

Joint Business Planning Opportunity! Strategic Collaborative Exchanges



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

Build Business, Achieve Operational Excellence.

FMI 2010 provides a new opportunity for senior level executive retailers, wholesalers, independent operators, manufacturers, suppliers and service providers to interact in focused business meetings and lay the groundwork for business-building opportunities.

Strategic Collaborative Exchanges – 45 minute private meetings between business partners for discussing strategic, long-term goals.

Participants come prepared to review company strategies, goals and long-range plans through online scheduling and advanced preparation. Strategic Collaborative Exchanges provide the opportunity for private, in-depth discussions and presentations. Participants will enhance trading partner relationships through goal-setting and follow-up.

Make Strategic Collaborative Exchanges work for you:

FORMAT

- Private meeting venues on the exhibit floor.
- Each meeting is 45 minutes in length, with approximately 15-minute breaks between meetings.
- Meetings are hosted by participating manufacturers, suppliers and service providers.
- Participating senior manufacturers, suppliers and service providers arrange private appointments directly with each other and agree to agendas in advance focusing on core issues and opportunities:
 - Sustainability
 - Health & Wellness
 - Private Brands
 - Consumer Insights
 - Technology
 - Leadership
 - Other

SCHEDULE

MONDAY, MAY 10 • 8:00 am - 2:00 pm

TUESDAY, MAY 11 • 8:00 am - 5:00 pm

WEDNESDAY, MAY 12 • 8:00 am - 12:00 pm

- Appointment scheduling is facilitated by FMI's online scheduling tool.

PREPARE

- Plan agendas with your team in advance of scheduling.
- Bring your leadership responsible for all areas of core issues.

SHARE

- Once schedules are set, communicate desired agendas and goals with your trading partners.
- Be specific to ensure agreed-upon topics will maximize your valuable meeting time.
- Identify key opportunities for improving and resolving key business issues.

FOLLOW UP

- At the meeting, agree on specific action items that require continued discussion.
- Assign individuals responsible for following up.
- Set realistic timelines for results.

CONTACT:

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Supplier, Manufacturer and Service Provider Commitment Form

Company Name: _____

SCHEDULER CONTACT INFORMATION: Please provide the name of the primary contact that is responsible for setting up appointments.

Contact Name: _____

Contact Title: _____

Contact E-Mail: _____

Address: _____ Country: _____

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

Phone: _____ Fax: _____

EXECUTIVE CONTACT INFORMATION: Please provide the name of the primary contact that will be attending the meeting.

Executive Name: _____

Executive Title: _____

Executive E-Mail: _____

Address: _____ Country: _____

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

Phone: _____ Fax: _____

- We are making a commitment to the Food Marketing Institute to participate in the Strategic Collaborative Exchange. We agree to pay the \$7,500 fee to participate.
- Please send a 50-word Company description to assist the Retailers and Wholesalers in requesting and setting up appointments with your company.

SEND COMMITMENT FORM BY MARCH 15, 2010.

Charmaine Wiggins, Administrator, Industry Development and Research

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