



LITERATURE RACK FORM

May 10 - 13, 2010 • Mandalay Bay Convention Center, Las Vegas, NV

INCREASE YOUR READERSHIP — Thousands of food retailers and wholesalers will attend FMI 2010, the largest and most comprehensive food industry event in North America.

CONNECT WITH YOUR CORE AUDIENCE — FMI 2010 attendees are decision-makers — high-level executives, brokers, buyers and distributors — who are looking for the retail intelligence that you provide.

DISPLAY YOUR PUBLICATION — Reserve a literature rack to get your publication in the hands of food industry leaders. Your publication will be displayed prominently in the convention center.

The charge for displaying a publication is \$750. On-site staff will ensure its proper placement.

Please take the following steps to reserve your space:

1. Fill out the form below and return with payment to FMI by March 31, 2010. Please make checks payable to Food Marketing Institute.
2. Send at least 1,200 copies of your publication to arrive at the show site beginning May 7, 2010. You will be responsible for all shipping costs. FMI will provide shipping instructions upon receipt of this form and payment.

TO REGISTER

To reserve a literature rack at FMI 2010, please fax or mail this form with payment to:

Kathleen Thomas, Media Relations Manager, Communications & Marketing

FAX: 1.202.220.0681 • PHONE: 1.202.220.0616 • MAIL: Media Relations, FMI, 2345 Crystal Drive, Suite 800, Arlington, VA 22202-4801

(Do not mail if previously faxed)

REGISTRATION INFORMATION

FIRST NAME _____ LAST NAME _____

TITLE _____ PUBLICATION _____

MAILING ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP/POSTAL CODE _____ COUNTRY _____

TELEPHONE (Include country and city/area codes) _____ FAX (Include country and city/area codes) _____

E-MAIL ADDRESS _____

PAYMENT INFORMATION

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CARDHOLDER NAME: _____

CARD NUMBER: _____

EXPIRATION DATE: _____

CARDHOLDER SIGNATURE: _____