



ONLINE: [www.fmi2010.com](http://www.fmi2010.com)  
(credit card payment only)

FAX: 708.344.4444

PHONE: 866.486.0736 • 708.486.0736  
(credit card payment only)

MAIL: Food Marketing Institute  
P.O. Box 571  
Brookfield, IL, 60153, USA  
(check or credit card payment)  
Do not mail if previously faxed  
or telephoned.

TO REGISTER, COMPLETE SECTIONS A THROUGH D. PLEASE TYPE OR PRINT LEGIBLY, USING ONE FORM PER PERSON.

**A. BADGE INFORMATION**

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_  MR.  MRS.  MS.

TITLE \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

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 (provide for quick confirmation) \_\_\_\_\_

This is a spouse registration.

I give FMI permission to contact registrant/my company via fax, mail or e-mail, with no expiration date, unless revoked by me, in writing.

**C. REGISTRATION FEES AND PACKAGES**

NOTE: Badges will NOT be mailed for the 2010 show. No registration refunds will be issued after **April 9, 2010**.  
Registration fees on site are higher.

**2010 REGISTRATION FEES**

	Advance Registration Rates (by 3/1/10)		Standard Registration Rates (after 3/1/10 until 5/8/10)	
	Exhibits & FMI Education	Exhibits Only	Exhibits & FMI Education	Exhibits Only
FMI Retailer/Wholesaler Member	<input type="radio"/> \$250	<input type="radio"/> \$150	<input type="radio"/> \$350	<input type="radio"/> \$200
FMI Associate Member	<input type="radio"/> \$350	<input type="radio"/> \$200	<input type="radio"/> \$450	<input type="radio"/> \$250
FMI/USFS Exhibitor	<input type="radio"/> \$350	<input type="radio"/> \$200	<input type="radio"/> \$450	<input type="radio"/> \$250
Other	<input type="radio"/> \$450	<input type="radio"/> \$250	<input type="radio"/> \$550	<input type="radio"/> \$300
Group Participant (see below)	<input type="radio"/> \$200		<input type="radio"/> \$250	

GAP Code (if applicable): \_\_\_\_\_

The Exhibits & FMI Education Badge entitles attendees to FMI and US Food Showcase show floors and FMI Education Sessions including SPEAKS. Exhibits Only Badge entitles attendees to FMI and US Food Showcase show floors Tuesday - Thursday.

TOTAL: \$ \_\_\_\_\_

**D. PAYMENT INFORMATION**

PAYMENT: Registration CANNOT be processed without payment.

TOTAL TO BE CHARGED FOR REGISTRATION: \$ \_\_\_\_\_

ENCLOSED IS MY:  Check (payable to FMI in USD drawn on a U.S. bank)  
 Credit card information (complete below)  AMEX  MasterCard  VISA

**SPECIAL ASSISTANCE:**  
Please contact FMI  
Convention Services  
at 202.220.0820

CARD NUMBER \_\_\_\_\_ EXPIRATION DATE \_\_\_\_\_

CARDHOLDER NAME (please print) \_\_\_\_\_

SIGNATURE (Required for all credit card payments) \_\_\_\_\_

**B. DEMOGRAPHIC INFORMATION**

DEMOGRAPHICS MARKED WITH AN \* MUST BE FILLED OUT TO RECEIVE BADGE. FORMS WILL NOT BE PROCESSED WITHOUT THEM.

1. BADGE TYPE: (check one)\*  
 Retailer  Supplier/Mfr.  Government/Academic  
 Wholesaler  Distributor  Importer/Exporter  
 Broker  Food Service  Industry Services  
 Other \_\_\_\_\_
2. TYPE OF BUSINESS: (check one)\*  
 Convenience Store  Independent Operator  Specialty Store  
 Department Store  Industry Supplier  Supermarket  
 Drug Store  Mass Merchant  Retailer  
 Government Agency  Restaurant/Café  Supermarket  
 Other \_\_\_\_\_  Wholesaler
3. JOB TITLE: (check one)  
 Owner/CEO/President  Director  Manager  
 CIO/COO/CMO/CFO  Regional/Area Director  Supervisor  
 Vice President  General Manager  Spouse/Relative  
 Other \_\_\_\_\_
4. JOB FUNCTION: (check one)  
 Accounting/Finance  Government  Quality Control/Food  
 Buyer/Purchasing  Human Resources  Safety  
 Consulting  IT  Research &  
 Educator  Management  Development  
 Engineer/  Operations  Sales/Marketing  
 Maintenance  PR/Advertising  Store Design/  
 Other \_\_\_\_\_  Planning/  
 Development
5. NUMBER OF STORES: (check one)  
 1  51 - 100  201 - 500  
 2 - 10  101 - 200  over 500

6. BUYING AUTHORITY: (check one)  
 Authorized Decision Maker  Recommends Buying Decisions  
 Neither

7. HAVE YOU ATTENDED? (Yes or No)  
 a) The FMI Show \_\_\_\_\_ b) US Food Showcase \_\_\_\_\_

8. HOW DID YOU HEAR ABOUT THE FMI 2010?  
(Check all that apply)  
 Supermarket News  E-mail  Brochure  
 Progressive Grocer  FMI Website  Previous Attendee  
 Grocery Headquarters  Postcard  Word of Mouth  
 Other \_\_\_\_\_

**BOOK BY MARCH 1 AND SAVE!**

**INSTRUCTIONS**

- If you have any questions concerning registration, please contact FMI's official registration company for the FMI 2010, CSI, at 866.486.0736 or +1.708.486.0736.
- All other general questions should be directed to FMI at 202.452.8444
- CSI will confirm all registrations within 72 hours if an e-mail address or fax number is provided and if form is received with payment and demographic information. All fee modifications will be noted on your confirmation letter. FORMS RECEIVED WITHOUT PAYMENT WILL NOT BE PROCESSED.
- No infants or children under the age of 18 are allowed in the exhibit hall or education sessions.



**REGISTRATION CANCELLATIONS/REFUNDS**

- Written notice of cancellation and request for refunds of registration fees and/or packages must be received no later than April 9, 2010. Registrations received after April 9 are **NON-REFUNDABLE**.

**GROUP ADVANTAGE PROGRAM**

- Group Program is open only to retailer and wholesaler companies.
- Group Participant Fee entitles entrance onto all Exhibit Floors and FMI Education sessions.
- Group Discount Rates available only to individuals in groups of 10 or more with a valid GAP Code. Please record this GAP Code above. Forms cannot be processed without this code.

- Please call Suzanne George at 202.220.0820 for domestic group information and Amanda Bond-Thorley at 202.220.0606 for international group information and to confirm your GAP Code.

**PAYMENT**

- Payments made by check or money order must be payable to FMI in U.S. funds and drawn on a U.S. bank (U.S. money orders are preferred).
- Payment must accompany your registration form in order for CSI to process your badge. Forms received after March 1 will automatically be charged \$350 for FMI Retailer/Wholesaler members, \$450 for Associate Members and 2010 Exhibitors and \$550 for all others.