

GMDC Health Beauty Wellness Marketing Conference & FMI Supermarket Pharmacy Conference Program Guide

Official show guide for the GMDC Health Beauty Wellness Marketing Conference and FMI Supermarket Pharmacy Conference

September 11-14, 2009 | JW Marriott Orlando, Grande Lakes | Orlando, FL



FOOD MARKETING INSTITUTE

Two Events, One Location: Hundreds of Reasons to Advertise

For the first time, the GMDC Health Beauty Wellness Marketing Conference will be co-located with the Food Marketing Institute (FMI) Supermarket Pharmacy Conference. Our combined memberships represent **more than a trillion dollars in annual sales** and **hundreds of thousands of retail locations**.

Our new event format offers members of our two associations a true **one-stop-shop opportunity** to develop strategies and tactics to capitalize on the emerging Health and Wellness opportunity across the entire store! We've created a meeting agenda that maintains the identities of the two individual events while creating a forum for collaborative business meetings and education.

The new event format will continue to attract wholesale and retail representatives who want to:

- Develop personal and direct relationships with current and potential vendors
- View products in real life
- Make business deals
- Learn about the latest products and services to enter the market

About the Guide

The joint **GMDC Health Beauty Wellness Marketing Conference & FMI Supermarket Pharmacy Conference Program Guide** will be distributed to all registered attendees upon arrival at the show. The guide will highlight event schedules and educational sessions, as well as the vendors that will be participating in the conference in September.

Tell attendees:

- Where they can find you
- How to schedule an appointment during the show
- The products and services you will be showcasing
- Special incentives or giveaways

Call today to secure top visibility for your company within the GMDC Health Beauty Wellness Marketing Conference & FMI Supermarket Pharmacy Conference Program Guide.

Did you know?

Nearly three out of four supermarkets dispense prescriptions, up from only half 10 years ago.

Shoppers using supermarket pharmacies spend more money per trip.

Who will you reach?

- Pharmacy VPs and Directors
- Health, Beauty and General Merchandise Execs
- Store Operations Execs
- Center Store Execs
- Pharmacy IT Staff
- Third-party managers
- Pharmaceutical company sales directors
- Pharmacy wholesalers
- Suppliers of pharmacy-related products/services
- Suppliers of health, beauty and wellness-related products/services
- Corporate nutritionists/dieticians

Can't make it to the show?

Your company can still maintain a presence within the guide and target a concentrated buying audience.

Full of important information, the guide is certain to be in the hands of attendees the duration of the show and long after.

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For more information, visit:

www.gmdc.org and **www.fmi.org**

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Net Advertising Rates

Full Color Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

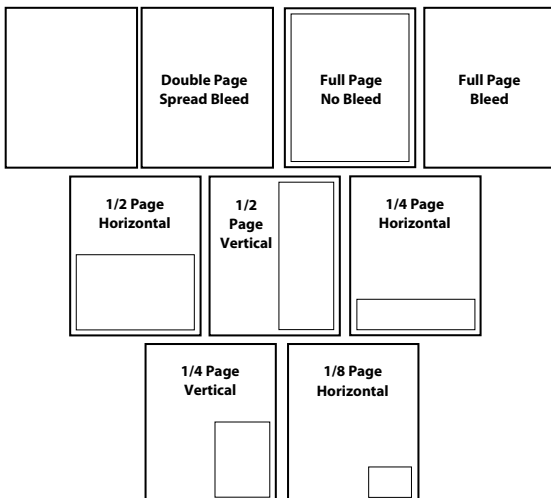
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GFM-G0009



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Print Advertising Specs (Roster – 5.75" x 8.5")

The Publication

GMDC Health Beauty Wellness Marketing Conference & FMI Supermarket Pharmacy Conference Program Guide: a 5.75" x 8.5", saddle-stitched publication with margin tabs for easy reference. Distributed to show attendees each fall.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 different industries across North America, is the official publisher of the *GMDC Health Beauty Wellness Marketing Conference & FMI Supermarket Pharmacy Conference Program Guide*.

Roster Ad Dimensions

Size	Width	Height
DPS Bleed	11.75"	8.75"
DPS Trim	11.5"	8.5"
DPS Live Area	10.75"	7.5"
Full Page Bleed	6"	8.75"
Full Page Trim	5.75"	8.5"
Full Page Live Area	5"	7.5"
1/2 Hz.	5"	3.666"
1/2 Vt.	2.333"	7.5"
1/4 Hz.	5"	1.666"
1/4 Vt.	2.333"	3.666"
1/8 Hz.	2.333"	1.666"

Note: Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.

IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

All color artwork must be in CMYK Mode, black and white artwork must be in either Greyscale or Bitmap Mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor web site at www.naylor.com and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click Submit.

Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

