

Manufacturers, Suppliers and Service Providers

CUSTOMER INNOVATION ZONE

FMI | 2010

Education: May 10 – 13, 2010 • Exhibit Floor: May 11 – 13, 2010
Mandalay Bay Convention Center • Las Vegas, Nevada

FMI's Customer Innovation Zone will focus on cutting-edge consumer research, innovative marketing and merchandising strategies, product innovation and category development programs. Attendees will leverage innovative concepts that translate into increased sales, profitability and customer loyalty.

NEW FORMAT! Retailers and Wholesalers will learn from leading consumer products and service provider companies. Attendees will gain strategic insights designed to drive improved business results.

Host your 45 minute interactive, thought provoking session for your retailer and potential clients in the following format:

- Presentations will be conducted in meeting rooms.
- Program will be customized by the presenting company.
- Attendees will be limited to retail and wholesale customers.
- CPG manufacturers, suppliers and service providers will present their latest thought provoking research.

Today's business environment requires collaboration through effective information sharing to remain competitive and to better understand customer behavior. This is your valuable opportunity to reach potential and current retailer and wholesaler customers.

COMMIT TODAY!

Contact Lori Campbell 202.220.0849 or lcampbell@fmi.org



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Supplier, Manufacturer and Service Provider Commitment Form

Yes, we will participate in the Customer Innovation Zone.

Company Name: _____

Contact Name: _____

Contact Title: _____

Contact E-Mail: _____

Address: _____ Country: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

DESCRIPTION OF SESSION AND SESSION TITLE YOU SEEK TO PRESENT:

We are making a commitment to the Food Marketing Institute to participate in the Customer Innovation Zone.
We agree to pay the \$10,000 fee to participate.

SEND COMMITMENT FORM WITH PAYMENT TO:

Lori Campbell, Senior Director

Food Marketing Institute • 2345 Crystal Drive, Suite 800 • Arlington, VA 22202

Phone: 202.220.0849 • Fax : 202.220.0885 • E-mail: lcampbell@fmi.org

