

Domestic Group Advantage Program



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

Join top retailers and wholesalers at the world's premier food industry event — FMI 2010. See the whole store on one exhibit floor. FMI 2010 is the best place to see new products and developments and keep up-to-date with industry trends and issues.

Attend FMI 2010 – the industry leadership event showcasing emerging opportunities; delivering consumer insights through thought-provoking research and education; and, fostering industry collaboration and community. This is your biennial opportunity to see the food industry's showcase of products and services and to engage with retailers and wholesalers from around the globe.

FMI 2010 will feature best practices from organizations representing food and beverage processing, retail technology, store design, equipment and supplies in key growth areas of sustainability, private brands, health & wellness, natural and organics.

Gain a comprehensive view of key industry issues and learn practical ideas that can give your team a competitive edge.

Benefits

Group Advantage Program:

Groups consisting of 10 or more Retailers or Wholesalers will receive the following registration benefits:

| Paid Registration | Registration Benefit |
|-------------------|---|
| 10 – 20 | Discounted Group Registration Rates* |
| 21 – 30 | Discounted rates and two registrations free of charge |
| 31 – 40 | Discounted rates and three registrations free of charge |

For each additional 10 paid registrations, receive an additional registration free of charge.

Hotel Room Block Assistance (official FMI convention hotels only)

Group rates include the FMI and U.S. Food Showcase exhibit floors and FMI education.

Group Gold Program

For groups of 30 or more the GROUP GOLD PROGRAM offers this additional benefit:

- Company conference suites on the show floor for private meetings.

* Discounted Group Registration Rates:

| | |
|-----------------|--------|
| Before March 1 | \$ 200 |
| March 1 – May 9 | \$ 250 |
| On site | \$ 350 |

Enrollment Form **FMI 2010** Group Advantage Program:

Please complete and return to FMI by **March 1, 2010**. Group Program is open to Retailer and Wholesaler groups only.

Group Key Contact/Leader: _____

Company Name: _____

Group Type: Retailer _____ Wholesaler _____ Independent _____

Mailing Address: _____

City: _____ State/Province: _____

Zip Code: _____ Country: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

*(E-mail Address must be provided to receive regular group updates)

Approximate Number of Attendees: _____

(Minimum requirement to participate in the Group Program is 10)

HOTEL ACCOMMODATIONS

FMI has negotiated extremely competitive rates for FMI 2010 attendees at the following official convention hotels in Las Vegas:

- **The Mandalay Bay:** \$ 199.00 / night plus tax (rate valid May 6 through May 14)
- **THE hotel:** \$229.00/night plus tax (rate valid May 6 through May 14)
- **The Excalibur:** \$ 70.00 / night plus tax and daily \$ 5.00 resort fee (rate valid May 6 and May 9 through May 13) or \$ 110 / night plus tax (valid May 7, May 8 and May 14)
- **The Luxor:** \$ 99.00 / night plus tax (rate valid May 9 through May 13)

We strongly encourage groups to book accommodations at one of these official hotels, all of which are conveniently situated within walking distance to the Mandalay Bay Convention Center and are connected by the FREE Mandalay Bay Monorail System (a short 3-7 minute ride). FMI will not offer shuttle service from other hotels. If you chose to stay further afield you will need to factor in additional transit time and cost to your travel budget.

As part of the Group Advantage Program, FMI will assist you in securing a room block at the above hotels. Please indicate if you wish to reserve rooms through this method.

Yes _____ No _____

If you check yes, you will receive a Group Housing Enrollment Form to complete via e-mail or fax. To guarantee your rooms you will need to supply a credit card valid through June 2010, or you may send a check in the amount of one night's room and tax per reservation. You may also opt to book rooms directly at the convention hotels by visiting our website at www.fmi.org/events/may/2010/

If you checked no, please provide the name of the hotel where your group will be staying. _____

Return this form to:
Suzanne George
at sgeorge@fmi.org
or FAX: 202-220-0830

If you have any questions,
contact **Suzanne George**
at 202-220-0820 or
sgeorge@fmi.org



For FMI use only:
Group No. _____