

# DAIRY-DELI-BAKE 2010



June 6-8, 2010

IDDBA's Dairy-Deli-Bake 2010  
George R. Brown Convention Center

Houston, TX

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Whether it's your first rodeo or your thirty-first, the **IDDBA's Dairy-Deli-Bake 2010** is the "must-see" event in the dairy, deli, and bakery industry. For three days, you'll rub shoulders with retail buyers and executives, leading manufacturers, brokers, distributors and other decision-makers. If your business is food, you owe it to yourself, your company, and your customers to be part of the **IDDBA's Show of Shows!** Yeehaw!

The hundreds of ideas featured in the IDDBA's **Show & Sell Center** are actionable and ready to be put into play to attract customers and increase your selling opportunities. You can experience first-hand the creativity and imagination of great retailing

and innovative ideas. Pick up tip sheets and how-to instructions, plus see great merchandising in action.

Sign up for a FREE Photo CD highlighting the great ideas to share with your team. We want you to steal our ideas!

Houston is a wonderful blend of the old west, the space program, and international commerce. It's a hubbub of shopping, nightlife, the arts, and museums. The **Houston Space Center** and the galleria make this an international city with a small-town feel. Y'all come on down and take care of business, hear great speakers, and network with the very best.

## Remarks by George W. Bush



George W. Bush

President during a momentous period in American history, **George W. Bush** offers his thoughts on eight years in the Oval Office, the challenges facing our nation in the 21st century, the power of freedom, and other pressing issues.

Working with leaders in Congress and elsewhere, he raised standards and accountability in public education, added a prescription drug benefit to Medicare that helped more than 40 million beneficiaries, designated ocean area habitats for environmental protection, and strengthened America's relationships with strategically important nations like India, China, and Japan.

He shares with audiences his candid insights on his years in the White House, his experiences with other world leaders, the nature of public leadership and decision making, and a wide variety of domestic and international issues.

## Recipe for Success



Rachael Ray

A love of food and high energy have parlayed into a wildly successful career as a syndicated television star, and iconic Food Network television personality, bestselling cookbook author, founder and editorial director of her own lifestyle magazine, and founder of a nonprofit organization. And that's just before breakfast!

**Rachael Ray's** warmth, energy, and boundless curiosity have made her television show a fun and easy approach to cooking. She finds simple solutions to everyday problems and translates them into a happy and interactive show. Growing up in the family's restaurant business, her first memory of cooking was at the age of four. She was surrounded by different styles of cooking and has worked in the food service industry in just about every capacity you can imagine. Join us as Rachael shares her food experiences, her joy for life, and her enthusiasm for "all things cooking" in this dynamic, fast-paced presentation.



## ACE – Attitude, Character, and Enthusiasm



Mike Ditka

**Mike Ditka**, Pro Football Hall of Famer and coach, caught 56 passes for the Chicago Bears during his first year in the NFL, earning him Rookie of the Year honors. Twenty years later he returned to the Bears as head coach, guiding the team to six NFC title games and a Super Bowl victory. Twice named Coach of the Year, Ditka is one of only

two athletes to win Super Bowl rings as head coach, assistant coach, and player.

He'll share his team-building skills and lessons learned in a life of commitment and attention to the fundamentals that result in victory and success – both on the field and off. Known as "Iron Mike," he's an ESPN NFL analyst, sports personality, and author of *Mike Ditka: Reflections on the 1985 Bears* and *Wisdom from Da Coach*. This presentation highlights the key characteristics people need to achieve their personal and professional goals. With his first-hand experience, clear illustrations and humorous anecdotes, he'll show why he's considered one of the best motivational speakers in the NFL.

## SUPERFREAKONOMICS: Tough Questions and Unexpected Solutions for the Hidden Side of Everything



Stephen Dubner

When you marry an economic approach and a freakish curiosity, you frequently find inexpensive and simple solutions to "unsolvable" problems. The simple explanation is that "people respond to incentives." It's identifying those incentives and mapping it to the wanted behavior change that gets complicated. If you can look at

these behaviors and understand the incentives that lead a schoolteacher or a sumo wrestler to cheat, you can understand how the subprime-mortgage bubble came to pass. Conventional wisdom uses 'consensus building' but that's often a waste of time and resources. Businesses worry too much about 'noisy' risks and not enough about 'quiet' ones.

**Stephen Dubner**, co-author of *SuperFreakonomics*, discusses the tough questions including global warming and the options of sustainable development versus sustainable retreat and externality. Externality is what happens when someone takes an action and someone else, without agreeing, pays some or all of the costs of that action. An externality is an economic version of taxation without representation. When people aren't compelled to pay the full cost of their actions, they have little incentive to change their behavior. People respond to incentives. There's a cumulative advantage to identifying and applying those incentives and thus changing behavior.

## Show Me The Buffet: I'm Starvin'!



John Pinette

When it comes to humor, there's no bigger funny man (no pun intended) than **John Pinette**. His uncanny ability to see the humor in food and in life has made him a favorite on the comedy circuit, in movies, and on stage. While he uses the kitchen and dining room table as a platform for his food-based comedy, he also dishes about health, fitness, nutrition,

and the challenges of being allergic to gluten and living in a white-bread world. Known as the "comic's comic," he's won numerous awards but is still the same humble person with the "cherub-like demeanor" that his fans know and love. The ultimate foodie, his clever insight and observations on consumer eating habits and food preferences will make you dance with joy.

## Program Highlights

- ◆ Consumers in the Deli and in the Bakery
- ◆ Catching the Wave of Change
- ◆ Super-Freakonomics: Tough Questions and Unexpected Solutions for the Hidden Side of Everything
- ◆ Recipe for Success
- ◆ Show Me the Buffet: I'm Starvin'!
- ◆ Traceability: Closing the Gaps
- ◆ Foods, Fads, and the Future
- ◆ Remarks by George W. Bush
- ◆ Technology-Enabled Innovation: Creating and Sustaining Competitive Advantage
- ◆ Eating Patterns in America
- ◆ Lessons Learned: Ben Stein on Life, the Economy and You
- ◆ ACE – Attitude, Character, and Enthusiasm

## Catching the Wave of Change



Harold Lloyd

"Don't rock the boat. If it ain't broke don't fix it. Let sleeping dogs lie. Who moved my cheese?" All familiar phrases that bemoan the most fundamental law of business and of human nature ... that change is inevitable.

So, why then are so many marketers adverse to CHANGE?

And how are others mentally and physically prepared for CHANGE? How much of change is simple innovation? And, more importantly, how much do you have to change? Is it a total eclipse or are there "degrees of change" that are affordable, actionable, and offer an immediate payback?

Join **Harold Lloyd**, President, Harold Lloyd Presents, as he shows you the three degrees of CHANGE and why focusing your time on "1st Degree" changes can improve your management competency by creating a new mindset. He'll explain the four most common reactions to change and why three of them are wrong. Learn why a failure to change can lead to a systems failure or catastrophic loss of momentum. Catch the wave or go to the bottom.

## Who Should Attend

- ◆ Supermarket Executives
- ◆ Directors
- ◆ Buyers
- ◆ Merchandisers
- ◆ CEOs, Presidents
- ◆ Vice Presidents
- ◆ Brokers
- ◆ Distributors
- ◆ Wholesalers
- ◆ Dairy Manufacturers
- ◆ Bakery Manufacturers
- ◆ Deli Manufacturers
- ◆ Foodservice Manufacturers
- ◆ Marketing Managers
- ◆ Department Managers
- ◆ Category Managers
- ◆ Sales Managers
- ◆ Consultants
- ◆ Industry Professionals
- ◆ Senior Dairy, Deli, Bakery Managers
- ◆ Trade Press

### Lessons Learned: Ben Stein on Life, the Economy, and You



Ben Stein

**Ben Stein** offers laughter, insight, and tears as he explores the economy, life's greatest absurdities, and how to balance life's priorities. An exceptionally gifted economist, he picks through the issues and sheds intense light on the economy (how we got into this mess and how we're going to get out of it and make sure it never happens again), how to effect real change, and his views on Washington (we need more regulation and more prosecution to combat the endless waste, fraud, and abuse in Washington). He believes that economic forecasting is still a gambit, not a science – more like astrology than mathematics. Ben Stein is a lawyer, actor, writer, and economist who teaches investors to learn the lessons and act as if the worst could happen again at any time – it can and it will.

### Technology-Enabled Innovation: Creating and Sustaining Competitive Advantage



Daniel Burrus

Technology allows us to do more with less faster and to do things that were previously impossible. Emerging technologies provide opportunities for creating new, high margin products and services as well as the ability to reach out and engage with customers in powerful ways. Some of these new technologies are driving us in directions that are outside of our comfort zone or changing our business model in ways that we didn't anticipate.

The Internet and social networking have given new meaning to transparency. Our every move is watched, our actions are recorded, our operations become open books subject to the whim of anyone with a camera or cell phone. As we reach the saturation point for a current technology, it gets reinvented and a new must-have tool or gadget is created. It's not enough to keep pace with the status quo because traditional business strategies and processes are rapidly becoming obsolete. **Daniel Burrus**, leading technology forecaster and strategist, will share powerful strategies to keep you on the edge of innovation, help you creatively apply technology to drive growth as you develop new products and services, and create customer experiences that will propel you far ahead of the competition.

### Eating Patterns in America



Harry Balzer

Consumers like anything that makes life easier, saves time, and is new. Throw in "tastes good" and "cheap" and you capture everyone's heart. But how do you know what they're really eating? As consumers change their eating habits and how they "source" their meals, it further impacts how we go to market. There aren't many people who can tell you what people eat but **Harry Balzer**, Chief Industry Analyst and Vice President for The NPD Group, is one of them. Not only has he been tracking eating and drinking behavior for thirty years, but he sees new food trends. He understands what consumers eat at home and away from home, the kind of diets they follow (or don't), what they cook and how often, and the increase or decrease in popularity for each meal. And he does it on a local, national, and global basis with predictions that can help retailers, manufacturers, and others identify new business opportunities and guide product development. You don't need a crystal ball – just Harry Balzer!

### Traceability: Closing The Gaps



John Sullivan

For several years, the IDDBA and over a dozen other food associations have been addressing gaps in traceability. These gaps include missing information on products that goes in and out of stores, violations of the Bioterrorism Act and weaknesses in the document trail (bills of lading, purchase orders, invoices).

The goal is to create a single product tracing process that supports all categories of fresh foods, starting with produce and including dairy, deli, meat, poultry, supermarket foodservice, and bakery categories. This is done by using existing standards already prevalent in the retail and foodservice community, allowing industry members to keep their existing internal traceability systems, using existing information already available in the industry and using existing technologies. At this time, preliminary indications are that the FDA will be using the basic principles of the Produce Traceability Initiative as the model to begin discussion on tracing product back to the case level. The next step will be to do item-level and co-mingled product traceability. Join **John Sullivan**, President of Norseland, Inc., and president of the IDDBA, as he reviews this important industry initiative.

## Foods, Fads, and The Future



Carol Christison

In the very recent past, the lack of time was the major driver in how consumers thought about and shopped for food. In today's economy, time-starved customers are still a factor but they're also looking at the impact on their pocket book, their waist lines, and their overall health.

Expect to see an increase in the demand for fresh, packaged,

healthy, convenience foods, at a value price. Consumer lifestyles will dictate how and where people shop and their style of eating. Social issues will still impact eating behavior as consumers shift back into a pre-recession shopping mentality. The environment, eating local, natural and organics, and healthful eating, in general, will drive new growth. Age segmentation and cohort groupings will also factor into new growth opportunities. Join **Carol Christison**, Executive Director of the International Dairy-Deli-Bakery Association, as she shares her insight on how shifts in food spending and changing population dynamics will create new food trends.

## Consumers In The Deli and In The Bakery



Dr. Rosita Thomas

Predicting the future begins with benchmarking the past. For the last 15 years, the IDDBA has conducted major consumer research studies at five-year intervals to determine the shifts in consumer eating, how habits, tastes, and preferences have changed, and the implications of those changes for in-store delis and bakeries. This new research

shows how consumers are modifying food shopping behavior in the current economy. Other topics include insight on the increasing concerns about weight and obesity and how consumers are changing behavior; the growing desirability of green, organic, and natural products; what and why consumers buy from food service outlets and how supermarket delis and bakeries can adjust their operations to maximize their share of the consumer market; the buying triggers and market drivers of best-selling products in various formats, and tactics to increase sales and market share. Join **Dr. Rosita Thomas**, President, Thomas Opinion Research, as she highlights the historical changes and provides insight on future predictions for driving customer satisfaction through product displays, freshness, cleanliness, quality, price/value, portion size, labeling/packaging, custom orders, staffing, taste, sampling, and customer service.

## Change, Creativity, & Innovation

Change, creativity, and innovation are different ways of looking at the same problem. How do you come up with something new? It's that search for new products, new merchandising ideas, and new business tools that make trade shows an integral part of the buying and selling solution.

The IDDBA show is a hotbed of entrepreneurial spirit brimming with new ideas and products to inspire associates and tempt customers. The Show & Sell Center is packed with concepts and techniques to help you move forward and to grow your business. With so many tips and tricks, we had to put them on a photo CD so you wouldn't forget one.

Register today for IDDBA's Dairy-Deli-Bake 2010 – your answer to the innovation question!

## Wisconsin Cheese Palace

From oil barons to cowboys, well-heeled foodies will mosey on down to the **WMMB's Big Cheese Round-up**. In addition to fabulous Wisconsin cheeses and Texas cuisine, you'll be able to tip your hat, tap your toes, and scoot your boots to some great western music. Grab your Stetson, slap on some six shooters and your favorite rodeo buckle and head on over to the Wisconsin chuck wagon (black cowboy boots and "good guy" white hats are optional).

The trail ride starts from all IDDBA hotels and the trail's end is the historic old bank known as The Corinthian in downtown Houston. An architectural darling, this magnificent neoclassical building was built in 1905 in Houston's theater district. Originally built as a bank, The Corinthian features a "Great Hall" that's a full city block long with towering columns, Palladian windows, and graceful stairways. It was the first "skyscraper" in Texas.

On Monday night, June 7, this historic architectural landmark will host the Wisconsin Milk Marketing's Board Big Cheese Round-up. You can saddle your horse, jump on a shuttle bus, or two-step your way to the hall.

## A Non-denominational Worship Service

A non-denominational worship service will be held on Sunday, June 6, from 7:30-7:50 am.

## Why You Should Attend

- ◆ Get first-hand info on trends and issues facing your business
- ◆ Meet targeted buyers and merchandisers
- ◆ Get the competitive insight on new products and ideas
- ◆ See new products, packaging, and services
- ◆ Learn new marketing strategies based on the latest research and trends
- ◆ Network with the decision makers
- ◆ Photograph and videotape exciting new merchandising concepts in the Show & Sell Center Merchandising Pavilion
- ◆ Cake Decorating Challenge
- ◆ New Product Showcase
- ◆ New research
- ◆ Hear nationally-known speakers and industry leaders
- ◆ It's the top show in the industry



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## IDDBA Membership

- ◆ *What's in Store trends book*
- ◆ *Original Research*
  - ✓ *The New Value Shopper*
  - ✓ *Health & Wellness: The Purpose-Driven Consumer*
  - ✓ *Environmental Sustainability: The Power of Green*
  - ✓ *Foodservice Opportunities*
  - ✓ *The Snacking Study: A World of Opportunity*
  - ✓ *Consumers in the Deli: Who's in Store?*
  - ✓ *Consumers in the Bakery: Who's in Store?*
- ◆ *Training Programs*
  - ✓ *E-Learning*
  - ✓ *Podcasts*
- ◆ *Merchandising Videos*
- ◆ *Newsletters*
  - ✓ *Dairy-Deli-Bake Digest*
  - ✓ *Legis-Letter*
  - ✓ *Wrap-Up*
  - ✓ *IDDBA & YOU*
- ◆ *Membership Directory*
  - ✓ *Networking*
  - ✓ *Customer Lists*
- ◆ *Web site: [www.iddba.org](http://www.iddba.org)*

## Show & Sell – Teach & Tell

The IDDBA is the “Show of Shows”. We continually bring new ideas, innovative merchandising concepts, and over-the-top themes to the industry.

Consumers look to the leader for new products, new ideas, and new ways to satisfy their family’s desire for new eating experiences. The IDDBA’s Show & Sell Center offers leadership tools that include how-to guides, idea sheets, photos of finished products, theme displays, and experts that can answer questions.

This “Teach and Tell” concept works with customers and employees. By showing the techniques involved in creating new products, we can sell the customer by involving them in the experience. When a colleague or customer gets to share the fun of being innovative, they quickly become addicted to teaching and sharing “their” ideas.

## Innovative Ideas And Themes



'09 Salads in Pastry Bags

**Eatonomics.** Today’s shopper is a Frugal Shopper. For some, it’s price, for others it’s quality, for others, it’s the thrill of the hunt. Fixed-price menus, comparison shopping, and trading up/down are just a few of the tools shoppers want.

**Haute Cuisine.** From high-end eating to haute cuisine, hot dogs are making a come back as part of today’s value meal. You’ll be delighted at the variety and execution of these Haute Dog concepts.

**Trompe L’oeil** (French for “Fool the Eye”) cakes will amaze and delight customers as they try to determine which is real and which just looks edible.

**Indulgent Necessities.** For those special times when it’s essential to indulge your sweet tooth, these decadently indulgent necessities will take the cake, fill the bill, and keep customers coming back for more.



'09 Cookie & Donut Buckets

**Dough For It.** The only thing better than a little bread is a lot of bread. This incredible display makes it impossible to pass up, impossible to avoid, and impossible to stop eating.

**Best Little Cheese Shop In Texas.** From the exotic to the cheesy, this display features top-shelf, hand-made, value-packed, and every day cheese for snacking, cooking, and customer pleasure.

**Cheese Social.** When it’s time to party, it’s time to break out the big cheeses, the fancy wines, the great beer, the fab crackers, and the cheese that’s so good it’ll make your mouth water and your eyes tear up with joy. From Boot-Scootin’ Boogies to Finger-Lickin’ Snacks, it’s party time!

## Street Foods.

From hand-held meals to on-the-go snacking to pizza, street foods are here to stay. In fact, they’re finding their way into cups, wraps, bowls, and all kinds of portable containers.



'09 Cone Food

**Bunch Meat.** Whether you slice it thin or create little bunches, this dynamite display will give you lots of ideas and new ways to merchandise deli meats. From bulk meats to bite-sized treats, these meaty ideas are just what the butcher ordered.

**Naked Wiches.** Think topless and bottomless and you’ll see the latest trend in sandwich presentations. The ingredients are pre-layered for adding the breads and the toppings. You’ll love these ideas that range in size from mini-sliders to Texas-sized whoppers.

**Experiential Eating.** From comfort food to exotic ethnic foods, today’s consumer is looking for an eating experience that will evoke a memory, an idea, or a mini-vacation in their mind. From everyday meals to special events, Experiential Eating is the new fast food.

**Actionable Ideas.** Retail buyers and merchandisers constantly search out new ideas, new products, and new trends. Immediate and actionable are the watch words. That’s why we encourage attendees to bring their cameras and also why we provide a Photo CD of the best ideas after the show. The combination of creative merchandising displays, the planned themes, and the take-home Resource Book and handouts deliver a visual blueprint for creating strong, customer-oriented displays that sell product.

**Free Photo CD.** If you stop by the Show & Sell Center, you can sign up for a FREE photo CD that highlights the exciting displays and merchandising ideas. It’s FREE, but you have to sign up in person.



# DAIRY-DELI-BAKE 2010

## Featured Speakers

**President George W. Bush**, Remarks by George W. Bush  
**Rachael Ray**, Recipe for Success  
**Stephen Dubner**, SuperFreakonomics  
**Mike Ditka**, ACE – Attitude, Character & Enthusiasm  
**Ben Stein**, Lessons Learned: Life, the Economy, & You  
**Daniel Burrus**, Technology-Enabled Innovation  
**Harry Balzer**, Eating Patterns in America  
**John Pinette**, Show Me The Buffet: I'm Starvin!  
**Harold Lloyd**, Catching the Wave of Change  
**Dr. Rosita Thomas**, Consumers in the Deli & in the Bakery  
**John Sullivan**, Traceability: Closing the Gaps  
**Carol Christison**, Foods, Fads, & The Future

## Schedule-At-A-Glance

### Sunday, June 6, 2010

- 7:30-7:50 a.m. Non-denominational Worship Service  
8:00-8:30 a.m. **Consumers in the Deli & in the Bakery**  
(Dr. Rosita Thomas, Thomas Opinion Research)  
8:30-9:15 a.m. **Catching the Wave of Change** (Harold Lloyd, H Lloyd Presents)  
9:15-10:10 a.m. **SuperFreakonomics: Tough Questions and Unexpected Solutions for the Hidden Side of Everything** (Stephen J. Dubner, co-author)  
10:10-10:30 a.m. Coffee Break  
10:30-11:30 a.m. **Recipe for Success** (Rachael Ray, author, Food Network Star)  
11:30 a.m.-12:30 p.m. **Show Me the Buffet: I'm Starvin!** (John Pinette, actor/comedian)  
12:30-5:30 p.m. Expo and the Show & Sell Merchandising Pavilion Open

### Monday, June 7, 2010

- 8:00-8:20 a.m. **Traceability: Closing the Gaps**  
(John Sullivan, President, IDDBA & Norseland Inc.)  
8:20-9:20 a.m. **Foods, Fads, & the Future** (Carol Christison, Executive Director, IDDBA)  
9:20-10:20 a.m. **Remarks by George W. Bush**  
(George W. Bush, 43rd President of the United States)  
10:20-10:40 a.m. Coffee Break  
10:40-11:40 a.m. **Technology-Enabled Innovation: Creating & Sustaining Competitive Advantage** (Daniel Burrus, futurist)  
11:40 a.m. -12:30 p.m. **Eating Patterns in America** (Harry Balzer, Vice President, NPD Group)  
12:30-5:30 p.m. Expo and the Show & Sell Merchandising Pavilion Open  
6:00-9:30 p.m. Wisconsin Milk Marketing Board Sponsored Party

### Tuesday, June 8, 2010

- 8:00-9:00 a.m. **Lessons Learned: Ben Stein on Life, the Economy & You**  
(Ben Stein, author, economist)  
9:00-10:00 a.m. **ACE – Attitude, Character, & Enthusiasm**  
(Mike Ditka, coach, Pro-Football Hall of Fame)  
10:00 a.m.-2:00 p.m. Expo and the Show & Sell Merchandising Pavilion Open  
6:00-10:00 p.m. Reception and Awards Banquet

Badge required for admission to all seminars, events, and expo.

## IDDBA's 15<sup>th</sup> Annual Cake Decorating Challenge

Three highly-skilled, creative supermarket cake decorators will vie for top honors as they demonstrate their decorating skills and creative talents in IDDBA's 15th Annual Cake Decorating Challenge.

The three-day contest (they're not judged on endurance, but that's certainly a factor) begins with creating enough production cakes to fill an 8' bakery case on Day One. Day Two is devoted to the creation of a wedding cake. Day Three is a special "Decorator's Choice" theme event.

Contestants receive an all-expense paid trip to Houston, gifts, trophies, bragging rights, and publicity. To check out last year's winning entries, go to the IDDBA Web site: [www.iddba.org](http://www.iddba.org).

## IDDBA's New Product Showcase

Scouting out that hot new product or package or service is a challenge under the best of conditions. And when you're faced with the thousands of new product introductions that hit supermarket shelves every year, it becomes an even greater challenge.

Buyers and merchandisers who attend the IDDBA show get an intense, all-encompassing look at these new products — all in one place and at one time. Hundreds of new products were introduced at last year's show. Attendees get a handy check-list (for targeting specific exhibits), a display that previews selected products, and the opportunity to do aisle-by-aisle taste testing.

## How to Register

**Mail:** IDDBA  
PO Box 5528  
Madison, WI 53705-0528

**Ship:** IDDBA  
636 Science Drive,  
Madison, WI 53711-1073

**Phone:** 1.608.310.5000  
**FAX:** 1.608.238.6330  
**Internet:** [www.iddba.org](http://www.iddba.org)

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# World Class Exhibitors at Dairy-Deli-Bake 2010 (as of February 8, 2010)

ABRAHAM OF NORTH AMERICA, INC.  
ACE BAKERY  
ACTION IMAGES INC.  
ADC, INC.  
AGROFARMA, INC.  
ALADDIN LABEL, INC.  
ALESSI BAKERIES, INC.  
ALEXIAN  
ALLISON'S GOURMET KITCHENS  
ALMONDINA - DIV. OF YZ ENTERPRISES  
ALPHA BAKING CO., INC.  
ALVARADO STREET BAKERY  
THE AMBRIOLA COMPANY INC.  
AMERICAN DAIRY BRANDS  
AMERICAN PRIDE SEAFOODS  
AMERICAN ROLAND FOOD CORP.  
AMOROSO'S BAKING CO.  
AMY FOOD, INC.  
ANCHOR PACKAGING, INC.  
ANCO FINE CHEESE  
ANDREW & EVERETT  
ANNA MARY'S CAKES LLC  
ARLA FOODS  
ASK FOODS INC.  
AMPI  
ATALANTA CORPORATION  
ATLANTA FOODS INTERNATIONAL  
BAGCRAFT PAPERCON  
BAKE'N JOY FOODS, INC.  
R. W. BAKERS CO.  
BAKERY CRAFTS  
BAKERY DE FRANCE  
BARGREEN ELLINGSON  
BARKER SPECIALTY PRODUCTS BY HILL PHOENIX  
BARRY CALLEBAUT  
BEAVER STREET FISHERIES, INC.  
BELGIOIOSO CHEESE INC.  
BENSON'S BAKERY, INC.  
BESCO MANUFACTURING  
BEST BRANDS CORP.  
BIAZZO DAIRY PRODUCTS, INC.  
BLANC INDUSTRIES  
BLASER'S USA, INC.  
BLOUNT FINE FOODS  
BLUE MARBLE BRANDS  
BOBOLI INTERNATIONAL, LLC  
BONERT'S SLICE OF PIE  
BONGARDS' CREAMERIES  
BRIDGFORD FOODS CORPORATION  
BRIDOR USA  
H.C. BRILL COMPANY, INC.  
BROOKS STREET BAKERY - DIV.  
OF ANDER-BEACON CORP.  
BUDDY'S KITCHEN, INC.  
BUSSETO FOODS, INC.  
BYRNE DAIRY, INC.  
CABOT CREAMERY COOPERATIVE  
CADY CREEK FARMS LLC  
CAFE VALLEY BAKERY  
CALIFORNIA MILK ADVISORY BOARD  
CALIFORNIA RAISIN MARKETING BOARD  
F. CAPPIELLO DAIRY PRODUCTS, INC.  
CARAVAN INGREDIENTS  
CARAVAN TRADING COMPANY  
CEDAR'S MEDITERRANEAN FOODS INC.  
CHAMPION FOODS, LLC  
CHARLEY BIGGS' FOOD COMPANY LLC  
CHEESE IMPORTS UNLIMITED  
CHEF TO CHEF BRANDS  
CHESTER'S  
CHEWYS RUGULACH  
CHICAGO METALLIC DIV OF  
BUNDY BAKING SOLUTIONS  
CHICKEN OF THE SEA INTL.  
CHOICE FOODS LLC  
CIBAO MEAT PRODUCTS, INC.  
CLEAR LAKE SPECIALTY PRODUCTS, INC.  
CLEAR LAM PACKAGING, INC.  
CLIMAX MANUFACTURING COMPANY  
CLOVERHILL BAKERY  
CM PACKAGING  
COFFEE CITY USA, INC.  
COLOMBO IMPORTING US INC  
CONROY FOODS, INC.  
COUNTRY MAID, INC.  
CREATE-A-TREAT  
CREATIVE OCCASIONS, INC.  
CREMES UNLIMITED, INC.  
CRETA FARMS USA, LLC  
CRIDER, INC.  
CRYSTAL FARMS  
CUSTOM BAKING PRODUCTS, LLC  
DAIRYFOOD USA INC  
DAMASCUS BAKERY, INC.  
DANIELE, INC.  
DART CONTAINER CORPORATION  
DAWN FOOD PRODUCTS, INC.  
DAYMARK SAFETY SYSTEMS  
DCI CHEESE CO.  
DECOPAC  
GEORGE DELALLO CO., INC.  
DELI EXPRESS  
THE DELI SOURCE, INC.  
DELICE GLOBAL, INC.

DENOMEGA NUTRITIONAL OILS  
DESSERT SELECT INC.  
DIETZ & WATSON, INC.  
DO-IT CORPORATION  
DOLE PACKAGED FOODS LLC  
DON MIGUEL MEXICAN FOODS, INC.  
DONUT TIME  
EAT BETTER SRL  
EMI YOSHI, INC.  
EMMI (USA), INC.  
ENJAY CONVERTERS LTD.  
EPI BREADS  
EPIGUREAN BUTTER  
EXTRUTECH PLASTICS, INC.  
FANTAPAK INTERNATIONAL CORP.  
FANTIS FOODS, INC.  
THE FATHER'S TABLE LLC  
FESTIVAL OLD WORLD BAKERIES  
FFR - DSI, INC.  
FGF BRANDS  
FINLANDIA CHEESE, INC.  
FIORUCCI FOODS, INC.  
FLATOUT INC.  
FLAVOR RIGHT FOODS GROUP  
FLEISCHER'S BAGELS INC.  
FLORIDA'S NATURAL GROWERS  
FOODMATCH, INC.  
FOXTAIL FOODS  
FRATELLI BERETTA USA, INC.  
FRED'S BAKERY  
FRESH FOOD CONCEPTS, INC.  
FRESH START BAKERIES NORTH AMERICA  
FROMARTHARIE, INC.  
FRUIT FILLINGS INC.  
FRYWISE INC.  
FULLBLOOM BAKING COMPANY  
GALAXY DESSERTS  
GARDEN-FRESH FOODS, INC.  
GARDNER PIE CO.  
GENERAL MILLS BAKERIES & FOODSERVICE  
GENPAK, LLC  
GFF, INC  
VINCENT GIORDANO CORPORATION  
GLUTINO FOOD GROUP  
GOGLANIAN BAKERIES INC.  
GOLD STANDARD BAKING  
GONNELLA FROZEN PRODUCTS  
GOURMAND NV/SA  
GOURMET KITCHENS, INC.  
GOURMET RETAILER  
GRANNY'S KITCHEN  
GRASSLAND DAIRY PRODUCTS, INC.  
GREAT LAKES CHEESE COMPANY, INC.  
GREEN COUNTY FOODS, INC.  
H&M BAY, INC.  
HAFNER USA, INC.  
HALIBURTON INTERNATIONAL CORPORATION  
HANDI FOODS LTD.  
HANNAHMAX BAKING  
HANS KISSLE COMPANY  
HARLAN BAKERIES, LLC  
HEARTLAND BAKING USA  
HEARTLAND CATFISH  
HEARTLAND CREAMERY  
HEAT SEAL  
HEINZ DELI BAKERY  
HELLVA GOOD  
HENNING CHEESE, INC.  
HIGHLAND BAKING CO.  
HILL & VALLEY, INC.  
HILL COUNTRY BAKERY  
HISSHO SUSHI  
HOFF'S BAKERY  
HORMEL FOODS CORPORATION  
J. HORNER'S LEGENDARY PIES & DESSERTS  
HP COOKIE COMPANY  
HUBERT COMPANY  
ICCO CHEESE COMPANY, INC.  
ICELANDIC USA, INC.  
IL FORNIAO BAKERIES  
ILLINOIS DEPT. OF AGRICULTURE  
ILTACO FOODS  
IMPERIAL FOOD SERVICES  
INDIANA CARTON COMPANY, INC.  
INLINE PLASTICS CORP.  
INNO-PAK, LLC  
INNOVASIAN CUISINE ENTERPRISES, LLC  
INNOWARE INC.  
INSTORE BUYER MAGAZINE  
INTER AMERICAN PRODUCTS  
INTERNATIONAL DAIRY-DELI-BAKERY ASSOCIATION  
INTERSTATE WAREHOUSING DIV. OF  
TIPPMANN GROUP  
IN2FOOD  
IRISH DAIRY BOARD, INC.  
ISLE OF MAN CREAMERY LTD  
JACQUELINE'S GOURMET COOKIES  
JESSIE LORD BAKERY, LLC  
JUST DESSERTS  
KANGAROO BRANDS, INC.  
KEHE FOOD DISTRIBUTORS  
KETTLE CUISINE  
KEYSTONE BAKERIES  
KING'S COMMAND FOODS, INC.

KITCHEN TABLE BAKERS  
KLONDIKE CHEESE CO.  
KOCH FOODS, INC.  
KRONOS FOODS, INC.  
KUDDABLE KAKES  
LA PANZANELLA, LLC  
LABREE'S BAKERY  
LABRIOLA BAKING COMPANY  
LACTALIS AMERICAN GROUP  
LAKEVIEW FARMS INC.  
LAND O'FROST, INC.  
LAND O'LAKES INC.  
LANTMANNEN UNIBAKE USA  
LAROSA'S FAMOUS CANNOLI  
LAWLER FOODS, LTD.  
LAWRENCE FOODS, INC.  
LBP MANUFACTURING, INC.  
LEGACY BAKEHOUSE, LLC  
LES TROIS PETITS COCHONS  
LIONI LATTICINI INC.  
LITEHOUSE, INC.  
LOCKWOOD MANUFACTURING INC.  
LONE PEAK LABELING SYSTEMS INC.  
LOWE REFRIGERATION, INC.  
JOHN WM. MACY'S CHEESESTICKS  
MADRANGE  
MAPLEHURST BAKERIES, LLC  
MCCAIN FOODS USA, INC.  
MEL-O-CREAM DONUTS INTERNATIONAL, INC.  
FC MEYER PACKAGING LLC  
MIAMI ONION ROLL COMPANY  
MIGELI DAIRY PRODUCTS COMPANY  
MICHIGAN TURKEY PRODUCERS  
MIES PRODUCTS, INC.  
MOBILE MERCHANDISERS  
MODERN BAKING  
MONA LISA FOOD PRODUCTS, INC.  
MONTCHEVRE  
MONTEREY GOURMET FOODS, INC.  
JOHN MORRELL & CO.  
MULTIGRAINS BAKERIES INC.  
NAFTA FOODS AND PACKAGING INC.  
NASFT  
NATURALLY FRESH, INC.  
NESTLE PROFESSIONAL  
NEW FRENCH BAKERY  
NEXTEP SYSTEMS  
NONNI'S FOOD COMPANY, INC.  
NORDIC WARE  
NORPACO GOURMET FOODS  
NORSELAND INC.  
NORTH DOWNS DAIRY CO. LTD  
NOVACART INC.  
NOVELIS FOIL PRODUCTS  
THE NPD GROUP, INC.  
NUOVO PASTA PRODUCTIONS, LTD.  
NUSTEF INTERNATIONAL INC.  
O'SOLE MIO INC.  
OAKRUN FARM BAKERY LTD.  
OK FOODS, INC.  
OLD WISCONSIN FOOD PRODUCTS  
OLE MEXICAN FOODS, INC.  
OLESEN'S FAMILY BAKERY  
OLIVER PRODUCTS COMPANY  
OLSON BAKING COMPANY  
ORGANIC FARM MARKETING, LLC  
THE ORIGINAL CAKERIE  
ORVAL KENT FOODS  
OVER THE TOP TOPPINGS  
OZERY'S PITA BREAK  
PACTIV CORPORATION  
PALMER CANDY COMPANY  
PANORAMIC, INC.  
PARAMOUNT COFFEE COMPANY  
PARKERS FARM INC.  
PARTNERS, A TASTEFUL CHOICE CO.  
PASCO CORPORATION OF AMERICA  
PASTA ROMANA FOODS INC.  
PASTRY STAR  
PENOBSCOT MCCRUM LLC  
PEPE'S WONDERFUL MEXICAN FOODS  
PEPPADEW USA  
PHILLIPS FOODS, INC.  
PILGRIM'S PRIDE CORP.  
PINE RIVER PRE-PACK, INC.  
PINNACLE PLASTIC CONTAINERS  
PLACON CORPORATION  
PLAINVILLE FARMS  
PLASTIC INGENUITY, INC.  
PLASTICWARE, LLC  
PLUMROSE USA  
POWER SOAK SYSTEMS  
PRATERS FOODS, INC.  
PRIME PASTRIES  
PROGRESSIVE GROCER  
PULMUONE WILDWOOD INC.  
PWP INDUSTRIES  
QUALITY BAKERY PRODUCTS  
QUESO CAMPESINO  
QUESOS ROCINANTE  
RACINE DANISH KRINGLES  
RANA USA, INC.  
RAYMUNDO FOOD PRODUCTS  
READY PAC FOODS, INC.

READY ROAST NUT COMPANY  
RED APPLE MARKETING, LLC  
RENY PICOT  
RESER'S FINE FOODS, INC.  
REVENT INCORPORATED  
REYNOLDS FOOD PACKAGING  
RICH PRODUCTS CORPORATION  
RICHARDSON OILSEED LTD  
RISING SUN FARMS, INC.  
ROBBIE FANTASTIC FLEXIBLES  
ROCKY MOUNTAIN PIES  
ROSINA FOOD PRODUCTS, INC.  
ROTELLA'S ITALIAN BAKERY, INC.  
ROTH KASE USA LTD.  
RUBSCHLAGER BAKING CORP.  
RUPARI FOOD SERVICES INC  
RUSTIC CRUST  
SABERT CORPORATION  
SABRA GO MEDITERRANEAN  
SADLER'S SMOKEHOUSE, LTD.  
SANDRIDGE FOOD CORPORATION  
SANTA BARBARA BAY FOODS  
SAPUTO CHEESE USA INC.  
SARA LEE FOOD AND BEVERAGE  
SARA LEE IN-STORE BAKERY  
MARIO SARDO SALES INC.  
SARTORI FOODS  
SCHREIBER FOODS, INC.  
SCHWAN'S FOOD SERVICE, INC.  
SCOUT MARKETING, LLC  
SEAFOOD AMERICA  
SELMA'S COOKIES INC.  
SEYMOUR DAIRY PRODUCTS, INC.  
SHORELINE FRUIT, LLC  
SILVA INTERNATIONAL, INC.  
SILVER LAKE COOKIE COMPANY, INC.  
SIMPLY SOUTHERN SIDES  
JAMES SKINNER BAKING COMPANY  
SNACK FACTORY, LLC  
SOLIS MEXICAN FOODS INC.  
SOLUTI  
SOMERDALE INTERNATIONAL LTD.  
SOMETHING SWEET, INC.  
SOUTHEASTERN MILLS, INC.  
SOUTHERN STORE FIXTURES, INC.  
SPANNS COOKIE CO.  
SPARTAN FOODS OF AMERICA, INC.  
SPECIALTY BAKERS, INC.  
SPECTRUM BAGS, INC.  
STARR CULINARY DELIGHTS INC.  
STEFANO FOODS  
DOUGLAS STEPHEN PLASTICS, INC.  
THE STONEMILL BAKEHOUSE LTD  
STRATAS FOODS  
SUGAR BOWL BAKERY  
SUGAR BROOK FARMS  
SUMMER FRESH SALADS  
SUNAMERICA CONVERTING, LLC  
SUNRISE PACKAGING GROUP  
SUPERIOR CAKE PRODUCTS, INC.  
SUPERMARKET NEWS  
SWISS-AMERICAN, INC.  
SWISS VALLEY FARMS CO.  
TASTE IT PRESENTS, INC.  
TASTE TRADITIONS  
TAYLOR FARMS  
TECHNOLOGY GROUP INTERNATIONAL  
TEINNOVATIONS INC.  
TEMKIN INTERNATIONAL, INC.  
TH FOODS, INC.  
34 DEGREES  
THUNDERBIRD FOOD MACHINERY, INC.  
TICKLEBELL  
TILLAMOOK COUNTY CREAMERY ASSOCIATION  
TNUVA USA, INC.  
TOO GOOD GOURMET  
TOUFAYAN BAKERIES  
TRIBE MEDITERRANEAN FOODS, INC.  
UDI'S GLUTEN FREE FOODS  
ULTRA GREEN LLC  
UNCLE WALLY'S  
UNIFILLER SYSTEMS  
VALLEY FINE FOODS  
VALORES ALIMENTICIOS  
VAN HOLTEN'S  
VAN HOUTTE COFFEE  
VAN ORIENTAL FOOD, INC.  
VAUGHAN FOODS  
VENUS WAFERS, INC.  
VIE DE FRANCE YAMAZAKI, INC.  
VIEIRA'S BAKERY INC.  
VOLPI FOODS  
WHOLE HARVEST FOODS  
WICK'S PIES INC.  
WISCONSIN CHEESE & SAUSAGE COMPANY  
WISCONSIN MILK MARKETING BOARD, INC.  
WNA  
WORLD IMPORT DISTRIBUTORS  
WP BAKERY GROUP USA  
YANCEY'S FANCY INC.  
YUCATAN FOODS  
ZENITH SPECIALTY BAG CO., INC.

**BUSINESS CLASSIFICATION**

Choose the classification that best describes the registrant's company. Write the corresponding number on the "Business Class" line above each person's name in Section 2 on the registration form.

- 486 Advertising/Publicity
- 135 Amusement Park
- 352 Appetizers
- 330 Bakery
- 368 Beverages
- 280 Broker
- 366 Candy
- 335 Cheese
- 115 Club Store
- 691 Computer (Software/Equip.)
- 485 Consultant
- 110 Convenience Stores
- 337 Dairy
- 332 Decorating Supplies
- 796 Demonstrator
- 358 Dips/Spreads
- 221 Distributor
- 220 Distributor - DSD
- 334 Eggs
- 792 Exhibitor Appointed Contractor (I&D)
- 665 Embassy
- 364 Entrees
- 470 Equipment
- 363 Ethnic Foods
- 693 Executive Recruiter
- 899 Family Member/Spouse
- 121 Fast Food
- 695 Financial Institution
- 350 Food (Not Listed Elsewhere)
- 471 Food Safety/Sanitation
- 353 Goat/Sheep Products
- 683 Government
- 375 Grocery
- 500 Honorary Member
- 137 Hotel/Motel
- 260 Importer/Exporter
- 356 Ingredients
- 476 Labels/Labeling Equipment
- 130 Mail Order Retail
- 285 Manufacturer's Rep.
- 345 Meat
- 473 Merchandising/Signage
- 136 Military Commissary
- 373 Oils/Sprays
- 371 Organic/Natural
- 475 Packaging/Container
- 362 Pasta
- 360 Pizza
- 347 Poultry
- 355 Produce
- 333 Refrigerated Products
- 120 Restaurant
- 123 Retail Bakery
- 122 Retail Deli
- 354 Salads
- 351 Sandwiches
- 358 Sauces/Condiments
- 920 School/Training
- 348 Seafood/Fish
- 366 Snack Foods
- 370 Soy
- 155 Specialty Store
- 356 Spices
- 899 Spouse
- 660 Storage/Trucking
- 943 Student
- 101 Supermarkets
- 349 Sushi
- 488 Trade Press
- 482 Trade/Marketing Assn
- 472 Uniforms
- 105 Wholesaler - Cooperative
- 270 Wholesaler - General
- 106 Wholesaler - Voluntary
- 480 Other: \_\_\_\_\_

**Airlines & Car Rental**

**Middleton Travel** is IDDBA's official event travel service. For excellent service and applicable discounts, contact them via:

Phone: 1.800.865.8785 (USA & Canada)  
1.608.836.9075 (Outside USA & Canada)

Email: mdomine@middletontravel.com  
Marcie Domine

Fax: 1.608.831.2930

Book the lowest applicable airfares and car rentals for travel from May 30 – June 13, 2010. Additional discounts apply when travel is booked 30 days in advance.

**Reservation hours:** Monday through Friday, 8:00 am – 5:00 pm, Central Standard Time (CST)

A discounted transaction fee of \$25 will be applied to all tickets. **Be sure to reference "IDDBA CONFERENCE" for all transactions with Middleton Travel.**

**Travel From The Airports**

The **George Bush Intercontinental Airport** is 25 miles from the George R. Brown Convention Center and IDDBA's show hotels.

The **William P. Hobby Airport** is 12 miles from the George R. Brown Convention Center and IDDBA's show hotels.

The **SuperShuttle** (1.713.523.8888) serves both airports and is approximately \$30 one-way to downtown. Each additional guest in the same party is \$10, one-way. Receive \$4.00 off roundtrip if you book online. Go to [www.supershuttle.com](http://www.supershuttle.com) and use discount code GFQWV and group name IDDBA's Dairy-Deli-Bake 2010.

Taxi service is also available. Current one-way fares to the George R. Brown Convention Center and IDDBA's show hotels are approximately \$50 from George Bush Intercontinental Airport and \$30 from William P. Hobby Airport.

**Hotel Information**

**DON'T BE TRICKED!** You may be contacted by housing agents under the guise of providing housing for our Show. **THEY ARE NOT AFFILIATED WITH IDDBA. Please, use only the official vendors as noted in this brochure.** Some hotels sell out fast so make your reservation early.

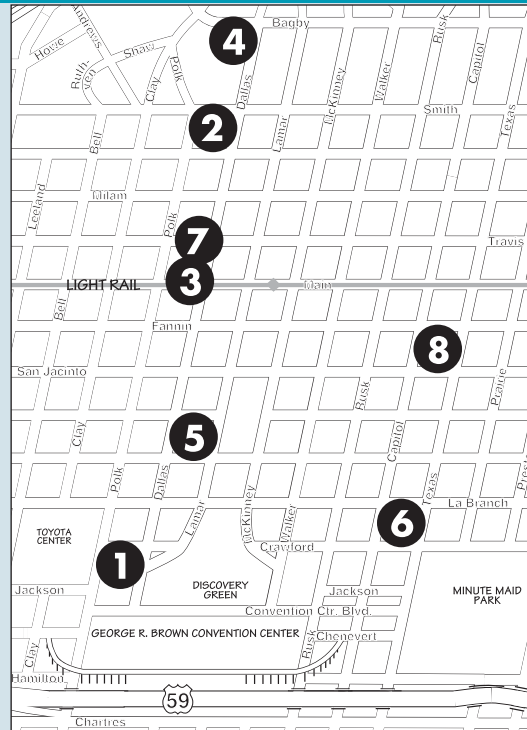
A deposit of \$150 by check (all funds must be in U.S. dollars drawn on a U.S. bank) or a major credit card is required to secure each room before a reservation will be processed. **Check or money order will be deposited immediately; credit card payment will be processed on the cut-off date of May 5.** Any cancellation penalties and/or refunds will be handled after the Show.

For **INFORMATION** on **SLEEPING SUITES**, email the Houston/IDDBA Housing Bureau at [housing@ghcvb.org](mailto:housing@ghcvb.org). Please indicate your hotel choice, dates, and requirements.

For **INFORMATION** on suites to be used for **MEETINGS OR HOSPITALITY EVENTS**, email Rita Coyne or Megan LaBelle at IDDBA, [rcoyne@iddba.org](mailto:rcoyne@iddba.org) or [mlabelle@iddba.org](mailto:mlabelle@iddba.org), and an Event Approval Request Form will be sent to you.

Shuttle buses will run continuously between hotels and the convention center.

**Hotel Map**



- 1 Hilton Americas Houston
- 2 Hyatt Regency Houston
- 3 Courtyard Houston Downtown
- 4 Doubletree Houston Downtown
- 5 Four Seasons Hotel Houston
- 6 Inn at the Ballpark
- 7 Residence Inn Houston Downtown
- 8 The Magnolia Hotel

**Make your reservation ONE of the following ways:**

- ONLINE:** www.iddba.org  
**BY PHONE:** 1.888.508.5731 (domestic) or 1.713.437.5243 (international), Monday – Friday 9:00 am – 4:00 pm CST  
**BY FAX:** 1.713.227.6331  
**BY MAIL:** Houston/IDDBA Housing Bureau, 901 Bagby Street, Suite 100, Houston, TX 77002

*This form is for housing only. A separate conference registration form must be submitted to IDDBA. Do NOT send this form to IDDBA. It will delay your reservation.*

**Important Information – Please Read Carefully!**

**Reservations** are assigned on a first-come, first-served basis. Some hotels sell out early. Call today!  
**Deadline** for hotel reservations is May 5, 2010. Rooms and/or listed rates may not be available after this date.  
**Deposit** of \$150 per room night is required by credit card or check (in U.S. dollars drawn on a U.S. bank).  
**Cancellation** fee of \$150 will be charged for any cancellations after May 15, 2010.  
**No Shows** will forfeit the \$150 deposit.  
**Shuttle Busing** will be provided from all IDDBA convention hotels except the Hilton Americas Houston.  
**Groups with Blocks of Five or More Rooms** may be contacted by the Houston/IDDBA Housing Bureau regarding additional policies.  
**E-mail** (for customer service for hotel rooms) housing@ghcvb.org

Please rank all hotel choices from one to twelve.		
Hotel Choice	Single / Double*	Rank
1 Hilton Americas Houston	\$176	
2 Hyatt Regency Houston	\$168	
3 Courtyard Houston Downtown	\$150 / \$154	
4 Doubletree Houston Downtown	\$145	
5 Four Seasons Hotel Houston	\$190	
6 Inn at the Ballpark	\$149	
7 Residence Inn Houston Downtown	\$159	
8 The Magnolia Hotel	\$149	
9 The Lancaster Hotel	\$155	
10 Hotel ICON	\$169	
11 Club Quarters in Houston	\$149	
12 Crowne Plaza Houston - Downtown	\$155	

\*Additional charge for additional guests may apply. Rates do not include 17% taxes; tax rate is subject to change. Rates include shuttle busing fee and housing processing fee.

Ⓜ Complimentary Internet

One form can be used for up to five rooms. If using a single credit card or check, you may complete one form and attach a list of Names, Arrival & Departure Dates, and Hotel Choices for each room. If using multiple credit cards or checks, you must fill out a separate form for each payment.

- Visa     MasterCard     AMEX     Discover

Account Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

OR  
 Check Enclosed for \$ \_\_\_\_\_  
 Made payable to GHCVB c/o IDDBA Housing

Contact Person \_\_\_\_\_ Email \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Company \_\_\_\_\_

Street / P.O. Box \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Guest Name	Other Guests in Room	Arrive Date	Depart Date	Room Requests (check)			
				1 bed	2 beds	Ⓜ	♿
1							
2							
3							
4							
5							

- Check here if you have attached a separate housing list.     Check here if your company is exhibiting at IDDBA's Dairy-Deli-Bake 2010. Your company will accumulate BONUS POINTS toward booth assignment for the 2011 show in Anaheim.

# Registration For IDDBA'S Dairy-Deli-Bake 2010 Seminar & Expo

June 6-8, 2010 - Houston, TX

This is a TRADE ONLY conference. Not open to the public.

## 1 INSTRUCTIONS - Print clearly. Use a SEPARATE form for each person being registered. ATTACH BUSINESS CARD.

**Badge may not be picked up until payment is received.** If you have questions about fees, call the IDDBA Registration Department at (608) 310-5000.  
**Photocopy form for additional registrants.** We reserve the right to refuse service or membership to anyone. Completing this form does not guarantee you a badge nor that the fee you select is the appropriate fee. IDDBA must verify your eligibility and will contact you if more information is needed. **Internet Registering:** You may also register on-line at [www.iddba.org](http://www.iddba.org).

**This is not a housing reservation form.** Be sure to complete the **separate housing form** and send to IDDBA's official housing bureau immediately. Hotels sell out quickly. We **strongly recommend** using IDDBA's official housing bureau for your own protection.

**Badge Control:** Only registered participants will be admitted to meetings, exhibits, and social functions. Loaning or giving your badge to another person is strictly forbidden and cause for eviction of both parties.

**Cancellations:** The entire registration fee will be refunded if cancellation is received in writing by May 5, 2010. Cancellations after May 5 are non-refundable. Refunds will be issued after July 30, 2010. "No shows" will not be refunded.

## 2 REGISTRANT INFORMATION - Incomplete forms will NOT be processed. Please print neatly.

Check here if additional pages attached (# \_\_\_\_\_ pages).  Check here if you are disabled or have special needs.  
 Mr.  Mrs.  Ms.  Miss Other \_\_\_\_\_ Business Class # \_\_\_\_\_ VIP # \_\_\_\_\_ (from mailing label)

First Name \_\_\_\_\_ Middle \_\_\_\_\_ Last Name \_\_\_\_\_

Signature (Required) \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail Address \_\_\_\_\_

Company Web Address \_\_\_\_\_ Phone \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Total # of IDDBA shows you've attended since 1964: \_\_\_\_\_

Area(s) of interest:  Dairy  Cheese  Deli  Bakery  HMR/Foodservice  Other \_\_\_\_\_

Is your company a 2010 Member?  Yes  No  Unsure

Is your company a 2010 IDDBA Exhibitor?  Yes  No  Unsure

\_\_\_\_\_ FR  
 (name of exhibiting company if different than above)

## 3 FEE CALCULATIONS - 2010 IDDBA member dues must be paid or non-member fees apply.

Choose the correct fee from A, B, or C below.		IDDBA MBR	Non MBR	TOTAL
<b>2010 IDDBA MEMBERSHIP DUES</b> To receive lower member registration rates, you may pay 2010 dues on this form (if not already paid). Call IDDBA (608.310.5000) to verify membership dues status.		\$450 to renew	\$450 to apply	\$ _____
<b>A</b>	<input type="checkbox"/> EXHIBITOR <input type="checkbox"/> DISTRIBUTOR <input type="checkbox"/> MANUFACTURER <input type="checkbox"/> PACKAGER <input type="checkbox"/> BROKER <input type="checkbox"/> IMPORTER/EXPORTER <input type="checkbox"/> OTHERS (includes: consultants, spouses, manufacturer's reps., press, etc.)	\$350*	\$475*	\$ _____
<b>B</b>	<b>RETAIL/VOLUNTARY/COOPERATIVE</b> (Supermarkets, C-Stores, Grocery Stores, etc.) Proof of full-time retail employment (retail license AND employee ID) required. Factory outlet stores and manufacturing units of retailers that sell to a third party do not qualify. <input type="checkbox"/> RETAILERS ONLY: SEMINARS / EXPO <input type="checkbox"/> RETAILERS ONLY: SEMINARS / EXPO / BANQUET / WMMB Party	# stores _____ (required) free free \$150* \$175*		\$ _____
<b>C</b>	<b>DIRECT STORE DELIVERY FOOD DISTRIBUTOR</b> Does not include companies that broker, manufacture, repackage, or import, etc. - use category A above.	\$250*	\$375*	\$ _____
*Discount \$50 if IDDBA receives this registration before May 5.		<b>TOTAL ENCLOSED</b>		\$ _____

## 6 RETURN FORM & PAYMENT IN U.S. DOLLARS TO:

IDDBA ♦ P.O. Box 5528 ♦ Madison, WI 53705-0528 ♦ Phone: (608) 310.5000 ♦ Fax: (608) 238.6330  
 Shipping address: 636 Science Dr ♦ Madison, WI 53711-1073

Make checks payable in U.S. funds on U.S. banks to The International Dairy-Deli-Bakery Association™. IDDBA registration and dues are not deductible as a charitable contribution but may be deductible as ordinary business expenses.

ATTACH BUSINESS CARD HERE

Registering gives IDDBA permission to contact registrant/my company via fax, mail or e-mail, with no expiration date, unless revoked by me, in writing.

## 4 CONTACT PERSON

Person Ordering (If Different From Section 2) \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Send confirmation to:**  
 Registrant  Contact & Registrant

## 5 METHOD OF PAYMENT

CHECK enclosed for \$ \_\_\_\_\_

CREDIT CARD:  VISA  MC  AMEX

Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_



The International Dairy-Deli-Bakery Association™

P.O. Box 5528

Madison, WI 53705 USA

Tel: 608.310.5000; Fax: 608.238.6330

E-mail: iddba@iddba.org Web site: www.iddba.org

**PRSR STD**  
U.S. Postage  
**PAID**  
Madison, WI  
Permit No. 2113

## ADDRESS SERVICE REQUESTED

**IDDBA — The essential resource for dairy, deli, and bakery categories.**

Register for IDDBA's Seminar & Expo by...

**MAIL:**  
Return Show registration form with payment to IDDBA  
PO Box 5528  
Madison, WI 53705-0528

**INTERNET:**  
www.iddba.org

**PHONE:**  
1.608.310.5000

**FAX:**  
1.608.238.6330

**QUESTIONS?**  
Call IDDBA  
1.608.310.5000

**IMPORTANT**  
Some hotels **SELL OUT EARLY**. Please rank all seven choices on the Official Hotel Reservation Form. Any changes or cancellations must be made through the Houston/IDDBA Housing Bureau. See page 10 for the Official Hotel Reservation Form.

### **IDDBA's Show of Shows: Best In Class**

It's no accident that the IDDBA's Dairy-Deli-Bake Seminar and Expo is known as the "Show of Shows." It's the one show that, when budgets are tight, still attracts the top retailers. They know that they'll get value through educational programming, innovative merchandising, face-to-face networking, and the very finest dairy, deli, and bakery products available.

Because this is a dedicated food show, you don't have to spend precious time in a maze of non-related products. By focusing on the newest products, the best deals, and the latest in merchandising ideas, you can leverage your time and concentrate on the business of buying and selling.

- \*The Show of Shows
- \*Hottest New Products & Services
- \*Top-to-Top Networking
- \*The Best Speakers
- \*1500-Booth Expo
- \*Show & Sell Center

### **Face-to-Face: Make the Connection**

Social networking has changed the way we do business in many ways. But it can't replace the true value of meeting face-to-face, shaking a hand, and looking a vendor or buyer in the eye. It is this one-to-one opportunity that opens doors, delivers new ideas, and allows the sampling of multiple products. When the focus is on business, business gets done fast, efficiently, and face-to-face.

### **What's an Idea Worth?**

Priceless comes to mind. It's as hard to put a price on creativity as it is to recognize the next big trend. That's why your boss and your customers need you to attend the IDDBA show. You'll get lots of ideas and, if you're looking for it, that one great idea or opportunity that could catapult your business into the Fortune 500.

Your competition will be there and we think you should be there, too. You owe it to yourself, your job, and your customers to open your mind to innovation and channel those great ideas into new business.

### **Dairy-Deli-Bake 2010 Seminar & Expo Schedule**

	<u>Registration</u>	<u>Seminars</u>	<u>Expo Hours</u>	<u>Evening Events</u>
Friday, June 4	12:00 pm - 7:00 pm			
Saturday, June 5	7:00 am - 7:00 pm			
Sunday, June 6	7:00 am - 5:30 pm	8:00 am - 12:30 pm	12:30 pm - 5:30 pm	Free Evening
Monday, June 7	7:00 am - 5:30 pm	8:00 am - 12:30 pm	12:30 pm - 5:30 pm	6:00 pm - 9:30 pm WMMB Party
Tuesday, June 8	7:00 am - 2:00 pm	8:00 am - 10:00 am	10:00 am - 2:00 pm	6:00 pm - 10:00 pm Awards Banquet