



BUSINESS[™]
CONFERENCE
private brands

Private Brands Business Conference

October 4-6, 2010

Hilton Anatole
Dallas, Texas

PRIVATE BRANDS BUSINESS CONFERENCE APPOINTMENT INFORMATION

Food Marketing Institute's (FMI) Private Brands Business Conference is a new opportunity for top-level executives from retailer, wholesaler, sales agencies and supplier companies to come together for three intense days of collaborative business planning. This meeting is exclusive to members of the FMI Private Brands group, retail and wholesale companies, and their sales agency partners.

Through pre-scheduled meetings and informal networking, cross-functional teams focus on developing strategies that drive growth, profitability and product innovation.

IMPORTANT DEADLINES:

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|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| August 18 | Commitment Forms due from Retailer/Wholesale companies indicating company commitment |
| August 18 | Commitment Forms due from Supplier companies indicating company commitment. Last day to receive discount suite fees, suite fees are higher after this date. |
| August 24 | Appointment scheduling begins at noon |
| August-October | Appointment scheduling continues |
| October 4-6 | Private Brands Business Conference, Hilton Anatole in Dallas, TX |

RETAILER/WHOLESALE – as part of your company commitment, you will meet with key suppliers in their private suite to discuss long-term, strategic business objectives. Using the FMI scheduling tool, you will be able to request and accept appointments with participating supplier companies.

SUPPLIERS - as part of your company commitment, you will receive a private suite and connecting room to host private, one-on-one 50-minute meetings with key retailer and wholesaler executives. Using the FMI scheduling tool, you will be able to request and accept appointments with participating retail and wholesale companies. Your company receives complimentary registration for your company executives.

CHAIRMAN'S CLUB

Continue your business in this relaxed networking lounge over breakfast, lunch and afternoon cocktails and refreshments. Business center services will be available.