



# BUSINESS CONFERENCE

private brands

**Building private brands through  
strategic business collaboration and  
product innovation**

**Private Brands Annual  
Business Conference**

October 4-6, 2010  
Hilton Anatole  
Dallas, Texas

## **Collaborate and develop strategies with trading partners in an efficient format that promotes innovation, long-term growth and profitable returns.**

The Food Marketing Institute's (FMI) Private Brands Business Conference provides the opportunity for senior-level executives from retail, wholesale and supplier companies to come together for two intense days of collaborative business planning..

### **HOW IT WORKS:**

1. The Private Brands Business Conference offers private meeting rooms for senior retail and supplier executives to discuss long-term, strategic business objectives.
2. Business Conference Private Meetings are hosted by participating supplier companies and are 45 minutes in length, with 15 minute breaks between meetings.
3. Participating senior executives arrange private appointments directly with each other using FMI's user-friendly, online scheduling tool.
4. Executive contact list is provided by FMI to facilitate networking and follow up.

### **WHO SHOULD ATTEND:**

#### **RETAILERS/WHOLESALEERS**

*CEOs, Senior Vice Presidents, Vice Presidents and Directors responsible for private brands:*

- HBC
- Grocery
- Frozen Foods
- Fresh Foods
- Category Management
- Information Technology
- Merchandising & Marketing
- Supply Chain

#### **SUPPLIERS**

*CEOs, Senior Vice Presidents, Vice Presidents and Directors of:*

- Sales
- Brand Management
- Supply Chain
- Category Management
- Customer Development
- Account Executives

#### **SALES AGENCIES**

*CEOs, Senior Vice Presidents, Vice Presidents and Directors of:*

- Sales
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Structured and casual settings allow you to do business the way you want.

**Business Conference Private Meetings** – Discuss strategic, long-term goals related to the Private Brands emerging role in retail. These confidential, 45-minute meetings are scheduled in advance with the agenda jointly developed by the participants. Meetings are held in private rooms assigned to the supplier.

**FMI Chairman's Club** – Enhance business relationships, maintain rapport, informally follow up on earlier discussions and establish new partnerships in a relaxing environment. Additional services include: fax, email, photocopy, breakfast, lunch, snacks and cocktails.

## SHARE

### Make the most of the Private Brands Business Conference. Prepare, communicate, follow up, and benefit from the long-term strategic value of the conference format.

## PREPARE

- Identify your private brands team. See "Who Should Attend" for team member recommendations.
- Submit your commitment form with your team's scheduling contact and register as an individual. Sign up early to get the best appointments!
- Use the online scheduling tool to request and confirm meetings.

## COMMUNICATE

- Identify key opportunities for improving and resolving key business issues.
- Communicate desired agendas and goals with contacts for private meetings in advance. Be specific – agreed-upon topics and discussion points will maximize your valuable meeting times.
- Agenda items should be communicated by September 13, 2010.
- Arrive at meetings prepared to convey key goals and important long-range plans.

## FOLLOW UP

- Agree on specific action items that require continued discussions after the FMI Private Brands Business Conference.
- Be sure to assign individuals responsible for following up.
- Set realistic timelines for results.

To download the commitment form, registration form and make housing reservations for the Private Brands Business Conference, please visit [www.fmi.org/events](http://www.fmi.org/events). For general questions please contact Susan Lentz at 202.220.0828 or [slentz@fmi.org](mailto:slentz@fmi.org).

## Tentative Schedule

### Monday, October 4

10:00 am – 5:00 pm	Registration Open
12:00 pm – 5:00 pm	Business Conference Private Meetings
6:00 pm – 7:30 pm	Welcome Opening Reception

### Tuesday, October 5

6:00 am – 6:00 pm	Registration Open
6:00 am – 6:00 pm	FMI Chairman's Club Open
7:00 am – 5:00 pm	Business Conference Private Meetings

### Wednesday, October 6

6:00 am – 6:00 pm	Registration Open
6:00 am – 6:00 pm	FMI Chairman's Club Open
7:00 am – 5:00 pm	Business Conference Private Meetings



FOOD MARKETING INSTITUTE

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**Collaborate on  
strategies that  
maximize the  
emerging role of  
private brands in  
consumer products  
and retail.**

