

IDDBA's Dairy-Deli-Bake 2010, June 6-8, 2010

George R. Brown Convention Center - Houston, TX

Exhibiting Company Information (for use in the **SHOW DIRECTORY**) - Please be complete and include "Co.", "Inc.", etc.

Full Company Name: _____

Mailing Address: _____

City: _____ State/Province: _____ Country: _____ Zip/Postal Code: _____

Telephone: _____ Company Web Address: _____

Product Description (for use in the **SHOW DIRECTORY**) – Please describe your products or services in 25 words or less – **be concise** – "ABC Company manufactures the greatest cheese in the world" will be edited to "Cheese."

Booth Coordinator Information (this person will receive booth mailings, service kit, etc., via mail, fax or e-mail)	Booth Preferences																																																		
Name:	Section	Rank Area on Show Floor	Rank Booth Numbers																																																
Company Name:	Please consider my company/booth for one of the sections below: <input type="checkbox"/> CMAB <input type="checkbox"/> IL Dept of Ag. <input type="checkbox"/> NY Dept of Ag. <input type="checkbox"/> Quebec, Canada <input type="checkbox"/> WI Section To be eligible for consideration in a section you must: • submit the exhibit application to IDDBA by January 1, 2010 and • have approval from the section coordinator If you don't see the appropriate state or country, please contact IDDBA about establishing a section.	Rank all halls in your preference order (1, 2, 3). Refer to floor plan for hall locations. <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Hall</td> <td style="text-align: center;">Choice</td> </tr> <tr> <td style="text-align: center;">B</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;">C</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;">D</td> <td style="text-align: center;">_____</td> </tr> <tr> <td style="text-align: center;">E</td> <td style="text-align: center;">_____</td> </tr> </table>	Hall	Choice	B	_____	C	_____	D	_____	E	_____	IDDBA requires a minimum of 18 booth choices. Refer to the floor plan for booth numbers (1= first choice). <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">Choice</td> <td style="text-align: center;">Booth #</td> </tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">2</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">3</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">4</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">5</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">6</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">7</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">8</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">9</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">10</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">11</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">12</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">13</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">14</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">15</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">16</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">17</td><td style="text-align: center;">_____</td></tr> <tr><td style="text-align: center;">18</td><td style="text-align: center;">_____</td></tr> </table>	Choice	Booth #	1	_____	2	_____	3	_____	4	_____	5	_____	6	_____	7	_____	8	_____	9	_____	10	_____	11	_____	12	_____	13	_____	14	_____	15	_____	16	_____	17	_____	18	_____
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Title:	Booth Services	Check all that apply to your booth - very important <input type="checkbox"/> Water <input type="checkbox"/> Drain <input type="checkbox"/> Compressed Air <input type="checkbox"/> Natural gas <input type="checkbox"/> Heavy Duty Electrical																																																	
Telephone: _____ Ext: _____																																																			
Cell Phone: _____	Food Preparation/ Cooking/Heating	Check if either apply to your booth. <input type="checkbox"/> Food Preparation <input type="checkbox"/> Cooking/Heating/ Frying																																																	
Fax: _____																																																			
E-mail: _____	Near/Avoid Companies	If it's not checked, it may not be available in your booth.																																																	
Mailing Address: _____																																																			
City: _____ State/Province: _____	Please attach a list of companies you are requesting to be near/avoid. BOTH companies must indicate near/avoid in writing and must be received by IDDBA by January 1, 2010 for consideration. <input type="checkbox"/> List attached																																																		
Country: _____ Zip/Postal: _____																																																			
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Authorized Signature (No booth assignments are made without a signature)																																																			
The IDDBA is authorized to reserve space for our use in the exhibit hall at IDDBA's Dairy-Deli-Bake 2010 in Houston, TX, June 6-8, 2010. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies. Signature also means I/we am/are giving IDDBA, GES, and other official vendors of IDDBA's Dairy-Deli-Bake show permission to contact me/my company via fax, mail or e-mail. IDDBA reserves the right to refuse service to any individual or company.																																																			
Signature: _____																																																			
Print name: _____																																																			
Telephone: _____ Fax: _____																																																			
Title: _____ Date: _____			<input type="checkbox"/> Check here if you have attached additional booth choices (recommended)																																																

Exhibit Price & Fee Calculation

2010 IDDBA Member Booth Price

Booth Size	Booth Fee
I (10' x10') Inside booth	1 booth staff registration \$2,275
	2 booth staff registrations \$2,575
B2 (10'x20')	2 booth staff registrations \$5,400
	4 booth staff registrations \$6,000
B3 (10'x30')	3 booth staff registrations \$8,100
	6 booth staff registrations \$9,000
B4 (10'x40')	4 booth staff registrations \$10,800
	8 booth staff registrations \$12,000
A4 (20'x20')	4 booth staff registrations \$11,050
	8 booth staff registrations \$12,250
A6 (20'x30')	6 booth staff registrations \$16,000
	12 booth staff registrations \$17,800
A8 (20'x40')	8 booth staff registrations \$20,350
	16 booth staff registrations \$22,750
A10 (20'x50')	10 booth staff registrations \$24,450
	20 booth staff registrations \$27,450
A12 (20'x60')	12 booth staff registrations \$28,700
	24 booth staff registrations \$32,300
A14 (20'x70')	14 booth staff registrations \$32,600
	28 booth staff registrations \$36,800
A15 (30'x50')	15 booth staff registrations \$34,950
	30 booth staff registrations \$39,450
A16 (20'x80')	16 booth staff registrations \$36,800
	32 booth staff registrations \$41,600
A20 (40'x50')	20 booth staff registrations \$45,600
	40 booth staff registrations \$51,600
A24 (20'x120')	24 booth staff registrations \$55,200
	48 booth staff registrations \$62,400
A25 (50'x50')	25 booth staff registrations \$57,000
	50 booth staff registrations \$64,500
A30 (50'x60')	30 booth staff registrations \$68,400
	60 booth staff registrations \$77,400
A35 (50'x70')	35 booth staff registrations \$79,800
	70 booth staff registrations \$90,300

2010 Non-Member Booth Price

10' x10' booth (no registrations are included) \$3,300
 Non-Member booth staff registration (per person) \$425

Fee Calculation

Booth Fees:
 Circle the booth size and registration package to the left and enter the amount here. \$

Registration/Badges:
Additional Booth Staff Registrations _____ **@ \$300.00 each =**

All booth personnel (including brokers, helpers, temporary, & booth demonstrator staff) must be registered and appropriate fees paid.

Additional staff (beyond those registrations included with booth fees) may be pre-registered at \$300 each, \$350 after May 5 (member price). \$

IDDBA Membership Dues:
 2010 Membership (Jan. 1 - Dec. 31): \$450.00

Call IDDBA at (608) 310-5000 to verify your 2010 dues status. \$

Show & Sell Center Retail Merchandising Pavillion:
All sponsorships are subject to IDDBA approval.

I have included the sponsorship fee.
 Please send me the sponsorship application.
Show & Sell Sponsorship Levels:

- Co-Sponsor: \$20,000
- Platinum: \$10,000
- Gold: \$7,500
- Silver: \$5,000
- Bronze: \$2,500
- Contributor: \$1,000

Please contact me with more information about Show & Sell Center sponsorship. \$

Total Enclosed:
 A check for the full amount of the exhibit fees must accompany the exhibit application in order to be placed in line to receive a booth assignment. \$

Make checks payable to (in U.S. funds on U.S. banks): International Dairy-Deli-Bakery Association™:
 Contributions to the IDDBA are not tax deductible as charitable contributions for Federal Income Tax purposes. However, payments may be deductible as an ordinary and necessary business expense.

Overnight payments to: IDDBA 636 Science Drive Madison, WI 53711-1073	Mail to: IDDBA P.O. Box 5528 Madison, WI 53705-0528
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Credit card payment information:

VISA MC AMEX Exp. Date _____

Card Number _____ Billing Zip _____

Cardholder Name _____

Signature _____

Questions/Information
Tel: (608) 310-5000
Fax: (608) 238-6330
E-mail: exhibits@iddba.org