

Joint Business Planning Opportunity! Strategic Collaborative Exchanges

SUPERMARKET HEALTH & WELLNESS INTEGRATED APPROACHES FOR CUSTOMERS

May 11 – 13, 2010 (May 10, optional) • The Mandalay Bay • Las Vegas, Nevada

Build Business, Achieve Operational Excellence.

FMI's Health and Wellness Conference provides a new opportunity for senior-level executive retailers, wholesalers, independent operators, manufacturers, suppliers and service providers to interact in focused business meetings and lay the groundwork for business-building opportunities.

Strategic Collaborative Exchanges – 45-minute private meetings between business partners for discussing strategic, long-term goals.

Participants come prepared to review company strategies, goals and long-range plans through online scheduling and advanced preparation. Strategic Collaborative Exchanges provide the opportunity for private, in-depth discussions and presentations. Participants will enhance trading partner relationships through goal-setting and follow-up.

Make Strategic Collaborative Exchanges work for you:

FORMAT

- Private meeting venues on the exhibit floor.
- Each meeting is 45 minutes in length, with approximately 15-minute breaks between meetings.
- Meetings are hosted by participating manufacturers, suppliers and service providers.
- Participating supermarket executives, suppliers and service providers arrange private appointments directly with each other and agree to agendas in advance focusing on core issues and opportunities.

SCHEDULE

MONDAY, MAY 10 • 8:00 am - 2:00 pm

TUESDAY, MAY 11 • 8:00 am - 5:00 pm

WEDNESDAY, MAY 12 • 8:00 am - 12:00 pm

- Appointment scheduling is facilitated by FMI's online scheduling tool.

CONTACT:

Laurie Gethin at lgethin@fmi.org or 202.220.0715

PREPARE

- Plan agendas with your team in advance of scheduling.
- Bring your leadership responsible for all areas of health and wellness.

SHARE

- Once schedules are set, communicate desired agendas and goals with your trading partners.
- Be specific to ensure agreed-upon topics will maximize your valuable meeting time.
- Identify key opportunities for improving and resolving key business issues.

FOLLOW UP

- At the meeting, agree on specific action items that require continued discussion.
- Assign individuals responsible for following up.
- Set realistic timelines for results.



in conjunction with

FMI 2010

Joint Business Planning Opportunity! Strategic Collaborative Exchanges

S U P E R M A R K E T H E A L T H & W E L L N E S S I N T E G R A T E D A P P R O A C H E S F O R C U S T O M E R S

May 11 – 13, 2010 (May 10, optional) • The Mandalay Bay • Las Vegas, Nevada

Retailer and Wholesaler Commitment Form

Company Name: _____

SCHEDULER CONTACT INFORMATION: Please provide the name of the primary contact that is responsible for setting up appointments.

Contact Name: _____

Contact Title: _____

Contact E-Mail: _____

Address: _____ Country: _____

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

Phone: _____ Fax: _____

EXECUTIVE CONTACT INFORMATION: Please provide the name of the primary contact that will be attending the appointments.

Executive Name: _____

Executive Title: _____

Executive E-Mail: _____

Address: _____ Country: _____

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

Phone: _____ Fax: _____

☐ Please send a 50-word description of what your Health and Wellness team wants to accomplish in your meetings with suppliers.

SEND COMMITMENT FORM BY MARCH 15, 2010.

Charmaine Wiggins, Administrator, Industry Development and Research
Food Marketing Institute • 2345 Crystal Drive, Suite 800 • Arlington, VA 22202
Phone: 202.220.0702 • Fax: 202.220.0830 • E-mail: cwiggins@fmi.org

