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Important Information

- **September 25th** - the IDDBA Board of Directors determines exhibit booth pricing for 2010
- **The week of October 5th** - we will e-mail current members that the exhibit application and floor plan are available on our Web site at www.iddba.org/exhibit.aspx.
- **October 12th - November 30th** - day points awarded (see below for explanation)
- **December** - exhibitor booth points, registration points, day points, and hotel points are tabulated
- **Mid-February** - booth assignment confirmation letters will be sent
- **March** - exhibitor service kit shipped
- **June 6-8** - Houston, TX • IDDBA's Dairy-Deli-Bake 2010

Please give your exhibit application and floor plan immediate attention when it arrives in October so you can take advantage of the day points earned for early response.

Exhibit applications received with a check for the full amount before November 30th will receive a booth assignment based on IDDBA's current point system. Exhibit applications with a check for the full amount received after November 30, 2010 will be assigned on availability and a first-come, first-served basis only after the applications received prior to the November 30th deadline have been assigned.

Booth Assignment

Booth assignments will **begin in January, 2009**. The company with the highest total points will be assigned exhibit space first, then the company with second-most points, and so on, until all booths are assigned. Nonmembers will be assigned after IDDBA members. You will be notified of your booth assignment, by a confirmation letter that will be faxed, beginning in February.

No booth assignment will be made until we have a signed, completed application **and** full payment for the booth space.

In the event of a point "tie", the tiebreaker will be based on the chronological order of the date the check and exhibit application were received at IDDBA.

Definition of Booth Points, Day Points, and Registration Points

(combined to tabulate total points)

- **BOOTH POINTS** Every **10' x 10' booth** space an exhibiting company purchases earns **10 points**, including 2009 and 2010 shows (example: 2 booths x 10 points each x 2 years = 40 booth points).
- **REGISTRATION POINTS** You will earn 3 points per person registered for the exhibiting company from the 2009 show held in Atlanta, GA.
- **DAY POINTS** You will earn **3 "day points"** for every **business day your check and completed exhibit application** is in our office from Oct. 12th through Nov. 30th. Maximum "day points" to earn is 105 (35 business days x 3 points = 105 maximum possible "day points").

Point Calculation Examples:								
	Company 1	Point	Company 2	Point	Company 3	Point	Company 4	Points
Booth Points	2010: 20'x20' booth	40	2010: 20'x20' booth	40	2010: 20'x20' booth	40	2010: 20'x20' booth	40
	2009: 20'x20' booth	40	2009: 20'x20' booth	40	2009: 10'x20' booth	20	2009: new 2008 exhibitor	0
Reg Points	2009: 14 registrations	42	2009: 14 registrations	42	2009: 6 registrations	18	2009: 0 registrations	0
Day Points	application & check received on Oct. 12	105	application and check received on Nov. 3	57	application & check received on Oct. 13	102	application & check received on Oct. 12	105
Assigned:	First	227	Third	179	Second	180	Fifth	145
	Company 5	Point	Company 6	Point	Company 7	Point	Company 8	Points
Booth Points	2010: 10'x20' booth	20	2010: 10'x20' booth	20	2010: 10'x20' booth	20	2010: 10'x20' booth	20
	2009: 10'x20' booth	20	2009: 10'x20' booth	20	2009: 10'x10' booth	10	2009: new 2008 exhibitor	0
Reg Points	2009: 8 registrations	24	2009: 7 registrations	21	2009: 4 registrations	12	2009: 0 registrations	0
Day Points	application & check received on Oct. 13	102	application and check received on Nov. 20	18	application & check received on Nov. 17	27	application & check received on Oct. 13	102
Assigned:	Fourth	166	Seventh	79	Eighth	69	Sixth	122

Frequently asked questions

Why are you sending this memo now?

We are faxing and mailing this memo to give you a "heads up" about exhibiting. The time line is very important for gaining the most total points (this can improve your booth location). Some exhibiting companies have said that a reminder is important so they can make arrangements in case a key staff person will be out of the office when the exhibit information arrives.

How do I know the price of my booth and will there be a price increase over 2009 booth prices?

The 2010 price will be finalized on September 25, 2009 by the IDDBA Board of Directors. In the past, booth increases have been about \$100 per 10'x10' booth and have not been incurred every year. The last booth fee increase was for the 2003 show.

I can't get a company check cut between October 5 and October 12. Will I miss out on the important day points?

You start earning day points as soon as we receive the full payment amount and a signed booth application. Day points are important. No day points are earned for partial payments. We suggest cutting a check earlier in September for exhibit space, plus any additional registrations you know your company will need, and sending that amount to IDDBA.

If there is a price increase, each exhibitor would be required to pay the additional booth fee or cancel their booth prior to October 26, 2009. There is no penalty for cancelling if it is done so, in writing, by October 26.

What is included in the price of the booth?

The standard booth package includes:

- Carpet (show color)
- Pipe and drape (show color)
- Identification sign
- One 6' skirted table
- One chair
- One wastebasket
- One 4' x 4' x 4' pallet of refrigerated or frozen storage space, per company

The above items are provided at no additional cost if the standard booth package form is returned by the deadline date listed in the exhibitor service kit. A charge will apply for forms received after that date, or for any substitutions.

What's the difference between Option 1 and Option 2?

- Option 1 includes one booth staff registration person and four retail invitations per 10'x10' booth space. Retail invitations are complimentary registrations for your use in inviting the retail customers that you want to see!
- Option 2 includes two booth staff registrations and eight retail invitations per 10'x10' booth space. **Most of our exhibitors choose Option 2.**
- Any additional booth staff registrations are \$300 per person (\$350 after May 5, 2010). Final registration fees for 2010 will be determined by the IDDBA Board of Directors on September 25, 2009. We have not had a registration fee increase since the 1980's.
- Most exhibitors pay for the TOTAL number of registrations needed for their booth (total number of people from your company that will be working in your booth, remember to add "helpers" like brokers to your total) at the time of booth payment. This means your company only cuts one check.

Who will be attending Dairy-Deli-Bake 2010?

We actively target the top 200 retail chains, top 100 wholesale chains, top 100 convenience stores and major independents. Buyers are pre-qualified so you can spend your time selling.

- Supermarket Executives
- Buyers
- Merchandisers
- CEO's/Presidents
- Directors
- Department Managers
- Category Managers
- Vice Presidents
- Trade press
- Wholesalers
- Sales & Marketing Managers
- Consultants
- Distributors
- Brokers
- Industry professionals
- Manufacturers of dairy, deli, bakery and food service department products and services

If you have any questions about this information call the IDDBA Exhibits Department at (608) 310-5000. Ask for Lucie Arendt or Bobbie Strobusch. We're happy to help.