

Health & Wellness @ Retail 2013

>food & nutrition >pharmacy >health beauty care



May 29-June 1, 2013 | JW Marriott Hill Country | San Antonio, Texas

Senior Executive Conferences (SEC)

Senior Executive Conferences (SEC) appointments taking place at the Health and Wellness @ Retail conference provide an environment that stimulates senior level strategic dialogue. Executives from the health, wellness, pharmacy and center store departments of major retail chains and independent retailers collaborate with suppliers focused on helping them develop the categories and programs essential for presenting a complete health and wellness shopping experience that meets the needs of today's consumer.

Date: Friday, May 31st, 2013 (7:30 a.m. – 4:20 p.m.) and Saturday, June 1st (7:00 a.m. – 5:00 p.m.)

Format: FMI's SEC format fosters business development opportunities through a program that features:

- Appointments located in private meeting rooms
- 40-minute, pre-scheduled meetings that allow trading partners to look strategically at key issues and opportunities for growing their mutual business across the entire store.
- A forum in which senior executives can finalize upcoming fiscal year goals and address key issues/opportunities.

Participation Cost:

Retailer/Wholesaler participation in the SECs is included in the registration rate for the Health and Wellness @ Retail Conference

- | | |
|--|---------|
| • Early Bird Rate – FMI Retail / Wholesale Member (prior to February 15, 2013) | \$450 |
| • Standard Rate - FMI Retail/Wholesale Member (February 16 – May 28) | \$795 |
| • Non-Member Rate | \$1,350 |
| • Onsite | \$1,500 |

Conference Registration includes:

- Education keynote sessions and breakouts
- Breakfast, lunch, coffee breaks and receptions
- Invitation to the GMDC Chairman's dinner on Friday, May 31st
- Participation in the Business Exchange Appointments* and SECs

Contact: Amanda Bond-Thorley, CMP • Food Marketing Institute • 202.220.0606 • abondthorley@fmi.org

Senior Executive Conferences (SEC)

Key SEC Dates for 2013:

- SEC Sign-up Deadline: Friday, February 15
- Complete Online SEC Trade Partner Selection Survey: Friday, March 1
- SEC Participation Confirmed: Wednesday, March 21
- Electronic Distribution of SEC Schedules: Monday, April 15
- SEC On-site Appointments: Friday, May 31 & Saturday, June 1

*Business Exchange Appointments

Business Exchange Appointment Sessions (BEAs) are 10 minute pre-scheduled, face-to-face, table-top appointments. Suppliers and service company members host one or more tables on the appointment floor, and retailer and wholesalers transition from table to table at pre-designated times coordinated by their BEA schedules. The BEAs provide relative time-efficiency, trade partner exposure and a high level of decision-makers.

SEC Process

Registration (Due February 15, 2013)

Register online prior to February 15th, 2013 at: www.fmihealth-wellness.com

Note: You have the option to pay when you register or be invoiced and pay at a later date (all invoices must be paid prior to the event.)

You will be given the option to indicate your desire to participate in the SEC and BEA appointments.

Meeting Participant Selection (Due March 1, 2013)

You will be asked to review a list of supplier SEC candidates via the SEC Online Trade Partner Selection Survey powered by GMDC, and prioritize the companies with whom you wish to have a 40 minute SEC meeting. Simultaneously, these supplier SEC candidates will prioritize their confidential interest in a meeting with your company.

Meeting Scheduling (Due March 21, 2013)

If your company has a high mutual interest in meeting with a minimum of four (4) SEC supplier companies, FMI will schedule your SEC meetings and will confirm your participation.

SEC Schedule Distribution (Due April 15, 2013)

Your SEC schedule will be generated and you agree to meet with the supplier companies listed on your personalized SEC schedule on the days and times indicated.

Additional Information

- Retailers must arrive no later than the evening of Wednesday, May 29 to be available for Thursday Business Exchange Appointments and Friday SEC appointments.
- Retailers are responsible for making their own hotel reservations at the JW Marriott.

Contact: Amanda Bond-Thorley, CMP • Food Marketing Institute • 202.220.0606 • abondthorley@fmi.org