



Private Brands Business Conference

Efficient • Economical • Engaging

Dates: November 15-16, 2014

Company Commitment Forms Due: Wednesday, September 17th

Online Scheduler Opens: Wednesday, September 24th

Meeting Times: A total of 12 meeting opportunities

Saturday, November 15	1:00pm – 5:30pm (6 meeting opportunities)
Saturday, November 16	6:00pm – 9:00pm – Private Brands Industry Dinner – Reception, Dinner and Speaker
Sunday, November 17	8:00am – 12:30pm (6 meeting opportunities)

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

Event: A series of 40 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 on Sunday
 - Attend the 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 17th).

Suite fees are \$7,500 (FMI Private Brand Associate Members); \$10,000 *(Chairman’s Club Level FMI Associate Members) and \$12,500** (Non-members) for suppliers including business suite and complimentary registrations.

* exclusive option to display and serve product (one per category) in Chairman’s Club including signage and sponsorship of industry dinner with logo on signage and website

** includes one year of FMI Private Brand Associate membership

Private Brands Industry Dinner: Attend the Private Brands Industry Dinner on Saturday, November 15th. Cocktails will begin at 6:00pm and Dinner with keynote speaker, Dennis Snow, former Walt Disney World Company Executive 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.

2014 Schedule

Saturday, November 15th

11:00 am – 6:00 pm	Registration
11:00 am – 6:00 pm	Chairman’s Club (Lunch served from 11:00am – 1:00pm)
1:00 pm – 5:30 pm	BCS Appointments - Individual Hospitality Suites
6:00 pm – 9:00 pm	Private Brands Opening Industry Dinner - Reception, Dinner and Speaker

Sunday, November 16th

7:00 am – 12:00 pm	Registration
7:00 am – 12:00 pm	Chairman’s Club (Breakfast served from 7:00am – 9:00am)
8:00 am – 12:30 pm	BCS Appointments - Individual Hospitality Suites