



Collaboration for Health

FMI
Supermarket Pharmacy
Conference

GMDC
Health Beauty Wellness
Marketing Conference

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

Attend the FMI Supermarket Pharmacy Conference

Develop strategies and tactics to capitalize on the emerging health and wellness opportunity to transform your store into your customer's whole health destination.

In general sessions, workshops and strategic business meetings:

- **Partner** with retailer, wholesaler and supplier colleagues
- **Meet** with pharmacy suppliers one-on-one to learn about new products and technology
- **Learn** how the supermarket pharmacy is key in health and wellness and healthcare reform
- **Discover** innovative and creative ways to build health and wellness into every aisle of the supermarket

NEW! Senior Executive Conferences (SECs)

Senior Executive Conferences (SECs) will be offered for the first time at the 2009 Supermarket Pharmacy Conference. SECs provide an environment that stimulates senior-level strategic dialogue. Pharmacy executives will join their corporate colleagues from the health, wellness, beauty, and center store departments in meetings with suppliers to develop the categories and programs essential for presenting a complete health and wellness shopping experience that meets the needs of today's consumer.

Benefits of the SEC format include:

- Convenient location in business suites hosted by FMI and GMDC suppliers
- 40-minute, pre-scheduled meetings that allow trade partners to look strategically at key issues and opportunities for growing their mutual businesses across the entire store
- Collaboration between entire supermarket leadership team and relevant suppliers

Participation is limited and offered on a first-come, first-served basis.

Please indicate your interest by completing the enclosed SEC Commitment Form by JUNE 5.

There are two ways that pharmacy executives can make the most of the SEC opportunity:

- Reach out to colleagues in your company to assemble the appropriate group of executives who can work on a whole store health and wellness platform with suppliers
- Invite colleagues in your company who will be attending the GMDC Health Beauty Wellness Marketing Conference to join you in SEC appointments with pharmacy, healthcare and center store suppliers

For additional information on SECs, please see the enclosed form.

Controlled Casual Conferences (CCCs, formerly Business Appointments)

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 register for the Pharmacy Conference by JULY 24.

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.

For additional information on CCCs, please see the enclosed form.

The Food Marketing Institute (FMI) and the Global Market Development Center (GMDC)

are proud to announce that they are co-locating two industry events to create a business opportunity unlike any other in our industry today!

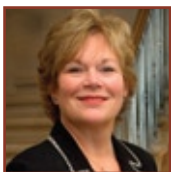
The co-location of the **FMI Supermarket Pharmacy Conference** with the **GMDC Health Beauty Wellness Marketing Conference** offers the members of our two associations a true one-stop-shop opportunity to develop strategies and tactics to capitalize on the emerging health and wellness opportunity across the entire store! We have created a meeting agenda that maintains the identities of the two individual events while providing a forum for collaborative business meetings and education. Retailers and wholesalers from the health, wellness, beauty, pharmacy and center store departments are invited to collaborate with key suppliers to create a health and wellness shopping experience that meets the needs of today's consumer.

Shared business meeting formats, education sessions focused on consumer and business insights and robust social networking opportunities will bring the attendees of our two events together in both formal and informal settings. Key shared business events involving both associations will include:

- **Senior Executive Conferences (SECs)** located in business suites hosted by GMDC and FMI suppliers. These pre-scheduled sessions will create a 40-minute opportunity to look strategically at key issues and opportunities for the trade partners to grow their mutual businesses across the entire store.
- **Controlled Casual Conferences (CCCs, formerly Business Appointments)** will feature a series of 10- and 20-minute tabletop executive meetings focused on new product presentation, business reviews and collaborative business-building discussions.
- **Education Sessions** will feature the unveiling of FMI's 2009 Supermarket Pharmacy Trends Report as well as the release of GMDC's new consumer research study providing insights into Consumer Shopping Habits for Wellness and Environmentally Conscious Lifestyles. FMI will host additional education sessions focused on the unique supermarket pharmacy practice setting.

In this challenging economic environment, many of you are making tough choices about where to allocate your financial resources. The Boards of Directors of GMDC and FMI have made the decision to attend the co-located events an easy one! We've taken two events and rolled them into a single venue with an agenda that transcends traditional retail silos and capitalizes on the health and wellness opportunity.

We encourage you to make the choice to join us in Orlando for what promises to be a fantastic inaugural event!



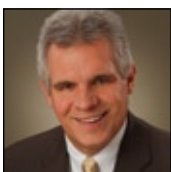
Leslie G. Sarasin, Esq., CAE
Food Marketing Institute
President and Chief Executive Officer



Ric Jurgens
Chairman, CEO and President, Hy-Vee, Inc.
Chairman of the Board, FMI



David T. McConnell, Jr.
GMDC
President and CEO



Raymond Schrupf
C&S Wholesale Grocers, Inc.
Chairman of the Board, GMDC

FMI Supermarket Pharmacy Conference

GMDC Health Beauty Wellness Marketing Conference

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Conference Agenda

Thursday, September 10

10:00 am – 5:00 pm **SEC Registration**

1:00 pm – 5:00 pm **GMDC Golf Tournament**

Pharmacy Conference attendees are welcome to participate in GMDC's golf tournament. Proceeds support GMDC education and research programs. Separate registration and payment for this event is required. Please check the golf box on your registration form to indicate interest.

Evening Open for Networking

Friday, September 11

6:30 am – 7:30 am **SEC Registration**

8:00 am – 5:00 pm **Registration**

8:00 am – 5:30 pm **SEC Meetings, Day One**

New conference event! Senior Executive Conferences (SECs) are held in private business suites hosted by GMDC and FMI suppliers. These pre-scheduled, 40-minute sessions provide an opportunity for companies to look strategically at key health and wellness opportunities so that trading partners can meet consumer needs and grow their mutual businesses across the entire store.

5:30 pm – 6:15 pm **First Time Attendee Meeting**

All Pharmacy Conference attendees are encouraged to attend this overview of the conference.

6:30 pm – 7:30 pm **Joint FMI/GMDC Reception**

Saturday, September 12

6:30 am – 5:30 pm **Registration**

7:30 am – 9:00 am **Joint FMI/GMDC Breakfast**

7:00 am – 12:00 pm **SEC Meetings, Day Two**

Join us for an additional half-day of strategic business planning meetings.

12:15 pm – 2:00 pm **Joint FMI/GMDC Lunch and Business Session**

Consumer Shopping Habits for Wellness and Environmentally Conscious Lifestyles

ACPE # 006-999-09-401-L04-P, 1.5 hours of CE

Results will be unveiled from GMDC's new multi-year study, providing attendees from both the GMDC and FMI conferences with consumer insights and practical advice regarding health, beauty, wellness and pharmacy.

Speaker: Laurie Demeritt, President and COO, The Hartman Group, Inc.

2:00 pm – 5:30 pm **CCC Meetings, Day One**

Controlled Casual Conferences (CCCs), formerly known as the Pharmacy Conference Business Appointments, feature 10- and 20-minute tabletop meetings between pharmacy retailers and suppliers focused on new product presentations, business reviews and collaborative business-building discussions.

7:00 pm – 10:00 pm **An Evening with the Chairmen**

Join us for this signature dinner event, open to all GMDC and FMI conference attendees. It's a memorable social occasion complete with live entertainment and a silent auction. Meet the conference chairmen at this special event.

Sunday, September 13

6:45 am – 8:00 am **Joint FMI/GMDC Breakfast**

8:00 am – 8:15 am **FMI Welcome/Announcements**

8:15 am – 9:30 am **FMI General Session**

Focus on the Consumer: Using Pharmacy and Food to Manage Disease States in a Changing Marketplace

ACPE #006-999-09-402-L01-P, 1.25 hours of CE

Not only is the healthcare debate focusing on prevention and healthy rewards, consumers are increasingly proactive in their own health and wellness. These new trends coupled with economic forces are compelling consumers to make hard choices about health care management. This session will focus on why the supermarket pharmacist is uniquely positioned as the focal point for customers in managing their conditions and their healthcare.

9:30 am – 9:45 am **FMI Break**

9:45 am – 11:00 am **FMI General Session Panel**

Positioning Pharmacists as the Supermarket Whole Health Specialist

ACPE #006-999-09-403-L04-P, 1.25 hours of CE

A panel of experts – an educator, a retailer, a pharmaceutical manufacturer, a CPG manufacturer, and a lawmaker – will react to and expand upon the morning general session and talk about how the role of the pharmacist could and should evolve in the supermarket setting.

11:00 am – 12:00 pm **FMI Concurrent Workshops (2)**

The Supermarket Pharmacy of the Future

ACPE # 006-999-09-404-L04-P, 1 hour of CE

What will the in-store pharmacy look like in the future? How will it work? What technology will be available to enable pharmacists to be more efficient and effective? This session will help you see the vision of the future pharmacy.

Privacy and Electronic Health Records: The Changing Landscape of Personal Health Records and Protected Health Information

ACPE # 006-999-09-405-L03-P, 1 hour of CE

Learn how recent consumer trends in self-care and policies to ensure privacy affect electronic health records. How do issues like interoperability and record ownership fit in? Explore these issues and understand how health trends affect professional pharmacy practice.

12:00 pm – 1:00 pm **Joint FMI/GMDC Lunch and Business Session**

2009 Supermarket Pharmacy Trends: Pharmacy's Role in the Supermarket

ACPE #006-999-09-406-L04-P, .75 hours of CE

Supermarket CEOs have recognized that a pharmacy within the store uniquely positions them to meet the growing customer demand for health-related products, services and information. This presentation will provide data on key pharmacy benchmarks and relate recent pharmacy trends to broader economic, industry and consumer trends.

Conference Information

1:00 pm – 2:00 pm

Joint FMI/GMDC Roundtable Discussions

ACPE # 006-999-09-407-L03-P, 1 hour of CE

Pharmacy Conference attendees can discuss pharmacy-specific issues or join their retail colleagues and suppliers responsible for health/beauty/wellness in small-group discussions on mutual issues and opportunities.

Topics include (but will be expanded beyond) the following:

- Building Customer Loyalty
- Pharmacy Privacy Issues
- Medication Therapy Management
- Implementing Special Programs
- Pharmacy Staffing and Layout for Health and Wellness

2:15 pm – 5:30 pm

CCC Meetings, Day Two

Join us for an additional half-day of meetings between pharmacy retailers and suppliers.

6:30 pm – 7:30 pm

Joint FMI/GMDC Reception

Monday, September 14

7:00 am – 9:00 am

FMI Educators Breakfast with Pharmacy Retailers (by invitation)

ACPE # 006-999-09-408-L04-P, 1 hour of CE

Discuss common concerns and develop new partnerships with pharmacy educators at this compelling annual conference event. All Pharmacy Conference retail attendees are invited to join us – please check the box on your registration form if you plan to attend.

9:00 am – 10:00 am

FMI Concurrent Workshops (2)

Legislative and Regulatory Issues and Their Implications for Pharmacy

ACPE # 006-999-09-409-L03-P, 1 hour of CE

This workshop will explain current legislative issues affecting pharmacy including healthcare reform, pedigree and drug traceability, drug disposal, federal medical assistance percentage, drug importation and more.

Pharmacy Joins the Green Revolution

ACPE # 006-999-09-410-L04-P, 1 hour of CE

The importance and popularity of green programs for retailers has grown substantially in the last few years. Programs designed to make pharmacy operations more sustainable are in development. This workshop explores the variety and complexity of programs available to pharmacy, such as ways to recycle/reuse plastic medicine bottles and the safe disposal of expired medicines.

10:00 am – 10:15 am

FMI Break

10:15 am – 11:30 am

FMI Closing General Session

Pharmaceutical Trends, Issues and Outlook

ACPE # 006-999-09-411-L04-P, 1.25 hours of CE

This session will provide attendees with a view of pharmaceutical trends specific to the supermarket pharmacy sector, forecasting market shifts, exploring the impact of generics and sharing optimism for the future of supermarket pharmacy.

Speaker: *Doug Long, Vice President Industry Relations, IMS HEALTH*

11:30 am – 11:45 am

FMI Closing Remarks/ Conference Adjournment

12:15 pm – 1:30 pm

Joint FMI/GMDC Committee Meeting

Hotel Information and Reservations

The co-located conferences will be held at the JW Marriott Orlando, Grande Lakes (4040 Central Florida Parkway, Orlando, FL 32837). To make hotel reservations, call 1.800.682.9956 or 1.407.206.2300. Please call by **August 3, 2009** to make your reservations. Be sure to mention the group code **gmfgmfa** to receive the discounted Pharmacy Conference rate of \$199 USD Single/Double.

Pharmacy Continuing Education

The University of the Pacific Thomas J Long School of Pharmacy and Health Sciences is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. This program is accredited for up to 10 hours (1.0 CEUs) per participant. All continuing education sessions are co-sponsored by the Food Marketing Institute and The University of the Pacific Thomas J. Long School of Pharmacy and Health Sciences. The intended audience for this program is pharmacists with an association or affiliation with or interest in the Food Marketing Institute. To receive continuing education credits, participants must sign in, attend the sessions in their entirety and complete a CE registration form. Statements of credit will be mailed within 45 days of the completion of this program. For full objectives and more information, go to <http://web.pacific.edu/x22653.xml>



Conference Attire

Business casual attire for all conference events except the “Evening with the Chairman” on Saturday, September 12, which is business/semi-formal. Business casual attire includes slacks and sports jackets for men; slacks or skirts for women. Please remember that meeting rooms might be chilly — we recommended that you bring a sweater or jacket to sessions.

Conference or Agenda Questions

Contact Laurie Gethin at 202.220.0715, lgethin@fmi.org or D’Ann Lanning at 202.220.0711, dlanning@fmi.org. Information is also available online at www.fmi.org/events/.

FMI Supermarket Pharmacy Conference

GMDC Health Beauty Wellness Marketing Conference

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Important Dates

June 5

SEC Participation Deadline

Attendees must contact FMI in writing by this date in order to participate in SECs (40-minute Senior Executive Conferences) to discuss health and wellness initiatives with company/supplier teams. Fill out and return the enclosed SEC Commitment form to indicate interest.

June 19

SEC Online Trade Partner Selection Survey Deadline

All participants (both retailers/wholesalers and suppliers) must indicate and rank the companies they would like to meet with in SECs.

June 26

Confirmation of SEC Participation Deadline

Participants will be notified that they have been selected to take part in the SECs.

July 24

Conference Registration and Supplier Table Reservation Deadline

Attendees must be registered and all supplier tables reserved by this date in order to participate in CCCs (10- or 20-minute controlled casual conferences, formerly known as business appointments) between retailers/wholesalers and pharmacy suppliers.

August 10

CCC Online Scheduler Launch

NEW this year – all CCC appointments will be scheduled by participants using an online scheduling tool. The tool will go “live” on this date.

Agenda-at-a-Glance

2009 Co-Location Schedule

Legend: **Joint Events** **GMDC Events** **FMI Events** **Elective FMI Events**

Thursday, 9/10

Golf Tournament*

1:00 pm – 5:00 pm

- GMDC Wholesalers/ Retailers
- GMDC HBW Suppliers
- FMI Wholesaler/ Retailer Members (Elective)
- FMI Pharmacy Suppliers (Elective)

**Elective event – separate registration/payment required*

** Proceeds from golf tournament support GMDC education and research programs*

Evening Open for Networking

Friday, 9/11

SEC Meetings*

8:00 am – 5:30 pm

- GMDC Wholesaler/ Retailer Members
- GMDC Supplier Members
- FMI Wholesaler/ Retailer Members
- FMI Pharmacy Suppliers (Elective)

**Senior Executive Conferences (SECs) in Supplier-hosted meeting rooms. Wholesalers/Retailers meet with Suppliers (GMDC & FMI). 40-minute strategic planning meetings with key executives*

First Time Attendee Meeting

5:30 pm – 6:15 pm

- GMDC First Time Wholesaler/ Retailer and Supplier Attendees
- FMI Wholesaler/ Retailer and Supplier Attendees

Joint Reception

6:30 pm – 7:30 pm

Welcome by GMDC and FMI Executives

Saturday, 9/12

Joint Breakfast

7:30 am – 9:00 am

SEC Meetings, cont.

7:00 am – 12:00 pm

- GMDC Wholesaler/ Retailer Members
- GMDC Supplier Members
- FMI Wholesaler/ Retailer Members
- FMI Pharmacy Suppliers (Elective)

Joint Lunch and Business Session

12:15 pm – 2:00 pm

Wellness and Environmentally Conscious Lifestyles

CCC Meetings*

2:00 pm – 5:30 pm

- GMDC Wholesaler/ Retailer Members meet with GMDC Supplier Members
- FMI Wholesaler/ Retailer Members meet with FMI Pharmacy Suppliers

**10- & 20-minute appointments between business partners*

Evening with the Chairmen

7:00 pm – 10:00 pm

FMI/GMDC-hosted event

Sunday, 9/13

Joint Breakfast

6:45 am – 8:00 am

CCC Meetings, cont.

7:30 am – 12:00 pm

- GMDC attendees

FMI Education Sessions

8:00 am – 12:00 pm

- General Session
- 2 consecutive sets of Concurrent Workshops

Joint Lunch and Business Session

12:00 pm – 1:00 pm

Supermarket Pharmacy Trends

Roundtables (Idea Exchange)

1:00 pm – 2:00 pm

- All Attendees

CCC Meetings, cont.

2:15 pm – 5:30 pm

- GMDC attendees
- FMI attendees

Joint Reception

6:30 pm – 7:30 pm

Monday, 9/14

GMDC Breakfast

6:45 am – 7:30 am

CCC Meetings, cont.

7:30 am – 12:15 pm

- GMDC attendees

FMI Educators Breakfast With Retailers (by invitation)

7:00 am – 9:00 am

FMI Education Sessions

9:00 am – 12 noon

- 1 set of Concurrent Workshops
- Closing FMI General Session
- Conference Adjournment

Joint FMI/GMDC Committee Meeting

12:15 pm – 1:30 pm

GMDC Lunch

12:15 pm – 1:00 pm

CCC Meetings, cont.

1:00 pm – 4:00 pm

- GMDC attendees

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: _____

REGISTRATION FORM

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

DEADLINE: JULY 24

September 11-14, 2009

JW Marriott Orlando, Grande Lakes • Orlando, FL

To register online, go to www.fmi.org/events/ select Pharmacy Conference, click on "register online" and follow the instructions.
Please fill out ONE form per person.

Prefix: _____ First Name: _____ Last Name: _____

Badge Name: _____ Title: _____

Company: _____

Mailing Address: _____

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

Phone: _____ Fax: _____

E-mail (required for appointment-setting): _____

Companion/Spouse Name (no fee): _____

Confirm to (if different): _____

E-mail: _____

REGISTRATION FEE: Includes meetings materials, continental breakfasts, coffee breaks, lunches and receptions. Fee does not include hotel accommodations. (Payment of fee **MUST** be received prior to the start of the conference. Sorry, we cannot bill.)

FMI Retailer/Wholesaler Member: ☐ \$795 per person
☐ \$745 if three or more (paid) attend from the same FMI-member company

Associate Member: ☐ \$1,125 per person

Non-Member: ☐ \$1,350 per person

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 supermarket 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 registrations are accepted only if accompanied by company check or credit card for payment of the registration fee.

PAYMENT INFORMATION:

☐ Enclosed is my company check (U.S. funds—payable to Food Marketing Institute).

Mail to: Pharmacy Conference, P.O. Box 758884, Lockbox #758884, Baltimore, MD 21275-8884. Ref. No. 3600-004-0172

☐ Please charge \$_____ to my: ☐ Visa ☐ Mastercard ☐ AMEX Fax to: 202.220.0830

Account #: _____

Card Holder Name (please print): _____ Exp. Date: _____

Card Holder Signature (must sign to be valid): _____

GENERAL CANCELLATION POLICY: Please notify registrar in writing by email to cpratt@fmi.org or fax 202.220.0830. A full refund is granted when a cancellation is received prior to August 28, 2009. A 60% refund will be granted for cancellations received in writing by September 4, 2009. All registrations received after September 4, 2009 are non-refundable. **NO REFUND IS GRANTED IF NOTIFICATION IS RECEIVED AFTER SEPTEMBER 4, 2009.**

SUPPLIER CANCELLATION POLICY: Suppliers who cancel their primary representative's registration and table after **August 5, 2009** will be subject to a 20% penalty of the registration fee, as well as forfeiture of the cost of their table. After September 4, 2009, all registrations are non-refundable. All cancellations must be sent in writing to cpratt@fmi.org or fax 202.220.0830.

HOTEL INFORMATION: Fee does not include hotel accommodations. Hotel reservation must be made directly with the JW Marriott Grande Lakes (800.682.9956) by **August 3, 2009**. Mention group code **gmfgmfa** to receive the discounted Pharmacy Conference rate of \$199 USD single/double.

FMI USE ONLY:

BATCH DATE: _____ AMOUNT RECEIVED: _____ CHECK# _____

ACCOUNT NO.: 3600-004-0172

DEADLINES:

JUNE 5 — You must complete the enclosed SEC form and return it if interested in participating in Strategic Executive Conferences (SECs)

JULY 24 — Conference Registration and Table Reservation Deadline

AUGUST 10 — Online Scheduler opens for Controlled Casual Conferences (CCCs) — formerly Business Appointments

Registration Questions? Please contact Cliff Pratt, cpratt@fmi.org or 202.220.0828

Program Questions? Please contact Pharmacy Services, pharm@fmi.org

DEMOGRAPHIC QUESTIONS: (Please check all that apply):

- ☐ My company plans to participate in the Senior Executive Conference (SECs) as a Retailer (**Notification Deadline: June 5**; complete the SEC form if participating)
- ☐ My company plans to participate in the Senior Executive Conference (SECs) as a Supplier — separate fee required (**Notification Deadline: June 5**; complete the SEC form if participating)
- ☐ I am a first-time Pharmacy Conference attendee
- ☐ I will require Pharmacy Conference Education credit
- ☐ I want information on the GMDC Golf Tournament, Thursday, September 10th (separate sign-up and fee required)
- ☐ I plan to attend the "Evening with the Chairman" Dinner, Saturday, September 12th
- ☐ I plan to attend the Educators Breakfast, Monday, September 14th (Retailers only)

FMI is committed to participation in its programs by persons with disabilities.

☐ Please check if you need assistance.

Please specify: _____



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 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 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

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

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JW Marriott Orlando, Grande Lakes • Orlando, FL

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.

CONFERENCE SPONSORSHIP INFORMATION

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

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:

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

SPONSORSHIP OPPORTUNITIES FORM

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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.