

# Commercial News

The Showcase for American-Made Products and Services

## USA

## International Retailers To Receive Premier Service at the FMI Show, May 1-3 in Chicago

The red carpet will be rolled out for international retailers who attend the FMI Show, sponsored by the Food Marketing Institute, May 1-3, 2005, at McCormick Place in Chicago.

The FMI Show is the industry's premier annual international exposition. It will attract attendees from the U.S. and around the world. The 2005 show will provide new and enhanced services for international attendees, such as an International Group Advantage Program that offers special benefits and rate discounts, a fully staffed International Trade Center, a show floor organized by supermarket segments, and a host of focused education sessions.

An International Reception on the first day of the show will welcome international attendees and provide opportunities to meet and to network with exhibitors interested in exporting.

FMI's International Group Advantage Program makes it easy for international attendees to enjoy special benefits, such as discounted registration rates, exhibitor appointment scheduling and hotel room block assistants for groups of 10 or more. Groups of 30 or more are eligible for group conference suites on the show floor with exhibitor appointment scheduling.

The International Trade Center at FMI offers an array of services to assist international attendees in exchanging information with peers and meeting with U.S. suppliers to transact business. For example, attendees can meet with consolidators to arrange the exportation of products purchased at the show. The center will offer translators fluent in Mandarin Chinese, Korean, Japanese, French, Portuguese, and Spanish. Accessible, user-friendly GlobalConnect computers in the Center will allow visitors to access exhibitor product and services listings.

Representatives from both the U.S. Commerce Department and the U.S. Dept. of Agriculture will be available to answer questions and facilitate transactions.

Translation services are provided for all 'Super' sessions and for "SPEAKS," the state-of-the-industry address, which will be given this year by Michael Sansolo, FMI's senior vice president of education.

"FMI is actually five shows in one location," said Sansolo. "The show includes the FMI Show, The U.S. Food Export Showcase, the United Produce Expo and Conference, the Spring Fancy Food Show, and All Things Organic. International visitors will be particularly interested in the U.S. Food Export Showcase, which will feature producers, processors, and suppliers eager to export American food and beverage products to customers in other countries."



For previous attendees, the most visible difference in the 2005 show will be the reorganization of the show floor itself. Exhibitors will be arranged in coherent groups representing major supermarket segments. Segments will include General Merchandise, Health and Beauty Care, Meal Solutions, Technology, and Ethnic, an organization that will provide a more focused and efficient experience for attendees.

The FMI Show also features a wide range of programs, including Super Sessions, Learning Labs, and Close-up Sessions. Super Sessions are "big-picture" strategy presentations on current industry trends and issues. Learning Labs are hands-on, tactical discussions where attendees can meet with peers to exchange practical ideas that they can take back to their stores and implement. Close-Up sessions are focused, in-depth explorations of specific industry topics.

International industry professionals interested in the 2005 FMI Show should complete an application for a letter of invitation to the show in order to apply for a visa. Show organizers also advise international visitors to make travel and hotel arrangements as soon as possible.

*Information about the 2005 FMI Show, including special rates offered through the Group Advantage Program, is available at [www.fmi.org](http://www.fmi.org) or by calling 202-220-0807.*



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May 1-3, 2005

McCormick Place, Chicago, IL



**NEW IDEAS  
EASY TO APPLY**

**THE 2005 FMI SHOW:**

A CHANGING SHOW FOR A CHANGING INDUSTRY

WWW.FMISHOW.ORG

The Food Marketing Institute is proud to present The 2005 FMI Show, the premier show for the international food industry. We offer a special invitation to International Retailers to attend, with features designed just for you.

- FIVE EXCITING SHOWS IN ONE:
  - The FMI Show
  - U.S. Food Export Showcase
  - The United Produce Expo and Conference
  - The Fancy Food Show
  - All Things Organic
- ON-SITE CONSOLIDATORS
- INTERNATIONAL TRADE CENTER
- IN-LANGUAGE FLOOR TOURS
- EDUCATIONAL SESSIONS SIMULTANEOUSLY INTERPRETED IN MULTIPLE LANGUAGES
- MORE THAN 1,000 EXHIBITORS FROM AROUND THE WORLD

THE POWER OF FIVE



at THE FMI SHOW