

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.



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Supplier, Manufacturer and Service Provider 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: _____

We are making a commitment to the Food Marketing Institute to participate in the Strategic Collaborative Exchange.

We agree to pay the \$7,500 fee to participate.

Please send a 50-word description of your company and what you want to accomplish in your meetings with retailers.

SEND COMMITMENT FORM BY MARCH 15, 2010.

Charmaine Wiggins, Administrator, Industry Development and Research
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