

2010 Americas Events Calendar

MVI's unbiased strategic retail insight and analysis gives you a clear understanding of how retailers operate, as well as their key initiatives and supplier expectations. MVI's thought leadership delivers topical ideas, frameworks, and planning tools that will help you achieve both supplier and customer objectives.

Q1

Executive Forum Tampa, FL

Jan 14 General Session

Year-End Forum Special Session ^{NEW} Los Angeles, CA

Jan 20 General Session

Chain Drug SuperSession Orlando, FL

Feb 23 Kantar Retail Keys to Vendor Success:
Chain Drug 2010 (PM)

Feb 24 General Session (AM)
CVS Workshop (PM)

Feb 25 Walgreens Workshop (PM)
Shopper Marketing for Chain Drug (AM)
Negotiation Skills to Maximize ROI (PM)

Latin American Retailing Forum ^{NEW} Miami, FL

Mar 2 General Session

Mar 3 Kantar Retail Keys to Vendor Success:
Latin America 2010 (AM)
Negotiation Skills to Maximize ROI (PM)

Kroger SuperSession ^{NEW} Cincinnati, OH

Mar 16 Kantar Retail Keys to Vendor Success: Your
Customer, Your Team, & The Internal Sell

Mar 17 Kroger's Competitive Context: Where
Else Has the Shopper Gone? (AM)
Seeing Around the Corner:
Kroger 2015 (PM)

Mar 18 Negotiation Skills to Maximize ROI

Q2

Walmart SuperSession Rogers, AR

Apr 13 Partnering with Walmart
Walmart – A Foundation

Apr 14 Wal-Mart International (AM)
Sam's Club (PM)

Apr 15 Sessions TBD

Costco Workshop Series Seattle/Bellevue

Apr 20 Costco – A Foundation

Apr 21 Partnering with Costco

Value Discounters Workshop Series ^{NEW} TBD

May 4 Sessions TBD

May 5 Value Discounters Workshop

May 6 Sessions TBD

Shopper Forum Chicago, IL

May 12 General Session

Mid-Year Forum East Boston, MA

Jun 15 Breakouts TBD

Jun 16 General Session

Jun 17 Breakouts TBD

Mid-Year Forum West California

Jun 22 Breakouts TBD

Jun 23 General Session

Jun 24 Breakouts TBD

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Q3

Mexican Retailing Forum Mexico City

Jul 6 Sessions TBD
Jul 7 Sessions TBD
Jul 8 Sessions TBD

Walgreens Workshop Series Chicago, IL

Aug 3 Sessions TBD
Aug 4 Walgreens Workshop

CVS Workshop Series ^{NEW} Rhode Island

Aug 10 Sessions TBD
Aug 11 CVS Workshop

Safeway SuperSession ^{NEW} Oakland, CA

Aug 17 Sessions TBD
Aug 18 Sessions TBD
Aug 19 Sessions TBD

East Coast

Grocery SuperSession ^{NEW} Florida

PUBLIX, DELHAIZE

Sep 14 Sessions TBD
Sep 15 Sessions TBD
Sep 16 Sessions TBD

Target/Supervalu SuperSession Minneapolis, MN

Sep 21 Sessions TBD
Sep 22 Sessions TBD
Sep 23 Sessions TBD

Q4

Consumer Electronics Workshop Series Los Angeles, CA

Oct 6 CE Workshop
Oct 7 Sessions TBD

Future of Category Management Forum Chicago, IL

Oct 19 Sessions TBD
Oct 20 General Session
Oct 21 Sessions TBD

Canadian Retailing Forum Toronto

Oct 26 Sessions TBD
Oct 27 Sessions TBD
Oct 28 Sessions TBD

Walmart SuperSession Rogers, AR

Nov 2 Partnering with Walmart
Walmart – A Foundation
Nov 3 Wal-Mart International (AM)
Sam's Club (PM)
Nov 4 Sessions TBD

Year-End Forum Atlanta, GA

Dec 7 Breakouts TBD
Dec 8 General Session
Dec 9 Breakouts TBD