



bloomingdale's

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**December 07, 2011**

Dear Macy's Valued Supplier:

Macy's will be participating in the GS1 Connect 2012 Conference being held June 4th to 7th at the brand new Aria Resort and Casino in Las Vegas, Nevada. This conference, hosted by GS1 US, delivers a program agenda that enables businesses like Macy's and our trading partners to move forward using GS1 Standards for supply chain management.

**This year, the GS1 Connect Conference covers six key areas that enable businesses to move forward using GS1 Standards for** identifying, capturing, and sharing data — about products, trade items, locations, and more, making it possible for your company and ours to speak the same language and leverage the power of information in very real ways. The results are greater visibility, efficiency, and security for business and greater convenience, value, safety and satisfaction for consumers.

We invite you to join us at GS1 Connect 2012 to learn about:

- Product and Location Identification
- Data Quality and Data Management
- Inventory Efficiency
- Traceability and Safety
- B2C
- Trading Partner Collaboration

This year, Macy's plans to participate at GS1 Connect 2012 in the following ways :

- **Trading Partner Roundtables:** Informal networking events during meals and receptions, ask questions, and discuss opportunities where we can meet and discuss ways for better collaboration. (The Trading Partner Roundtable schedule will be posted on the GS1 Connect 2012 conference site).
- **Staff Attendance:** Our staff will be among those at the Roundtables and in the audience.

Possible other sessions:

- **Transportation Conference Session**
- **RFID Conference Session**

**To encourage your participation, we are providing a Registration Discount Code for Our Suppliers: 12GS1C-TP01-MACY**

- **30% OFF** standard rates if registered during the Advanced Early Bird period ending **January 15th**
- **20% OFF** standard rates registered during the Early Bird period between **January 16th and March 31st**
- **10% OFF** if registered after March 31st
- **Up to an additional \$150 off:** Group discounts can also help you save up to an additional \$150 off each registration.

We will receive the list of those trading partners that signed up with our discount code in advance of the conference, enabling us to contact your company prior to the conference in order to share and hear topic ideas.

You can learn more about the GS1 Connect Conference by visiting their website: [www.gs1connect.org](http://www.gs1connect.org) We hope to see you there.