

## TABLE RESERVATION FORM

**DEADLINE: JULY 24**

# 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

### COMPANY INFORMATION:

This information will be used in the conference directory.

Company: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Key Contact Name (Lead person at company table): \_\_\_\_\_

Phone (if different): \_\_\_\_\_ E-mail: \_\_\_\_\_

### DEADLINE:

**JULY 24** (Payment and form must be received at FMI by this date)

**NO TABLE RESERVATIONS  
WILL BE ACCEPTED AFTER  
JULY 24**

**COMPANY DESCRIPTION** (50 words max). Please write below or email [cpratt@fmi.org](mailto:cpratt@fmi.org) by July 24. FMI reserves the right to edit.

### MY COMPANY IS BEST DESCRIBED AS A:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Distributor/Wholesaler               | <input type="checkbox"/> Prescription Packager           | <input type="checkbox"/> Pharmaceutical Care Services Company                  |
| <input type="checkbox"/> Brand Pharmaceutical Manufacturer    | <input type="checkbox"/> Publication/Information Service | <input type="checkbox"/> Over-the-Counter Product Manufacturer (Herbals, etc.) |
| <input type="checkbox"/> Generic Pharmaceutical Manufacturer  | <input type="checkbox"/> Pharmacy Services Provider      | <input type="checkbox"/> Home Health Care/DME Provider                         |
| <input type="checkbox"/> Pharmacy Automation/Hardware Company | <input type="checkbox"/> Reverse Distributor             | <input type="checkbox"/> Other: _____  |
| <input type="checkbox"/> Pharmacy Software Company            | <input type="checkbox"/> PBM/TPA                         |  |

Please keep my table away from the following competitors: \_\_\_\_\_

**PLEASE PRINT OR TYPE YOUR COMPANY NAME IN THE BOX BELOW EXACTLY AS YOU WANT IT TO READ ON YOUR SIGN:**

**PAYMENT INFORMATION:** Reservations will be confirmed **ONLY** if this form is accompanied by payment. The key contact's conference registration form and fee must also be enclosed. Sorry, we cannot bill.

**SUPPLIER CANCELLATION POLICY:** After **August 5**, suppliers who cancel their primary representative's registration and table will be subject to a 20% penalty of the registration fee, as well as forfeiture of the cost of their table.

### MAIL TO FMI:

Food Marketing Institute  
P.O. Box 758884, Lockbox 758884  
Baltimore, MD 21275-8884

**FAX FORMS WITH CREDIT CARD INFORMATION TO:**  
202.220.0830

**QUESTIONS:** Contact Cliff Pratt at [cpratt@fmi.org](mailto:cpratt@fmi.org) or  
202.220.0828

**NOTE:** Space is limited! Please respond promptly.  
Reservations will be made on a first-paid, first-served basis. Refunds will be provided if a table is unavailable.  
Companies can reserve additional tables for \$500 each.

**RESERVE:** ☐ \$750 (table) ☐ \$500 (additional table)

☐ Enclosed is my company check for \$ \_\_\_\_\_ (U.S. funds drawn on a U.S. bank payable to Food Marketing Institute) Ref. No.: 3800-004-0172

☐ Please charge \$ \_\_\_\_\_ to my: ☐ Visa ☐ MasterCard ☐ American Express

Acct. Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Card Holder Name (please print): \_\_\_\_\_

Card Holder Signature (must sign to be valid): \_\_\_\_\_

### FMI USE ONLY:

BATCH DATE: \_\_\_\_\_ AMOUNT RECEIVED: \_\_\_\_\_ CHECK# \_\_\_\_\_

ACCOUNT NO.: 3800-004-0172



**CONTROLLED CASUAL CONFERENCES (CCCS, FORMERLY BUSINESS APPOINTMENTS) DEADLINE: JULY 24**

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### GENERAL GUIDELINES FOR CONTROLLED CASUAL CONFERENCES

FMI's Controlled Casual Conferences (CCCs, formerly Business Appointments) are an opportunity for business partners to meet in a scheduled forum designed to maximize the time and resources of both parties. Suppliers schedule meetings with supermarket pharmacy executives to briefly introduce themselves/their company, discuss their products and services or review current activities. **All individuals who participate in the CCCs must be registered for the Pharmacy Conference.**

**Retailers and suppliers who plan to participate in CCCs must register for the Pharmacy Conference by JULY 24.** The supplier table reservation form and fee must also be submitted to FMI by the registration deadline. Supplier companies that do not purchase a table may NOT participate in CCCs.

**NEW!** CCC meetings will be scheduled online through the FMI online scheduling tool. Detailed instructions about the online scheduling process and a list of conference registrants will be sent out to all registered attendees before the online scheduling tool goes "live" on **AUGUST 10**.

Company representatives are responsible for scheduling their own appointments. Attendees can schedule up to 40 separate 10-minute meetings with business partners. You can schedule back-to-back meetings (20 minutes) for appointments requiring more time. Attendees should schedule their own "breaktime" as needed.

### ADDITIONAL GUIDELINES FOR SUPPLIERS

Each supplier company can reserve one table at \$750 and can purchase additional tables at \$500 each.

Each company will be assigned a small table (with four chairs) where literature may be displayed. A sign with the company's name will be provided by FMI.

No tabletop displays or promotional "giveaways" are permitted. No audio, video or electrical equipment is available (companies are welcome to bring laptop computers with a self-generated power source).

Suppliers should NOT double book their appointments with retailers.

Appointments are more productive with advanced preparation. Suppliers are also encouraged to send literature regarding their products/services to their retail appointments in advance of the conference.