



2012 FSMA TEAM Registration Form

PROGRAM OVERVIEW

Yes, we would like to participate in the FSMA TEAM Executive Summit.
The following fee will be paid:

- Early Bird TEAM registration \$4,995**
must be paid no later than July 28, 2011
(Save \$500)

- OR -

- Full TEAM registration \$5,495**
must be paid no later than September 1, 2011

TEAM registration includes:

- Three (3) Nights in a bungalow suite, Monday, February 13th through Thursday, February 16th, 2012
- Late checkout at 1pm on Thursday, February 16, 2012
- Signage for TEAM
- Two Invitations to the Board of Directors Reception Monday evening, February 13
- Recognition on Top2Top website with Company logo and link
- Use of FSMA TEAM Logo
- Recognition in Top2Top and TEAM marketing materials
- Recognition in Top2Top and TEAM broadcast emails
- Opportunity to meet with up to 13 agencies in one location to save time & money

Manufacturer Name (Company) _____

Key Contact Name & Title _____

Mailing Address _____

Phone _____ Email _____

(NOTE: Signature required at bottom of Page 2)

All TEAM information will be sent to the key contact designated by the participating manufacturer company. This contact will be responsible for the specified guidelines provided by FSMA and for payment to FSMA and/or the Hotel.

Note: There are a limited number of suites available for TEAM. Participation is first come, first served. A waiting list will be kept for any openings that may come available.

Cancellation Policy

All cancellations must be made in writing. Cancellations received by September 30, 2011 will receive a full refund less a \$100 processing fee. NO refunds after September 30, 2011.

Manufacturer Participation Agreement

TEAM Guidelines:

- The Company is a current FSMA Associate Member in good standing and will continue our membership in 2012.
- The Company agrees to pay all fees and will adhere to all deadlines.
- The Company will only request meeting appointments with sales and marketing agencies that currently represent our Company.
- **The Company understands that FSMA will schedule and coordinate all agency appointments and that the Company and all senior level executives attending will participate in all scheduled meetings. The Company agrees NOT to separately schedule its meeting for TEAM.** The only exception is a breakfast or lunch appointment on Thursday, February 16, 2012.
- The Company understands that FSMA will make every effort to schedule the Company's top preferences for appointments but cannot guarantee any appointment due to conflicts or unforeseen circumstances
- The Company understands that the TEAM meeting goal is for high level strategic planning between Manufacturer and Agency partners. Participant discussions will focus on mutual collaboration of the parties.

TEAM meetings will be held in conjunction with the Annual Top2Top Conference. I understand that I will automatically be registered for Top2Top along with my TEAM registration. Additional TEAM participants must register and pay the registration fee for Top2Top at www.top2toponline.com.

The following is a list of additional Company participants for TEAM:

(Attach additional sheet if needed)

Name _____
Title _____

Name _____
Title _____

Name _____
Title _____

Suite Details

A bungalow suite will be reserved in my company name at the Naples Grande Beach Resort, 475 Seagate Drive, Naples, FL 34103. Arrival date is Monday, February 13, 2012 and departure date is Thursday, February 16, 2012, with a late checkout available at 1pm. Each suite has a separate master bedroom and living room. For more details, visit www.naplesgranderesort.com. I understand that I may request the suite for additional nights at an additional cost based on availability and current rate offered by the Hotel. If you would like to extend your stay in your suite, please contact Sharon Boyle at sboyle@fsmaonline.com. Please note that it is high season at the Hotel during our event. It is recommended that you request any extensions as soon as possible.

I understand I must complete the Suite Occupancy and Credit Card Authorization Form by December 15th. The credit card will be used for any incidentals charged to the room including but not limited to food and beverage, audio visual, and furniture additions or removal. The Suite Occupancy will provide the name of the individual occupying the bungalow suite over the reserved dates listed above.

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As the Company authorized representative, I agree to all of the policies, fees and deadlines and I have read, understand and agree to the cancellation policy.

Key Contact Signature: _____ Date: _____



Suggested topics for your TEAM discussions:

- opportunities for mutual profitable growth
- new product or program introductions for 2011
- industry wide issues or opportunities
- alignment of strategic goals and objectives
- industry or regional trends and forecasts
- company goals and objectives
- new market approaches
- mutual process improvement strategies (i.e. technology)
- major customer opportunities or challenges

Topics to avoid:

- Tactical business reviews
- Short term focused issues
- Specific goals and objectives reviews
- Issues handled by less senior staff (i.e. tactical concerns)