



STRATEGIC EXECUTIVE EXCHANGE PROGRAM

January 28 - 31, 2012 • Hilton Bonnet Creek • Orlando, Florida

The Strategic Executive Exchange program is the opportunity for senior executives to meet during one-on-one appointments at the Midwinter Executive Conference to discuss high-level strategic topics.

Now in its fifth year, the **Strategic Executive Exchange** program continues to be a successful element to the Food Marketing Institute's Midwinter Executive Conference. The SEE program was rated one of the highest-valued pieces of the overall Midwinter Conference in 2011 by participating conference attendees and has become a key component that adds value to the conference, which draws current and new members of the FMI.

These meetings are intended to be strategic in nature and discussion should avoid tactical issues best handled in a different setting. Participants are expected to be officers of the company including the CEO or COO where possible.



For more information or to participate in the Strategic Executive Exchange Program, visit: www.fmi.org
or
Contact: Charmaine Wiggins at 202.220.0702
or cwiggins@fmi.org



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SEE PROGRAM FORMAT

The program will make available up to seventeen, 45-minute meeting blocks over the course of four days. You will be able to schedule the number of trading partner appointments you wish based on your needs and availability. **FMI will facilitate the scheduling process but does not guarantee number of confirmed appointments.**

- Each company will be responsible for securing its meeting partners and setting a discussion agenda for each meeting. FMI associate members and private brand members will pay a reasonable fee to participate; however, there will be *no participation fee for FMI members*. All we require is that you register and pay the Midwinter Executive Conference fee. Manufacturers, suppliers and service providers will host the meetings in pre-assigned meeting rooms in the Hilton Bonnet Creek, Orlando, Florida. *Space is limited so sign up early. A waiting list will be made available and all efforts will be made to accommodate additional participants.



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- Cost per company, \$5500
- Basic room available (414 sq ft)
- Possibility of slightly larger rooms
(limited availability, not guaranteed, extra cost)
- A/V costs are extra
- In-room food and beverage service extra
- Scheduler opens November 2**

Schedule for the 2012 SEE meeting:

Saturday, January 28	1:30 pm – 5:30 pm
Sunday, January 29	10:00 am – 12:30 pm
Monday, January 30	12:45 pm – 5:45 pm
Tuesday, January 31	1:00 pm – 5:45 pm



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Max occupancy: 12

