

ASSET PROTECTION

March 6 - 9, 2011
Buena Vista Palace Hotel & Spa
Orlando, Florida

VENDOR COURT

FMI's 2011 **Asset Protection Conference** meets the specific needs of food retail industry executives charged with protecting the organization's assets: people, reputation and property. The conference program incorporates key learning's from FMI's Loss Prevention, Safety, and Risk Management components. Reserve a table in the Vendor Court, showcasing the latest and most innovative shrink, security and safety solutions.

TABLE PACKAGE:

NEW for 2011 — Receive one table in the vendor court and two conference registrations as a package deal!

Associate Member Package	\$2,600
Non-Member Package	\$3,600

WHO ATTENDS:

More than 100 vice presidents, directors and managers, from food retail companies, with responsibility for:

- Asset Protection
- Loss Prevention
- Security
- Risk Management
- Safety
- Crisis Management/Business Continuity
- Shrink
- Workers' Compensation

VENDOR COURT BENEFITS:

- Receive two registrations as part of your vendor court package.
- Attend all education sessions and participate in interactive workshops with retailers.
- Network with decision-makers from key food retail companies.
- Showcase your products and services in a dynamic, high-energy environment.
- Enjoy more than 8 hours of exhibit time. Vendor court open during all meal functions (breakfasts, lunches and cocktail receptions) on Sunday, Monday and Tuesday.
- Take away new trends and discuss key issues facing the food retail industry.

Fill out the vendor court form, plus two vendor court registration forms and submit them together to receive the package rate. Additional registrations are subject to standard conference fees.

Previous Participating Retailers

Acme Fresh Markets
Aldi Inc.
Arden Group, Inc. - Gelson's Markets
Associated Food Stores, Inc.
Associated Wholesale Grocers, Inc.
Auto Mercado S.A.
B&R Stores, Inc.
Bargain Barn, Inc.
Bashas' Inc.
Big Y Foods, Inc.
BJ's Wholesale Club, Inc.
Bodega Latina Corporation
Bozzuto's Inc.
Bristol Farms, Inc.
Brookshire Grocery Company
Buehler Food Markets, Inc.
C&S Wholesale Grocers, Inc.
Chief Super Market, Inc.
Coborn's, Incorporated
Concord Food Stores, LLC
D'Agostino Supermarkets, Inc.
Delhaize America
Festival Foods
Fiesta Mart, Inc.
Fresh & Easy Neighborhood Market Inc.
Giant Food Stores, LLC
H Mart Companies, Inc.
Heinen's Fine Foods, Inc.
Hy-Vee, Inc.
The Kroger Co.
K-VA-T Food Stores, Inc.
Loblaw's Supermarkets Ltd.
Mars Super Markets, Inc.
Meijer, Inc.
Niemann Foods, Inc.
The North West Company
The Penn Traffic Company
Publix Super Markets, Inc.
Redner's Warehouse Markets, Inc.
Riesbeck's Food Markets
Safeway Inc.
Save-A-Lot, Ltd.
Schnuck Markets, Inc.
Smart & Final, Inc.
Sobeys Inc.
Spartan Stores, Inc.
Sprouts Farmers Market, LLC
The Stop & Shop Supermarket Company
SUPervalu INC.
Target Corporation
Tops Markets, LLC
Unified Grocers, Inc.
United Supermarkets, LLC
The Vons Companies, Inc.
Wakefern Food Corporation
Wegmans Food Markets, Inc.
Western Foods
WinCo Foods, LLC

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VENDOR COURT - TABLE FORM

COMPANY INFORMATION

This information will be published in the conference directory/buyers guide. All participants must register for the conference. 'Exhibits-only' passes are not available.

Company Name _____
(as you would like it to appear on your sign)

Mailing Address _____ City _____ State/Province _____ Zip Code _____

Website _____ Main Phone _____ Fax _____

TABLE INFORMATION

PLEASE SEND A 50-WORD COMPANY DESCRIPTION TO SUSAN LENTZ (SLENTZ@FMI.ORG) BY JANUARY 7, 2011.

FMI assigns table locations. Please let us know if there are any Primary Competitors you do not want to be placed near:

1. _____ 2. _____ 3. _____

SALES CONTACT (who should attendees contact if they want more information about your products/services?)

Name _____ Phone _____ E-mail _____

TABLE CONTACT (who should FMI contact if we have questions about this table registration?)

Name _____ Phone _____ E-mail _____

CONFERENCE DIRECTORY/BUYERS GUIDE AD

Increase your visibility with the industry leading decision-makers by purchasing a full page (4x9) ad in the conference directory/buyers guide, which is distributed to each attendee. Please send a high resolution pdf or eps file to Heather Cain (hcain@fmi.org) by January 7, 2011.

Directory Ad \$500

VENDOR COURT PACKAGE

Associate Member <input type="checkbox"/> \$2600	Non-Member <input type="checkbox"/> \$3600
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SUPPLIER CANCELLATION POLICY

Cancellations for table packages will be accepted prior to January 7, 2011. Suppliers will receive a full refund, minus a \$75 processing fee, for the table expense. **No refunds for the table package will be provided if cancellations are received after January 7, 2011.**

PAYMENT INFORMATION

Enclosed is my check payable to Food Marketing Institute
(mail to FMI, P.O. Box 758870, Lock Box 758870, Baltimore, MD 21275-8870. Please reference 3800-004-0163).

Please charge \$_____ to my: Visa Mastercard American Express



Account # _____ Expiration Date _____

Cardholder Name _____ Cardholder Signature _____

CONTACT INFORMATION

VENDOR COURT: Heather Cain, hcain@fmi.org, 202.220.0815

REGISTRATION: Susan Lentz, slentz@fmi.org, 202.220.0828

PROGRAM: Amanda Bond-Thorley, abondthorley@fmi.org, 202.220.0606/

Rhett Asher, rasher@fmi.org, 202.220.0774

**REMEMBER TO FILL OUT TWO VENDOR REGISTRATION FORMS
TO TAKE FULL ADVANTAGE OF THE PACKAGE RATE!**

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Registration Questions?

Contact Susan Lentz at 202.220.0828 or slentz@fmi.org

Program Questions?

Contact Amanda Bond-Thorley, abondthorley@fmi.org,
202.220.0606/Rhett Asher, rasher@fmi.org, 202.220.0774

To Register Online:

Go to www.fmi.org/events/, select Asset Protection Conference, click on "Register Now" and follow the instructions.

VENDOR COURT - INDIVIDUAL REGISTRATION FORM

Instructions:

Each vendor court supplier receives two registrations as part of the table package. Please fill out this form, using one per attendee, to register the complimentary individuals that will be participating in the vendor court. Please note, registrants must be employees of the company that is participating in the vendor court. Submit this form with your vendor court table form to receive the package offer. Any additional attendees should fill out the general conference registration form (standard fees will apply).

Please fill out all the information below, using one form per person.

Registrant:

Mr Ms First _____ Last _____

Title _____ Nickname (for badge) _____

Company _____

Mailing Address _____

City _____ State/Province _____ Country _____ Zip/PostalCode _____

Phone _____ Fax _____ E-mail _____

Companion Name (no fee) _____
(Companions welcome to attend evening social events.)

Confirm to (if different from above) _____ E-mail _____

Golf Tournament: Sunday, March 6, 2011

FMI Retailer/Wholesaler Member – No charge
 Suppliers/Vendors (limit 2 per company) - \$200 per person

Space in the tournament is limited. Checking the box above does not guarantee you to play in the tournament. FMI will contact you prior to the event to confirm your participation. If you are not selected, a refund will be provided to paid individuals.

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Hotel Information:

The Buena Vista
Palace Hotel & Spa
1900 Buena Vista Drive,
Lake Buena Vista, FL 32830

Please make all room reservations directly with Buena Vista Palace Hotel & Spa at 1.866.246.6563 by Friday, February 11, 2011. FMI cannot guarantee the group discounted rate of \$169 per night (single/double occupancy) after February 11, 2011. Please refer to the FMI Asset Protection Conference to receive the discounted rate.

FAX THIS FORM TO FOOD MARKETING INSTITUTE AT 202.220.0830.

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