

FMI Supermarket Pharmacy Conference Co-located with the **GMDC Health Beauty Wellness Marketing Conference**

September 11-14, 2009
JW Marriott Orlando, Grande Lakes • Orlando, FL

SENIOR EXECUTIVE CONFERENCE (SEC) COMMITMENT FORM

Senior Executive Conference Appointments: pre-scheduled, 40-minute in-depth, strategically directed conversations held in private suites hosted by suppliers on Friday and Saturday, September 11-12.

Retailers agree that:

- The executive(s) representing your company are involved with health, wellness, beauty, pharmacy, marketing, merchandising, and/or center store activities at your company. Note: In order to participate in the SECs, your supplier counterparts are required to agree that the executive(s) representing their company in your SEC meetings will be senior sales and/or marketing executives responsible for the supermarket channel.
- Following FMI's receipt of this commitment form, you will be asked to review a list of supplier SEC candidates and prioritize those companies (via an on-line survey) with whom you would like to meet in a 40-minute SEC. Simultaneously these supplier SEC candidates will prioritize their interest in a meeting with your company.
- Your SEC schedule will be generated and you must agree to meet with the supplier companies listed on your personalized SEC schedule on the days and times indicated. Note: The SEC schedule will be generated prior to appointment-setting for CCCs (formerly Business Appointments), so you will have the option to eliminate companies from your CCC schedule if you will be meeting them in SECs.

Suppliers agree that:

- In participating in SECs, suppliers agree to pay the \$5,000 SEC supplier registration fee* which includes:
 - Room and tax fees for the SEC suite
 - Up to six (6) SEC participant badges good for all activities on Friday and Saturday morning only
 - Suite Internet connectivity
 - SEC scheduling services
- Audio visual and catering expenses will be the responsibility of the supplier SEC suite hosts.
- The executive(s) representing their company in SEC meetings will be senior sales and/or marketing executives responsible for the supermarket and/or pharmacy channel.

Please note: 30 hospitality suites have been secured to host SECs. Suites will be assigned on a first-come, first-served basis; requests beyond these 30 suites will be based on hotel availability.

* Suppliers will not be billed the \$5,000 SEC registration fee if they are not selected for at least five confirmed SEC meetings with retailers.

COMPLETE AND FAX THIS FORM TO 202.220.0830 BY JUNE 5.

Prefix: _____ First Name: _____ Last Name: _____

Title: _____

Company: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____ Email: _____