

IDDBA's Dairy-Deli-Bake 2012 - June 10-12, 2012

Ernest N. Morial Convention Center - New Orleans, LA

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

(receives booth mailings, service kit, etc., via mail, fax, or e-mail)

Name:

Company Name:

Title:

Telephone: Ext:

Cell Phone:

Fax:

E-mail (required):

Mailing Address:

City: State/Province:

Country: Zip/Postal:

Shipping Address:

City: State/Province:

Country: Zip/Postal:

Authorized Signature (No booth assignments made without a signature)

The IDDBA is authorized to reserve space for our use in the exhibit hall at IDDBA's Dairy-Deli-Bake 2012 in New Orleans, LA, June 10-12, 2012. Signature and payment constitutes company agreement to abide by the cancellation policy and all other rules and policies. IDDBA shall have the sole authority to interpret, amend and enforce all 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/employees 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:

Booth Preferences

Section

Rank Area on Show Floor

Rank Booth Numbers

Please consider my company/booth for:

- CA Section
- IL Dept. of Ag.
- NY Dept. of Ag.
- Quebec, Canada
- WI Section

To be eligible for consideration in a section you must:

- submit this app to IDDBA by **January 1, 2012 and**
- have approval from the section coordinator

Near/Avoid Companies

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, 2012** for consideration.

List attached

Food Preparation/Cooking/Heating

Check if either apply to your booth.

- Food Preparation
- Cooking/Heating/Frying

Rank **all halls** order (1, 2, 3).

Refer to floor plan for hall locations.

Hall	Choice
F	_____
G	_____
H	_____
I	_____
J	_____

Booth Services

Check **all** that apply to your booth - **very important!** This notifies IDDBA of your needs.

- Water
- Compressed Air
- Heavy Duty Electrical
- Hanging Sign
- Limited availability**
- Drain
- Natural gas

IDDBA will use this information during the booth assignment process, but due to the limited availability of some services it may affect the booth assignment.

These services are **not** included with the booth. All exhibitors are responsible for ordering their booth utilities through the appropriate vendor.

IDDBA requires a minimum of 18 booth choices.

Refer to the floor plan for booth numbers (1= first choice).

Booth #

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
- 16 _____
- 17 _____
- 18 _____

Check here if you have attached additional booth choices (recommended)

IDDBA Exhibit Price & Fee Calculation

2012 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
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

2012 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: Choose the booth size and registration package to the left and enter the amount here.	\$
Registration/Badges: Additional Member Rate 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: 2012 Membership (Jan. 1 - Dec. 31): \$450.00 Call IDDBA at (608) 310-5000 to verify your 2012 dues status.	\$
Show & Sell Center Retail Merchandising Pavillion: <i>All sponsorships are subject to IDDBA approval.</i> <input type="checkbox"/> I have included the sponsorship fee. Please send me the sponsorship application. Show & Sell Sponsorship Levels: <input type="checkbox"/> Co-Sponsor: \$20,000 <input type="checkbox"/> Platinum: \$10,000 <input type="checkbox"/> Gold: \$7,500 <input type="checkbox"/> Silver: \$5,000 <input type="checkbox"/> Bronze: \$2,500 <input type="checkbox"/> Contributor: \$1,000 <input type="checkbox"/> 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