

Conference Checklist

2011 HEALTH & WELLNESS INTEGRATED APPROACHES FOR CUSTOMERS

April 3 - 5, 2011 • Omni Resort at ChampionsGate • Orlando, Florida

Register online at www.fmi.org/events/

INCLUDED IN YOUR REGISTRATION

- Robust Education Sessions
- Pre-Scheduled Strategic Exchange Appointments (SEA)
- Access to the Wellness Innovation Zone
- Access to the H & W Showcase
- Meals and Networking Events

CONFERENCE DATES AND DEADLINES

Monday, January 3rd

Retailer/Wholesaler Early Bird Deadline

Friday, February 11th

Strategic Exchange Appointments: Supplier Reservation Deadline

Friday, February 25th

Retailer/Wholesaler Registration Deadline

Early March

Strategic Exchange Appointments: Scheduler Opens

Thursday, March 3rd

Hotel Reservation Deadline

April 3rd – 5th

2011 Health and Wellness Conference in Orlando, Florida

REGISTRATION CHECKLIST

Retailers/Wholesalers:

- Register individuals and spouses/companions for the conference
- Make hotel reservations
- Submit item proposals for the Wellness Innovation Zone
- Submit item proposals for the H & W Showcase
- Make appointment selections

Suppliers:

- Register company for strategic exchange appointments
- Register individuals and spouses/companions for the conference
- Make hotel reservations
- Sign up for conference sponsorships
- Submit item proposals for the Wellness Innovation Zone
- Submit item proposals for the H & W Showcase
- Schedule appointments with retailers

2011

HEALTH & WELLNESS

INTEGRATED APPROACHES FOR CUSTOMERS

April 3-5, 2011 • Omni Resort at ChampionsGate • Orlando, FL

REGISTRATION FORM

To register online, go to www.fmi.org/events/ select Health and Wellness Conference, click on "register online" and follow the instructions. Please fill out ONE form per person.

Prefix: _____ First Name: _____ Last Name: _____

Nickname: _____ (for badge) Title: _____

Company: _____

Mailing Address: _____

City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____
(required for confirmation & appointment-setting)

Confirm to (if different): _____

Phone: _____ Email: _____

Companion/Spouse Name (no fee): _____

REGISTRATION FEES

SPECIAL OFFER FOR FMI RETAILER/WHOLESALER MEMBERS – B2G1: Purchase two conference registrations and receive the third one FREE! See the orange box below for details about the rate and how to qualify.

EARLY BIRD REGISTRATION deadline date: January 3, 2011. All registrations received after January 3, 2011, will be processed at the standard registration fee.

MEMBER REGISTRATION	INDIVIDUAL	RETAILER B2G1*
Early Bird	<input type="checkbox"/> \$595	<input type="checkbox"/> \$595
Standard (after 1/3/11)	<input type="checkbox"/> \$795	<input type="checkbox"/> \$795
ASSOCIATE MEMBER	<input type="checkbox"/> \$1,125	
NON-MEMBER	<input type="checkbox"/> \$1,350	

NOTE: Every participant — to qualify for FMI member rates — must be an employee of an FMI-member company. Please remember an FMI member is either a supermarket 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 non-members. Walk-in registrations are accepted only if accompanied by company check or credit card for payment of the registration fee.

FMI is committed to participation in its programs by persons with disabilities. Please check if you need assistance.
Please specify: _____



*BUY 2, GET 1 FREE (B2G1)

To receive the special retailer/wholesaler offer, three people from the same FMI member company must be registering for the conference. In order to receive the offer, please fill out two standard registration forms, plus the B2G1 form, which can be found at www.fmi.org. The two paid registrants may register online, but the complimentary registration must be done on the B2G1 form. The complimentary registration will be given to the person listed on the B2G1 form. Please note the discount cannot be split between attendees.

Terms & Conditions: The B2G1 form will only be accepted when two paid registrations are received from the same retailer/wholesaler company. If either of the paid registrants cancels, the B2G1 registration form will be void and the attendee will be subject to standard conference rates. We will contact you if payment is required.

PAYMENT INFORMATION:

Enclosed is my company check (U.S. funds—payable to Food Marketing Institute).
Mail to: Food Marketing Institute, P.O. Box 758870, Lockbox #758870, Baltimore, MD 21275-8870. Ref. No. 3600-004-0172

Please charge \$ _____ to my: Visa Mastercard AMEX

Fax to: 202.220.0830

Account #: _____

Card Holder Name (please print): _____ Exp. Date: _____

Card Holder Signature (must sign to be valid): _____

DEADLINES:

JANUARY 3 — Early Bird Registration Deadline

FEBRUARY 11 — Suppliers must complete the enclosed SEA form and return it to participate in Strategic Exchange Appointments (SEA)

FEBRUARY 25 — Conference Registration Deadline

EARLY MARCH — SEA Online Scheduler opens

Registration Questions? Please contact Susan Lenz, slenz@fmi.org or 202.220.0828

Program Questions? Please contact Amanda Bond-Thorley, abondthorley@fmi.org or Cathy Polley, cpolley@fmi.org

Registration Cancellations/Refunds

• Please notify registrar in writing by email to slenz@fmi.org or fax 202.220.0830. A full refund, less a \$75 processing fee, is granted when a cancellation is received prior to March 18, 2011. A 60% refund will be granted for cancellations received in writing by March 25, 2011.

All registrations received after March 25, 2011 are non-refundable.

Supplier Cancellation Policy

• Suppliers who cancel their primary representative's registration and table after **February 28, 2011** will be subject to a 20% penalty of the registration fee, as well as forfeiture of the cost of their table. After March 25, 2011, all registrations are non-refundable. All cancellations must be sent in writing to slenz@fmi.org or fax 202.220.0830.

Hotel Information

Omni Orlando Resort at ChampionsGate
1500 Masters Boulevard
ChampionsGate, FL 33896

• To make hotel reservations at the rate of \$189/night (plus tax), please call the OMNI reservation line at 1-800-THE-OMNI (1-888-843-6664) no later than March 3, 2011 and mention the FMI Health and Wellness Conference. Rate includes FREE internet access and complimentary use of the health club and recreation activities.

IT'S MARCH MADNESS!

Join us Monday, April 4 from 7 - 10pm for our NCAA Championship Game Party and Networking Event. Sports fan or not, you won't want to miss it!

WEB