



BUSINESS CONFERENCE

private brands



Private Brands Business Conference

Efficient • Economic • Engaging

Dates: November 16-17, 2013

Company Commitment Forms Due: Tuesday, September 17th

Online Scheduler Opens: Tuesday, September 24th

Meeting Times: A total of 15 meeting opportunities

Saturday, November 16	10:00am – 6:00pm (8 meeting opportunities)
Saturday, November 16	6:30pm – 9:00pm – Private Brands Gathering – Dinner and Speaker
Sunday, November 17	7:00am – 2:00pm (7 meeting opportunities)

Location: Embassy Suites Chicago – O'Hare/Rosemont
5500 North River Road
Rosemont, Illinois 60018

Event: A series of 45 minute meetings with FMI Private Brand Suppliers and FMI Retail/Wholesale Members

Purpose: To provide a forum for confidential, strategic discussions, providing an understanding of a retailer's goals and aspirations and the relevant supplier's capabilities, expertise and knowledge to maximize opportunities in Private Brands. Move from transactional discussions to strategic discussions.

Who Should Attend: FMI Retail Member brand owners and their company's functional areas that support the strategic planning and development of Private Brands across the value chain to include Product Development, Research, Quality Assurance, Merchandising, Procurement, Marketing, and Logistics/Supply Chain.

Similarly, key contacts from Manufacturers/Trading Partners that align with these same functional areas to explore strategies with Brand Owners that lead to increased profits, category growth, and brand equity and customer loyalty.

Features, advantages and benefits of our FMI Private Brands Business Conference

- Co-located with PLMA, two important Private Brand events at the same location
 - All the benefits you have come to expect from attending PLMA, with the added benefit and convenience of our FMI Private Brand Business Conference
 - One less flight, saves money
 - One less trip out of the office, more effective use of time
 - More potential attendees across multiple disciplines, provides an opportunity for key associates to participate in strategic discussions they may not typically attend

- Linked with the Rosemont Convention Center, no hassle, no taxi, just a short walk
- Provides a unique confidential environment to discuss short and longer term strategies
 - An opportunity for FMI Retail Members to share their strategies and aspirations
 - An opportunity for FMI Associate Members to share capabilities and insights
 - No distractions, no surprises as you schedule your meetings and lock in key areas of focus prior to the conference
 - Everyone focused on building Private Brands, the “right” people attend
- An opportunity to connect with your peers in both formal and informal settings
 - Join us for lunch on Saturday and breakfast and lunch on Sunday
 - Attend our inaugural opening dinner with keynote speaker on Saturday evening
 - Use our Chairman’s Club for catching up on messages, enjoying food and beverages and spending time following up or preparing for your next meeting
- Exclusive participation. Complimentary to FMI Retailer/Wholesaler Members and discounted program fees for FMI Private Brand Associate Members
 - Meeting opportunities are limited, lock in your preferred meeting times that work best for you, before they are gone
 - (Associate Members) Limited number of suites available – first come, first served

Member Registration Fees: Registration is complimentary for FMI Retailer/Wholesaler members (by September 17, 2013). Suite fees are \$9,000 (FMI Private Brand Associate Members) and \$10,000* (Non-members) for suppliers including business suite and complimentary registrations.

* includes one year of FMI Private Brand Associate membership

Private Brands Gathering: Attend the inaugural Private Brands Gathering on Saturday, November 16th. Cocktails will begin at 6:30pm and Dinner with keynote speaker, Doug Rauch, former president of *Trader Joe’s* will begin at 7:00pm. Registration to attend is complimentary to registered attendees of the Private Brands Business Conference. A limited number of additional tickets are available to attend for \$125 per person.

www.fmiprivatebrands.com