

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 FMI Health and Wellness @ Retail conference provide an environment that stimulates senior level strategic dialogue. Executives from the supermarket health, wellness, pharmacy and center store departments 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. Supplier participation is limited and registration is on a first-come, first-served basis.

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.
- Participation of retailer / wholesaler executives representing departments including health, wellness, pharmacy and center store.
- A forum in which senior executives can finalize upcoming fiscal year goals and address key issues/opportunities.

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: Mon, April 15
- SEC On-site Appointments: Friday, May 31 & Saturday, June 1

Cost and Benefits:

The supplier cost to participate is as follows:

- FMI Associate Member rate: \$5,500
- Non-member rate: \$6,000

The FMI SEC Package includes:

- One (1) Private meeting room to conduct up to twenty (20) 40 minute appointments with retailers (audio visual, catering expenses and internet connection are not included)
- One (1) SEC scheduling services through GMDC
- Two (2) complimentary registrations to the Health and Wellness @ Retail education program
- One (1) Business Exchange Table to conduct up to twenty-six (26) x 10 minute appointments with retailers*
- One (1) Tabletop display in the "Health and Wellness Showcase Solutions" area**

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*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.

** Health and Wellness Solutions Showcase

The Health and Wellness Solutions Showcase provides an additional opportunity for suppliers to showcase their products, services and promotions during the entire Health and Wellness @ Retail event. Participating suppliers will receive one tabletop display in the meeting room foyer area, which will be accessible to retail/wholesale attendees during breaks. A cocktail reception will also be held in this area on Thursday, May 30th to provide additional exposure.

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 retailer/wholesaler 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 retailer/wholesaler 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 retailer/wholesaler 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 retailer/wholesaler companies listed on your personalized SEC schedule on the days and times indicated.

If you do not meet the minimum criteria of receiving four (4) confirmed SEC appointments, your package fee will be refunded (or not billed if you have not yet paid). In this case, you will have the opportunity to select another package or pay the individual registration fee.

Additional Information

- Suppliers must arrive no later than the evening of Thursday, May 30 to be available for Friday SEC appointments.
- Please do not make your flight arrangements until your SEC participation can be confirmed by FMI/GMDC on March 21st, 2013.
- Suppliers are responsible for making their own hotel reservations at the JW Marriott.

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