

**SUPERMARKET
HEALTH & WELLNESS**
INTEGRATED APPROACHES FOR CUSTOMERS

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



CUSTOMER CONNECT

in conjunction with

FMI 2010

SUPERMARKET HEALTH & WELLNESS

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FMI's Supermarket Health and Wellness Conference offers an opportunity to develop strategies and tactics to capitalize on emerging health and wellness opportunities across the entire store! This conference incorporates all of the best elements of the former Supermarket Pharmacy Conference. The meeting agenda offers a forum for collaborative business meetings and education. Supermarket executives responsible for pharmacy, nutrition, marketing, HBC, center store and operations are invited to collaborate with suppliers and service providers to create a health and wellness shopping experience that meets the needs of today's customers.

Attendee benefits include:

- **Robust Education Sessions** to help you build collaborative cross-department teams, develop health and wellness programs, market to the ever-evolving shopper and much more.
- **Business Appointments** between retailers and suppliers to discuss new products and services or conduct brief business reviews.
- **Strategic Collaborative Exchanges (SCEs)** that allow senior-level strategic dialogue among supermarket executives and their industry partners. Suppliers have the opportunity to host private meetings focused on creating collaboration around storewide initiatives such as Health and Wellness programs.
- **A value-added bonus:** Health and Wellness Conference attendees have full access to FMI 2010 and the chance to experience a strategic industry overview at one of the largest food events in the world!

I am delighted to invite you to a new event in 2010, the **FMI Supermarket Health and Wellness Conference!**

Customers are looking for health and wellness benefits in the food they eat, the medicines they take, and in the places they live and shop. Nine of ten customers are concerned about the nutritional content of the food they eat, including 46 percent who are "very concerned." In addition, consumers aspire to be healthy in a more holistic sense. Supermarkets are uniquely positioned to help their customers gain numerous health and wellness benefits, improving their quality of life. The opportunities for supermarkets in this space are limitless. In Las Vegas, supplier and retail companies will come together to explore these opportunities.

Top-level executives from retailer, wholesaler, and supplier companies will participate in three intense days of collaborative business planning and education. The FMI Supermarket Health and Wellness Conference will help you and your team develop strategies and tactics to capitalize on emerging health and wellness products and programs across the entire store. Shared business meeting formats, educational sessions focused on consumer and industry insights, and robust social networking opportunities will give you time, in both formal and informal settings, to network and do business.

Never before have we offered this kind of one-stop-shop for health and wellness.

In this challenging economic environment, businesses on both sides of the trading partnership are making decisions about the most appropriate allocation of their people and financial resources. Many of you are making tough choices about the events to attend and those to eliminate from your industry calendar. The FMI Supermarket Health and Wellness Conference not only provides the sole event focused on health and wellness in our industry, but the conference is also co-located with FMI 2010 – giving you access to the largest food show in the country. We know it will be well worth your time and effort.



*I look forward
to seeing you in
Las Vegas!*
Leslie

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

CONFERENCE SCHEDULE

Monday, May 10

8:00 am – 2:00 pm **OPTIONAL STRATEGIC COLLABORATIVE EXCHANGES (SCEs)**

These pre-scheduled, 45-minute meetings are held in private business suites hosted by suppliers. SCEs provide an opportunity for business partners to look strategically at key health and wellness opportunities in order to meet consumer needs and grow their mutual businesses across the entire store. Retailers should reach out to company colleagues to assemble the appropriate group of executives who can work on a whole store health and wellness platform with suppliers.

3:30 pm – 4:30 pm ***FMI 2010 GENERAL SESSION**

LEADERSHIP FOR THE 21ST CENTURY – UNDERSTAND THE FORCES OF CHANGE TO INSPIRE INNOVATION

This broad overview of emerging business challenges gives leaders a high-level understanding of the skills and qualities essential to innovate for the future. Gain insights into personal and organizational leadership principles, and guidance to drive better execution and achieve superior results.

Dr. Stephen R. Covey, Author, 7 Habits of Highly Effective People, and The 8th Habit

4:30 pm – 5:30 pm ***FMI 2010 GENERAL SESSION**

USING ADVERSITY TO ADVANTAGE

Erik Weihenmayer is the most prominent blind athlete in the world. Best known as "the blind guy who climbed Everest," he is also a downhill skier, a skydiver and para-glider, a mountain biker and adventure racer, and rock and ice climber. He has climbed the Seven Summits and completed the toughest adventure race in the world. Clearly he has found a way to use his adversity as a springboard for success, and this is his message: to use adversity for advantage, in business or in your personal life. Erik is passionately interested in finding ways to do things which the world sees as impossible but which he in his heart knows is fully possible. Through adversity we become more focused, more creative, and more driven, and can even learn to transcend our own perceived limitations to bring our lives more meaning. You will leave this session thinking differently about your life and all its potential.

Erik Weihenmayer, World-Class Blind Adventurer

Tuesday, May 11

7:00 am – 8:00 am **CONTINENTAL BREAKFAST**

8:00 am – 5:00 pm **OPTIONAL STRATEGIC COLLABORATIVE EXCHANGES (SCEs), CONTINUED**

8:20 am – 9:10 am ***FMI 2010 HEALTH AND WELLNESS WORKSHOP**

BUILDING HEALTH & WELLNESS THROUGH ETHNIC MARKETING PROGRAMS

Cultural perceptions of health and wellness drive purchasing decisions when it comes to food, beverages, and health and beauty products. But health and wellness differs by culture, particularly among Hispanic, Asian American and African American consumers. Many of these consumers' notions about health and wellness are derived from traditions that are sharply distinct from the health models used by most mainstream Americans. Recognize key cultural paradigms that govern ethnic consumers' concepts of health and wellness and how these cultural models impact purchasing decisions. Industry best practices incorporating a culturally-competent approach will be highlighted, with a spotlight on case studies of companies that have successfully incorporated cultural considerations into their marketing campaigns.

Thomas Tseng, Principal & Co-Founder, New American Dimensions

9:10 am – 10:00 am ***FMI 2010 HEALTH AND WELLNESS WORKSHOP**

EMERGING BEST PRACTICES FROM THE HEALTHY WEIGHT COMMITMENT INITIATIVE

The Healthy Weight Commitment Foundation is an unprecedented partnership between the nation's largest retailers and food and beverage manufacturers aimed at helping to reduce obesity. Learn how the Foundation is delivering on its three-part mission:

- Connecting with Consumers in the Marketplace
- Empowering Employees in the Workplace
- Creating Healthy Habits in Schools

Panel moderated by Lisa Gable, Executive Director, Healthy Weight Commitment Foundation

10:00 am – 11:00 am ***FMI 2010 GENERAL SESSION**

SPEAKS 2010: CONSUMER AND INDUSTRY INSIGHTS – A FUTURE PERSPECTIVE

Join us as we unveil the latest findings from FMI's Speaks and Trends research reports at this annual state-of-the-industry update. Get an overview of economic, consumer and industry trends and their effect on the food industry. Explore key concerns, emerging issues, and the actions needed to meet these challenges and exploit new opportunities for growth.

12:00 pm – 4:30 pm ***FMI 2010 EXHIBIT FLOOR OPEN**

Walk the FMI 2010 Exhibit Floor to get a total-store perspective. See the variety of products and services available to the entire supermarket industry and explore ways to capitalize on health and wellness opportunities.

5:00 pm – 6:30 pm **HEALTH AND WELLNESS CONFERENCE WELCOMING REMARKS AND NETWORKING RECEPTION**

Wednesday, May 12

7:00 am – 8:00 am **CONTINENTAL BREAKFAST**

Sponsored by Uniweb, Inc.

8:00 am – 12:00 pm **OPTIONAL STRATEGIC COLLABORATIVE EXCHANGES (SCEs), CONTINUED**

8:00 am – 12:00 pm **BUSINESS APPOINTMENTS**

Refreshments sponsored by Cardinal Health

Take advantage of these 15- or 30-minute tabletop meetings to discuss new products/services or conduct brief business reviews.

12:00 noon – 1:30 pm **IDEA EXCHANGE LUNCHEON**

Sponsored by McCormick & Company, Inc.

The idea exchange discussions are always rated as one of the most valuable aspects of FMI conferences. Confer with colleagues on issues and opportunities that are crucial to business success!

TOPICS INCLUDE:

- Working in the Community on Health and Wellness Initiatives
- Creative Approaches to Health and Wellness Marketing
- Personalized Medicine: What Does it Mean for In-store Health Professionals?
- In-Store Nutritional Programs
- Securing Senior Executive Support for Health and Wellness Programs
- Specialty Pharmacy in the Community Setting
- Teens and Their Diets: How Do You Reach the Next Generation of Shoppers?
- Social Media in our Business: Challenges and Opportunities

1:30 pm – 5:00 pm **BUSINESS APPOINTMENTS, CONTINUED**

5:00 pm – 6:30 pm **CONFERENCE NETWORKING RECEPTION**

Thursday, May 13

7:00 am – 8:45 am EDUCATORS' BREAKFAST WITH RETAILERS (by invitation) Sponsored by Eisai, Inc.

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

9:00 am – 10:00 am GENERAL SESSION

HELPING SHOPPERS OVERCOME BARRIERS TO CHOOSING HEALTHFUL FOODS

Many consumers understand the benefits of healthful eating, but are not sure which foods are best. Most need some combination of education, motivation and purchase incentives to begin making better choices. Catalina Marketing, in partnership with the Food Marketing Institute, is leading a collaborative initiative to help retailers and wholesalers test and measure programs that help shoppers choose healthful products throughout the store. This session unveils insights garnered from shopper research designed to help you capitalize on the emerging health and wellness opportunities across the entire store and examines consumer response to the Simple Substitutes Pilot, a multi-brand, one-to-one marketing campaign designed to bolster awareness and trial of lower-calorie products.

Sharon Glass, Group Vice President of Health & Wellness, Catalina Marketing

10:00 am – 10:15 am BREAK

Sponsored by eRx Network, an Emdeon Company

10:15 am – 11:00 am CONCURRENT WORKSHOPS

ORGANIZATIONAL STRUCTURES TO DELIVER HEALTH AND WELLNESS
Retail companies are struggling with the question of how to deliver health and wellness strategies from the corporate level down. The way headquarters is structured dictates the success of a health and wellness program. Get best practices from companies that are integrating various department representatives into their health and wellness team and building buy-in from senior management.

CORPORATE HEALTH AND WELLNESS PROGRAMS Sponsored by LearnSomething, Inc.

Although corporate wellness programs potentially offer companies tremendous cost savings, the success of such programs is dependent upon the ability to engage employees in them. Explore best practices in the field. Learn the key elements of a successful corporate wellness program.

11:00 am – 11:45 am CONCURRENT WORKSHOPS

LEVERAGING YOUR COMPANY'S HEALTH CARE PROFESSIONALS Sponsored by AmerisourceBergen Corporation

Supermarkets spend a significant amount of resources on hiring the best and brightest health care professionals in the country. Dieticians, pharmacists, nutritionists and clinic staff can be leveraged to help customers who are looking for health and wellness benefits from every choice they make - from the food they eat and the products they use to where they shop. Discover ways to better serve your customers by strategically deploying these specialized staff in your stores.

ENABLING PERSONALIZED CARE THROUGH TECHNOLOGY

Health care professionals have always worked to make medical care as individualized as possible. As our systems for using health care information become paperless and more accessible, the way supermarket health care employees deliver services will become more focused on face-to-face counseling, in order to educate customers about the importance of incremental lifestyle changes in managing their health. This session will explore how advances in technology are freeing up in-store health professionals to reach this goal.

12:00 pm – 1:00 pm JOINT GENERAL SESSION (FMI 2010 CLOSING SESSION)

THE SUPERMARKET: A STRATEGIC PLAYER IN HEALTH AND WELLNESS
Supermarkets have all of the assets – food, pharmacy and expert health professionals – to make a huge impact on the physical and emotional health of the country. This session will explore how supermarkets fit into the national phenomenon of health and wellness and creating a healthier America.

1:00 pm – 1:30 pm LUNCH

1:30 pm – 2:30 pm CONCURRENT WORKSHOPS

BEST PRACTICES FOR NUTRITIONISTS/DIETICIANS

As in-store professional dieticians become more prevalent in the supermarket industry, what are the best ways to incorporate their knowledge and abilities into the day-to-day operations of the store? This workshop will review best practices in the marketplace.

HEALTH-FOCUSED PARTNERSHIP OPPORTUNITIES WITH GOVERNMENT AGENCIES

The 2009 H1N1 epidemic illustrated the importance of public/private partnerships in the efficient and effective delivery of health care programs. This workshop will identify and discuss potential partnerships that supermarket companies can undertake to ensure that customers and employees have access to government-facilitated health care programs.

2:30 pm – 2:45 pm BREAK

2:45 pm – 3:45 pm GENERAL SESSION

THE NEW HEALTH CARE CONSUMER 2010

Health and wellness is taking center stage in the shoppers' mindset in 2010, in their quest to live a healthy lifestyle. There are five major planks in the shoppers' health and wellness platform: holistic disease state management, preventative care, nutrition, automated healthcare diagnostics and life stage management. Take a closer look at this new platform and uncover changes about today's and tomorrow's healthcare consumer. Learn from in-depth shopper interviews, surveys and focus groups that show how these consumers shop, where they shop, and what they buy – and open a window into the most dynamic retail market going forward.

Thom Blischok, President, Shopper Marketing and Innovation, Information Resources, Inc.

3:45 pm – 4:45 pm CLOSING GENERAL SESSION

LIVING THE HEALTH AND WELLNESS MESSAGE

As supermarkets become the premier destination for health and wellness products and services, we have the opportunity to act as both champions of wellness and the catalysts for change. Consumer interest, including your employees, in the health benefits of foods, medicine and supplements is at an all-time high and will continue to grow. Pharmacy and nutrition professionals are uniquely qualified to educate the public about functional foods, dietary supplements and the benefits of healthy living. This final motivational session will get attendees excited and pumped up to become the industry's "ambassadors of health and wellness."

4:45 pm – 5:00 pm CLOSING REMARKS AND CONFERENCE ADJOURNMENT

***NOTE:** Registration for the FMI Supermarket Health and Wellness Conference entitles attendees to access FMI 2010. FMI 2010 officially begins on Monday, May 10, at 3:30 pm, with two general sessions offered that afternoon. The exhibit floor opens on Tuesday, May 11, at noon. The Supermarket Health and Wellness Conference's optional Strategic Collaborative Exchanges (SCEs) are being held concurrently with SCEs at FMI 2010. Company representatives attending the FMI Show are encouraged to join you in your health and wellness SCEs.

Relevant FMI 2010 sessions and activities are listed (starred with an asterisk, in green) on the Health and Wellness Conference agenda. Please note that some FMI 2010 activities overlap with optional Health and Wellness Conference activities.

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CONFERENCE INFORMATION

REGISTRATION FEES

- FMI Retailer/Wholesaler Member Registration (registration fee also gives attendee access to all FMI 2010 events) **\$795.00**
- FMI Retailer/Wholesaler Member Registration (when three or more attend from the same FMI-member company) **\$745.00**
- FMI Associate Member Registration **\$1,125.00**
- Non-Member Registration **\$1,350.00**
- Supplier Table Reservation Fee (for the Business Appointments) **\$750.00**
- Additional table(s) reserved by the same company **\$500.00**
- Strategic Collaborative Exchanges - Supplier Fee **\$7,500.00**
- Strategic Collaborative Exchanges - Retailer Fee **\$0.00**

Registration includes sessions, business meetings, program materials, continental breakfasts, coffee breaks, lunches and receptions. Registration does NOT include the cost of hotel accommodations.

NOTE: To qualify for FMI member rates, the participant must be an employee of an FMI-member company. An FMI member is either a 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 considered non-members.

Walk-in registrations accepted only if accompanied by cash, company check or credit card in payment of registration fees.

Mail or fax (credit card payments only – 202.220.0830) your registration form and payment to FMI Education, P.O. Box 758870, Baltimore, MD 21275-8870. Registration questions should be addressed to Susan Lentz at 202.220.0828, slentz@fmi.org.

CANCELLATION POLICIES

General Cancellation Policy: Please notify registrar in writing by email to slentz@fmi.org or fax 202.220.0830. A full refund, less a \$75 processing fee, is granted when a cancellation is received prior to April 23, 2010. A 60% refund will be granted for cancellations received in writing by April 30, 2010. All registrations received after April 30, 2010 are non-refundable. No refund will be granted if notification is received after April 30, 2010.

Supplier Cancellation Policy: After April 5th, 2010, 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 table fee. After April 30, 2010, all registrations are non-refundable.

HOTEL INFORMATION

Conference Headquarters Hotel The Mandalay Bay
3950 Las Vegas Blvd. South
Las Vegas, NV 89119

FMI does not arrange hotel accommodations. FMI has negotiated room rates with The Mandalay Bay, THotel, The Excalibur and The Luxor. Please secure your room reservation as soon as possible, as hotels may sell out early due to the competitive rates offered. Please make your reservations by April 16, 2010 to receive the special FMI rates, using the FMI 2010 housing website: <http://www.fmi.org/events/may/2010/registration/index.cfm?fuseaction=housing>

IMPORTANT DATES/DEADLINES

MARCH 15: SCE PARTICIPATION DEADLINE

Attendees (both retailers and suppliers) must contact FMI in writing by this date in order to participate in SCEs (45-minute strategic collaborative exchanges) to discuss health and wellness initiatives with company teams. Please complete and return the enclosed SCE registration form. (Please note there is an additional fee for suppliers to reserve an SCE suite.)

MARCH 26: CONFERENCE REGISTRATION AND SUPPLIER TABLE RESERVATION DEADLINE

Attendees must be officially registered and all supplier tables reserved by this date in order to participate in business appointments (15-minute meetings) between retailers and suppliers. Please complete the enclosed forms.

EARLY APRIL: ON-LINE SCHEDULER LAUNCH

All business appointments and SCE appointments will be scheduled by participants using an online scheduling tool.

MEETING ATTIRE

Business casual. Appropriate attire includes slacks, collared shirts and optional sports jackets for men; slacks or skirts and blouses for women.

CONTINUING EDUCATION - PHARMACISTS



The University of the Pacific Thomas J. Long School of Pharmacy & Health Sciences is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Activities during this conference are eligible for ACPE credit; please see the final CPE activity announcement for specific details.

CONTINUING EDUCATION – DIETICIANS



FMI is seeking Commission on Accreditation for Dietetics Education (CADE) prior approval for activities during this conference. Please see the final CPE activity announcement for specific details.

CONFERENCE QUESTIONS

For more information e-mail the Health and Wellness Conference staff at pharm@fmi.org. Information is also available on the FMI website: www.fmi.org/events/.



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**Don't Forget
to Register
by March 26!**

WHO SHOULD ATTEND

- Pharmacy Vice Presidents and Directors
- Corporate Nutritionists/Dietitians
- Marketing/Merchandising/Communications executives
- Store Operations and GM/HBC executives
- HR professionals focusing on health and wellness
- Suppliers of pharmacy-related products and services
- Companies offering health and wellness solutions

Many thanks to our sponsors!



FOOD MARKETING INSTITUTE

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