

 FMI2012

Dallas Convention Center | Dallas, TX USA
Education: April 30-May 3 | Exhibits: May 1-3
www.FMI2012.com

KNOW YOUR CUSTOMER.



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FMI 2012

What's Sustainability Got to Do With It?

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FMI -- What, When and Why?

- The food industry's premier event held every other year
- Attracts thousands of attendees from all over the world
- Facilitates connections between exhibitors and attendees
- Provide problem solving forum for retailers
- Showcases new and exciting products, equipment and solutions
- Developed and designed by retailer CEO's and management teams



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We Are Co-Locating Our 2012 Education and Trade Events For One **BIG** Event in Dallas, Texas, USA!

April 30 - May 3, 2012

AMI Expo

The AMI International Meat, Poultry and Seafood Industry Convention and Exposition is the premier event in North America for the processing and packing industries. Attracting over 7,000 attendees from more than 50 countries, AMI delivers the latest in technology innovation, quality education and unique networking opportunities that you cannot find anywhere else in the world. Over 400 exhibitors will display the latest innovations and technology in processing and packaging equipment, facility design and temperature control. The education program will offer "industry best practices" designed for engineers, plant managers, CEOs, purchasing specialists and quality assurance/control managers.

We are proud to be co-located with FMI, United Fresh and NASDA making AMI all together better!



Food Marketing Institute

The food distribution industry's premier event - FMI2012 - focuses on customers as people, not data points. Co-located with the AMI International Meat Poultry and Seafood Convention and Exposition, United Fresh, and NASDA's U.S. Food Showcase, FMI2012 stands out as your No. 1 destination for personal engagement, professional solutions, and empowering education. Buzzing with new ideas, teeming with new products, and sizzling with new solutions, this big event brings 25,000 industry professionals and 1,200 suppliers face to face, finding fresh ways to satisfy the shoppers who drive sales.



National Association of State Departments of Agriculture US Food Showcase

The U.S. Food Showcase attracts buyers from every major market featuring exciting new products for virtually every category. Reach out to an array of opportunities - from supermarkets and convenience stores to restaurants and food service companies to specialty shops and much more. Whether it's beverages, health foods, canned goods, dairy products, meats or snack foods, buyers will feed on it all at the 2012 U.S. Food Showcase.



United Fresh Produce Association

United Partners with AMI, FMI for 2012 Show in Dallas. The three shows will offer their own exhibit halls, as well as unique education programming for their own attendees. The partners will explore potential joint programming and networking events. This marks a reunion between the FMI Show and United Fresh, but it is the first co-location of either group with the AMI Expo. This co-location creates an event that connects the meat processing, fruit and vegetable, and retail industries to create synergy for all exhibitors and attendees.



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What's Relevant to This Group?

Solutions Centers for:

- Center Store
- Front End
- Technology/Digital Marketing
- **SUSTAINABILITY**

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Solution Center - What's It All About?

GOAL:

Provide a one-stop center to make key connections, learn about tools and gain knowledge that is most needed to move companies forward faster with their environmental and social sustainability initiatives.

WHY:

1. Industry stakeholders have a difficult time trying to navigate and connect with the resources and tools they need.
2. Will help reduce confusion, connect people to solutions, and provide an excellent space for dialogue and learning
3. Provides the only industry “go to” spot for credible experts in key solutions categories needed.

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Potential “Pods”

- Waste
- Energy
- Packaging
- Sustainable Seafood
- Sustainable Agriculture
- Stakeholder Partnerships
- Sustainable Supply Chain

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What is a Pod?

- Exposure to establish industry credibility and expertise
- A connection zone for like minded people
- High visibility due to location/limited space
- Expectation is your industry expertise
- Not a traditional exhibit – no products no “sales” in typical sense
- Less costly
- You can partner
- Flat rate
- A sought after location by attendees

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Recycle Pavilion , 30x30 Island
The FMI Show / Dallas Convention Center

J. Irla / B. Stone 10/25/11

P_SS-Pavilion_fmi12_b0.ai

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Education Program

Over 40 education sessions focused on:

- Innovations in Retailing Worldwide
- Building Growth and Sales
- Future Connect/Leadership
- Independent Operators
- Private Brands
- Know Your Customer
- Supplier Diversity Training
- SQF Training
- **SUSTAINABILITY!!**

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FMI Exhibit Hall Nearly 80% Sold Out



FMI 2012
May 1 - 3, 2012
Dallas Convention Center • Halls B-D
650 S Griffin St. - Dallas, Texas 75202

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FMI / AMI / UFPA / NASDA Exhibitor Orientation Summit

- **December 13 – 14, 2011, Dallas Convention Center**
- **Tuesday Welcome Reception / Wednesday Business Sessions**
- **Morning General Session Featuring Co-Location Update, Dallas Orientation, Logistics Overview and Pre-Show Marketing Strategies**
- **Lunch Interaction with Event Vendors (mini show)**
- **Facility Tour**

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Interactive Campaign

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QR Code

Additional Tactics:

- Digital Ads
- Media Partner
- Emails
- Video



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Direct Mail Campaign

Registration is Live – Lenticular Postcard

GO BEYOND
THE BARCODE



KNOW YOUR CUSTOMER
LIKE NEVER BEFORE



**MAKE THE CONNECTIONS
THAT COUNT FOR SUCCESS
AT FMI2012.**

There's no one-size-fits-all customer. But there is one place you can truly understand their buying habits and preferences — **FMI2012!** With seminars, show floor conversations and insights, FMI2012 lets you focus on your customers as people, not datapoints.

Registration now open: 4 shows in 1.

Buzzing with new ideas, teaming with new products, and sizzling with new solutions, this event brings 25,000 of your industry colleagues — retailers, wholesalers, suppliers and manufacturers together, and delivers fresh ways to satisfy the customers who drive your sales. Co-located with the U.S. Food Showcase, AMI Expo and United Fresh Expo, FMI2012 is the food distribution industry's premier event, and one you can't miss.



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Dallas housing will be at a premium so register today at www.FMI2012.com/register1.



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PO BOX 41047
Bethesda, MD 20824-1047 USA

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Digital Exhibitor Prospectus



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Center Store
Private Brands
Snack Food
Technology

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EXHIBITOR PROSPECTUS www.FMI2012.com

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Preview Brochure



Upcoming:

- Full Conference Brochure
- Final Push Postcard



We will send well over 100 people to FMI2012 because of the value it brings. The education sessions are invaluable to the growth of our executives. We're able meet new suppliers and reconnect with valued partners.

Ric Jurgens
Chairman, CEO
Hy-Vee, Inc.



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What's In It For You?

- **Generally less expensive than a stand alone booth.**
- **The exposure and visibility as an industry solutions expert**
- **Attendees will seek you out, you won't be "chasing" them**
- **Location...Location...Location**
- **Establish your company as a leader in sustainability**

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Questions and discussion

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