



Food Perspectives Inc.



### **2009 FPI TESTERS FALL BONUS PROGRAM!!**

The Fall Bonus Program is here! Here's your opportunity to earn bonus \$\$\$\$ for your organization. This year's program is different than in years past, and is much easier for you – no more papers to fill out, collect and mail in. It's all online now!

Encourage friends and family to sign up to become taste testers with Food Perspectives. Tell them about the opportunity to earn money for themselves AND your organization.

Here are the Guidelines:

1. Direct new members to our website, [www.fpitesters.com](http://www.fpitesters.com) to sign up as testers (instructions below).
2. To be eligible for the bonus program, new members must sign up online between 9/1/09-10/31/09.
3. The first time a new tester participates in a taste test, your organization will receive a **\$15** incentive, instead of the normal \$10 incentive.
4. New tester additional incentives run through 3/31/10.
5. Your organization will receive the \$10 organization payment as part of your regular checks that are mailed to you. The \$5 additional incentive for each new tester will come in one check to your organization in early April.

## Web Instructions

Direct them to our website: [www.fpitesters.com](http://www.fpitesters.com), and have them sign up online. From the homepage, click on **Become a Tester**.

The screenshot shows the homepage of fpitesters.com. The browser window title is "fpitesters.com by Food Perspectives, Inc. > Home - Mozilla Firefox". The address bar shows the URL "http://www.fpitesters.com/Home/tabid/107/Default.aspx". The page features a navigation menu with icons for "about fpi", "become a tester", "fundraising", and "tester info". The main content area includes a headline "Make your opinions count. Become an FPI Tester!" and a sub-headline "When you're an FPI Tester, your opinion matters. Let your opinions pay for your next dinner out!". A large green arrow points to the "become a tester!" button. Other elements include a "How does it work?" section, a "News: Get the Scoop" section with links to "New Policy Effective August 1, 2009", "July/August FPI Tester Newsletter", and "Welcome to our new FPI Testers site". The footer contains copyright information for 2009 Food Perspectives Inc. and links for "Bookmark" and "Tell a friend!".

Then, click **Sign up Online.**

The screenshot shows a Mozilla Firefox browser window displaying the website <http://www.fpitesters.com>. The page title is "Consumer Testing Registration at Food Perspectives - Mozilla Firefox". The browser's address bar shows the URL. The website header includes the FPI logo and navigation links: "about fpi", "become a tester", "fundraising", and "tester info". The main content area features a large image of a bowl of pasta with a "sign up today!" button. A green arrow points to this button. The text on the page reads: "Get paid for your opinions!" and "sign up today!". Below this, it says: "If you like trying new things and sharing your opinions, we want you! Sign up to become an FPI Tester and get paid for your opinions. Joining FPI Testers through our online sign-up process is fast, easy, and confidential." The page lists eligibility criteria: "You can be a tester if you:" followed by a bulleted list: "Live in the Twin Cities metro area", "Are between 18-65 years old", "Don't have any food allergies", and "Don't work for a marketing, market research, or food/beverage company". It also lists "FPI Testers is currently looking for people who:" followed by a bulleted list: "Follow a gluten-free diet", "Are vegetarian", "Have diabetes", and "Speak Spanish". A note states: "You must be pre-recruited and qualified for each study. You're eligible to participate in up to five studies per year." The "To get going:" section includes: "Sign up online" or call the Customer Care Center at 763-354-2776, and "Want to find out how to fundraise for your organization? Please read the Fundraising section for more information." The footer contains copyright information: "©2009 food perspectives inc." and navigation links: "about fpi", "become a tester", "fundraising", "tester info", and "contact us". There are also "Bookmark" and "Tell a friend!" icons.

sting Registration at Food Perspectives - Mozilla Firefox

History Bookmarks Tools Help

http://www.fpitesters.com/tabid/126/Default.aspx

Getting Started Latest Headlines Customize Links Free Hotmail Windows Marketplace Windows Media Windows

All items Consumer Testing Registration a... Org Payment Report ~ Salesforce - Ent...

fpi fpitesters.com by Food Perspectives Inc.

about fpi become a tester fundraising tester info

Home :: Become a Tester

Get paid for your opinions!

sign up today!

If you like trying new things and sharing your opinions, we want you!

Sign up to become an FPI Tester and get paid for your opinions. Joining FPI Testers through our online sign-up process is fast, easy, and confidential.

**You can be a tester if you:**

- Live in the Twin Cities metro area
- Are between 18-65 years old
- Don't have any food allergies
- Don't work for a marketing, market research, or food/beverage company

**FPI Testers is currently looking for people who:**

- Follow a gluten-free diet
- Are vegetarian
- Have diabetes
- Speak Spanish

You must be pre-recruited and qualified for each study. You're eligible to participate in up to five studies per year.

**To get going:**

- [Sign up online](#) or call our Customer Care Center at 763-354-2776.
- Want to find out how to fundraise for your organization? Please read the [Fundraising](#) section for more information.

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about fpi become a tester fundraising tester info contact us

Bookmark Tell a friend!

The sign up form will then appear. Simply complete the form, indicating your organization name in the “**Organization**” field, and click **Create Account**.

Male

Ethnicity:  
White, Caucasian, non-Hispanic

Phone:\*

Mobile Phone:

Email:\*

Address:\*

City:\*

State:\*

Alabama

Zip Code\*

Organization Name:  
YOUR GROUP NAME HERE

Where did you hear about us? (Please select one)  
Please Select One

If you have children under the age of 18 living in your household, please identify their age range  
 0-5 years  6-9 years  10-13 years  14-17 years  None

When you create your account, you will be assigned a Panelist ID (PID). This will be emailed to you shortly. Please choose your own Personal Identification Number (PIN) and enter here. Please use 4-8 characters, numbers only. Remember to keep this information handy.\*

If you were referred by a friend or family member who is already a tester with FPI, enter their PID here (if you know it).

Create Account

\* Required

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about fpi | become a tester | fundraising | tester info | contact us

Bookmark Tell a friend!

That's it – easy! Your organization member will receive a confirming email for FPI Testers, giving them their PID and PIN numbers. They will then begin receiving recruiting calls and/or emails shortly.

All you need to do is refer them [www.fpitesters.com](http://www.fpitesters.com)!

To qualify for the bonus program, the new tester must sign up online.

If you have questions on the 2009 Fall Bonus Program, please call me at 763-354-2775. If I'm away from my desk, please leave me a message and I'll return your call. If you need immediate assistance, you can call Customer Care at 763-354-2776.

Thank you, and Good Luck with the 2009 Fall Bonus Program!

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