

**1st Time Attendee**

**INFORMATION**

Top 10 Tips For  
Attending the  
FMI E+SD  
Conference for  
the 1st time.

Attending a large conference for the first time can seem daunting, but we've put together some tips and recommendations to ensure you have a successful event. We are glad you will be joining us!

## Where to Start

### 1. Get started: Create your FMI profile and register for the conference.

You can register [online here](#). Online registration is quick and easy – simply create your online profile and complete the registration process. If you need assistance, don't hesitate to reach out to our registration team at [register@fmi.org](mailto:register@fmi.org)

Your company may benefit from membership and discounted registration fees. To learn more, visit our [membership page](#) or contact [membership@fmi.org](mailto:membership@fmi.org)

### 2. Book your travel and hotel accommodations.

Discounted hotel accommodations at the headquarter hotel are only available to registered attendees. Once registered, you will receive a registration confirmation email with instructions and a special link to make your reservation at the discounted rate (\$219/night). Registered, but didn't receive the confirmation – check your SPAM folder or email us at [register@fmi.org](mailto:register@fmi.org)

Don't Delay! We expect the hotel to sell-out, so we encourage you to register and reserve your hotel room early!

### 3. Prepare for the conference and have a plan.

Set some goals for yourself and know the reasons you are attending. Perhaps you want to connect face-to-face with current colleagues, find new partners to grow your business, learn about the latest technology and trends, or better understand new regulatory issues? (or all of the above)!

Prepare a 20-second elevator pitch on who you are, details about your company, and what you are looking for. Once you know why you're going, you can feel confident in reaching your goals.

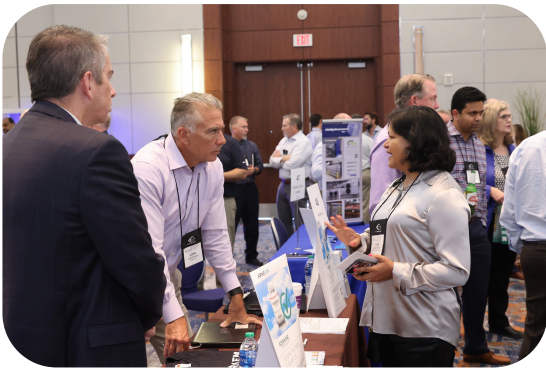
# Your Time at the Conference

## 4. Attend General Session and Breakout Education Sessions.

Hear and learn from industry experts and your colleagues. We have 2 jam-packed days of education, offering over 30 different sessions covering topics on Refrigeration, Energy, Store Design, Sustainability and Regulatory Issues. You can view the current [full agenda](#), which is updated as additional sessions are confirmed.

## 5. Attend the Manufacturer Retailer Exchange (MRE).

The Manufacturer Retailer Exchange, commonly called the MRE, is not a typical tradeshow or exhibit hall, but instead consists of small table-top displays and a limited number of 10x10 spaces. The MRE takes place over 2 back-to-back afternoon receptions, with small bites and refreshments provided. The MRE is designed to prioritize collaboration and conversations, to expand your network, showcase new products and services and further your business.



## 6. Plan to have some free time.

Be sure to keep some time free for pop-up conversations with other attendees or unexpected meetings. There are lots of spaces to reenergize, enjoy a beverage or catch up on emails while you're at the event. Plus save time to grab dinner or a refreshment with other conference attendees or explore the city.

## 7. Wear a First Time Attendee Ribbon!

Grab your First Time Attendee ribbon from the registration desk and wear it on your badge with pride! Others will recognize you are a first-time attendee and you can easily spot other first-time attendees, making it easy to identify new friends. If you see another First Time Attendee, say hello, introduce them to some of your contacts, or sit with them in a session or during a meal function. You'll both grow your own network and likely make a new friend!

### Bonus Tip



Leading up to and onsite at the 2024 FMI Energy & Store Development Conference we invite you to share your excitement on social media. Use these hashtags: #FMIESD #FMIEnergySD #FoodRetail

## 8. Download the Conference Mobile App.

With the free FMI E+SD Mobile App, everything is all in one place! Using the app you can view the full education details, plan the sessions and events you want to attend, review the Manufacturer Retailer Exchange (MRE) participating companies, see the full attendee and sponsor lists, and message other attendees. The mobile app is available for download approximately 1 week before the event – information will be sent via email to all registered attendees, or you can download the app and get assistance onsite at the registration desk. A “Know Before You Go” email providing information on important conference details will also be sent to all attendees via email shortly before the event.

## 9. Get Social!

Embrace the social scene at FMI E+SD. In addition to the MRE Receptions, don't miss out on the opportunity to connect with other attendees at the many other networking opportunities available – from the meal functions, extended networking breaks, E+SD Women's Community Breakfast to the offsite closing party at the Maryland Science Museum. E+SD attendees are known for being tremendously fun and welcoming, and there are lots of great ways to meet new people!



## 10. Dress for the Conference.

The Conference dress code is Business Casual (no ties). Wear comfortable shoes and dress in layers or wear a jacket or sweater as meeting rooms tend to be chilly. Always wear your badge in the meeting space – it is required for entry into all official conference events.

### Reach out with questions



FMI staff are available to assist, answer questions or provide guidance. Don't hesitate to reach out to [register@fmi.org](mailto:register@fmi.org) or visit the onsite registration desk to get answers to your questions. FMI Committee members are also a great resource and can be found throughout the conference wearing a committee ribbon.

For additional information, visit our website: [www.fmienergysd.com](http://www.fmienergysd.com)