evidenced by evaluations and recommendations
- Originality of the presentation material
- Innovation and new approaches to current and emerging supply chain issues
- Completeness and accuracy of the proposal format and supporting documentation.

Proof of Performance:

Should you choose, you may submit no more than ONE of the following: audio tapes, video tapes, books, or articles. You may also submit up to THREE letters of recommendation or evaluations of past presentations. Please note that FMI/GMA does not return these items. FMI/GMA actively seeks presenters with experience in the food marketing industry.

Honoraria:

FMI/GMA has a tradition of educational programming showcasing innovation in the food marketing industry. We look for speakers who are willing to share their expertise without the expectation of payment, in the spirit of networking and exposure to the food industry.

Questions?

Contact Patrick Walsh:

Phone: 202/220-0703; E-mail: pwalsh@fmi.org.

PROPOSAL

Please type and attach the following information to each proposal you submit.

1. Contact person's name, title, company, address, phone, fax, and e-mail address.
2. Title of Session.
3. Session Description. (Please include the goals and learning objectives of the session and sub-topics that will be covered. Indicate what the attendee will take away/be able to implement.)
4. Presenter Information for all proposed presenters: (Name/Title/Company/Brief Biography).

Please complete all of the following questions (on this form or on your attachment).

1. Will you agree to give two presentations on this topic? (theses may be scheduled on different days)
_____ Yes _____ No
2. Length of Presentation:
_____ 45 minutes _____ 1 hour _____ 1:15
3. Level of Presentation:
_____ Advanced (requires a working knowledge of the topic; focus is on implementation)
_____ Intermediate (requires some knowledge of the topic)
_____ Fundamental (requires little or no previous knowledge of the topic)
4. Session Track:
_____ Industry Trends
_____ Technology
_____ Strategic Management
_____ Collaboration
_____ Store Operations
_____ Marketing and Merchandising
_____ Logistics/Supply Chain
_____ Responsiveness/Service
_____ Consumers
_____ Other: _____

5. Format:
_____ Lecture
_____ Panel Presentation
_____ Breakout
_____ Other: _____
6. Is this proposal based on ___new research? ___ new industry trend or concept? If so, please describe:

7. Is this proposal based on specific work performed with or for an FMI-member company? If so, which company?

8. Is this proposal endorsed or suggested by an FMI/GMA committee? _____ Yes _____ No
Which committee? _____
9. Would this topic be most appropriate for:
_____ Wholesaler supplied retailers
_____ Self distributing retailers
_____ Wholesalers
_____ Other: _____
10. What is the target audience for this session? (Please indicate no more than two):
_____ Top executives (CEOs/Presidents/VPs from corporate or divisional offices)
_____ Headquarters middle management
_____ Store owners and operators
_____ Buyers, category managers and merchandisers
_____ District and store-level management
_____ Finance Professionals
_____ IT Professionals
_____ Other (please specify): _____

11. a. Is your company a food retailer or wholesaler?
_____ Yes _____ No

AGREEMENT

(Please duplicate and sign this form for each proposal you submit)

IF YOUR PROPOSAL IS ACCEPTED YOU MUST AGREE TO:

- Work closely with FMI/GMA staff prior to the conference/exposition and adhere to all deadline dates.
- Work cooperatively to refine the presentation and integrate it with other presentations.
- Collaborate with FMI/GMA on the written description of your session in promotional materials, as well as the format, length and level of the presentation.
- Provide quality handout masters by the deadline date requested.
- Provide a detailed outline or full script of your remarks by the deadline date requested if your presentation is selected for translation into international languages.
- Participate in a rehearsal the day before the presentation.
- Consent to an electronic recording of the presentation for sale after the presentation.
- Refrain from using the platform, audio-visual, or handout materials to showcase or promote business, product or practice.
- Warrant that the ownership rights, including all copyrights, in the materials used in the presentation are owned by you, or that the rights to use and reproduce the materials have been lawfully obtained.
- Comply with the antitrust laws in the preparation and presentation of your materials.

In return, FMI/GMA will:

- Provide you with a complimentary registration for the convention.
- Provide you with a complimentary electronic transcription of your presentation.
- Provide you with valuable business and professional exposure.

Please sign here to accept the conditions listed above: _____

Name and company (please print)

Date

Return by July 15, 2003 to:

**Patrick Walsh
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Washington, DC 20005
Fax: 202-220-0703
Email: pwalsh@fmi.org**