

CONFERENCE SPONSORSHIP INFORMATION

FMI Supermarket Pharmacy Conference Co-located with the GMDC Health Beauty Wellness Marketing Conference JW Marriott Orlando, Grande Lakes • Orlando, FL

September 11-14, 2009

CONFERENCE SPONSORSHIP

Excitement for the co-location of FMI's 2009 Supermarket Pharmacy Conference and GMDC's Health Beauty Wellness Marketing Conference is building and this promises to be one of the year's most anticipated business meetings in the industry!

Sponsorships offer an unprecedented business opportunity for suppliers. Support this important industry meeting through sponsorship – and reap the benefits of increased exposure and appreciation from our attendees! Opportunities are limited, so make your selection today.

Sponsorship Benefits

- Company listing and link in the Sponsor section of the Pharmacy Conference web page.
- Inclusion in Pharmacy Conference marketing e-blasts, which go to over 1,500 contacts in the pharmacy field.
- Recognition in on-site signage and the official conference schedule.
- Opportunity to attend Pharmacy Conference and GMDC sessions and social events – a great chance to network, learn the latest trends and issues impacting supermarket pharmacy and hear about health and wellness opportunities in the grocery industry.
- Gratitude from the retail pharmacy community, who know that supplier support is critical to the continuation of this conference – the only meeting specifically focused on supermarket pharmacy.
- Recognition from the podium multiple times throughout the conference.

Platinum and Gold Sponsors Only:

Inclusion in a special slide show that will be shown during the Pharmacy Conference (each sponsor can submit up to four PowerPoint slides about their products/services). Platinum and Gold Sponsor slides will also be provided to conference attendees on the conference USB drive.

For more information, please contact the Food Marketing Institute:

LAURIE GETHIN

Senior Manager, Pharmacy Services
202-220-0715; lgethin@fmi.org

CATHY POLLEY, RPh

VP, Pharmacy Services
202-220-0631, cpolley@fmi.org

D'ANN LANNING

Director, Pharmacy and Public Affairs
202-220-0711, dlanning@fmi.org

*See the reverse side of this form for specific sponsorship opportunities.

SPONSORSHIP OPPORTUNITIES FORM

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

SPONSORSHIP OPPORTUNITIES

Opportunities at the "Platinum" Level (\$10,000):

- ☐ Conference Registration Area
- ☐ Opening Reception (Friday, September 11th)
- ☐ Reception following the CCCs (Sunday, September 13th)
- ☐ Idea Exchange Roundtables (Sunday, September 13th)
- ☐ Lunch and Presentation of FMI's Annual Pharmacy Trends Report (Sunday, September 13th) – includes a sponsorship ad in the Report
- ☐ General Conference Grant

Opportunities at the "Gold" Level (\$7,500):

- ☐ Conference Syllabus (corporate logo on USB drive given to every attendee)
- ☐ "Health Club" (rest and refreshment room) during SEC Meetings (Friday, September 11th and Saturday, September 12th)
- ☐ Educators' Breakfast with Retailers (Monday, September 14th)

General Sessions (choose one):

- ☐ Focus on the Consumer: Using Pharmacy and Food to Manage Disease States in a Changing Marketplace (Sunday, September 13th)
- ☐ Positioning Pharmacists as the Supermarket Whole Health Specialist (Sunday, September 13th)
- ☐ Pharmaceutical Trends, Issues and Outlook (Monday, September 14th)
- ☐ General Conference Grant

Opportunities at the "Silver" Level (\$5,000):

- ☐ First-Time Attendee Meeting (Friday, September 11th)
- ☐ Breakfast (Saturday, September 12th)
- ☐ Breakfast (Sunday, September 13th)

Pharmacy Conference workshops:

- ☐ The Supermarket Pharmacy of the Future (Sunday, September 13th)
- ☐ Privacy and Electronic Health Records: The Changing Landscape of Personal Health Records and Protected Health Information (Sunday, September 13th)
- ☐ Legislative and Regulatory Issues and Their Implications for Pharmacy (Monday, September 14th)
- ☐ Pharmacy Joins the Green Revolution (Monday, September 14th)
- ☐ General Conference Grant

Opportunities at the "Bronze" Level (\$3,500):

- ☐ Refreshments – CCC session (Saturday afternoon, September 12th)
- ☐ Refreshments – CCC session (Sunday afternoon, September 13th)
- ☐ Refreshments – Pharmacy Conference sessions (Sunday morning, September 13th)
- ☐ Refreshments – Pharmacy Conference sessions (Monday morning, September 14th)
- ☐ General Conference Grant

My company is interested in sponsoring at the ☐ Platinum ☐ Gold ☐ Silver ☐ Bronze level.

Name: _____ Company: _____

Phone: _____ Email: _____

RETURN THIS FORM TO 202.220.0830. Contact pharm@fmi.org if you have questions.