

# 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](mailto: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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