

IDDBA Exhibiting FAQs

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Exhibitor Timeline Information

- **September 30th** – the IDDBA Board of Directors determines exhibit booth pricing for 2012
- **Week of October 3** – IDDBA will e-mail current members that the exhibit application and floor plan are available on our Web site
- **October 17th - November 30th** – day points awarded
- **December** – exhibitor booth points, registration points, day points, and hotel points are tabulated
- **Mid-January** – marked floor plan to rank your booth choices will be e-mailed to the exhibit contact
- **Mid-February** – booth assignment confirmation letters will be sent
- **March** – you will receive access to the service kit on our Web site and, if requested, exhibitor service kit will be shipped
- **June 10-12** – New Orleans, LA • IDDBA's Dairy-Deli-Bake 2012

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Exhibitor Registration Policy

Registration Policy for Exhibitors – Exhibiting companies have the ability to purchase **unlimited** registrations for their permanent, full-time employees.

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Will there be a price increase for booth fees?

The IDDBA Board of Directors has decided not to increase booth fees for the 2012 show. The last booth fee increase was for the 2003 show.

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It takes me longer than a couple of days to get a check cut. What should I do?

We suggest cutting a check now for exhibit space, 2012 membership dues, plus any additional registrations you know your company will need, and sending that amount to IDDBA. Remember, IDDBA now also accepts credit cards for exhibit space.

Companies start earning day points as soon as IDDBA receives the full payment amount and a signed booth application. Day points are important. No day points are earned for partial payments.

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

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.

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What is the points process and how do I make it work for me?

Member companies have the ability to earn booth points, registration points and day points. The booth, registration and day points are added together to determine your turn for booth space assignment. This total points number is what is used when making booth assignments for the applications received between October 17 and November 30.

- **Booth Points:** Every **10' x 10' booth** space an exhibiting company purchases earns **10 points**, including 2011 and 2012 shows (example: 2 booths x 10 points each x 2 years = 40 booth points).
- **Registration Points:** You will earn 3 points per person for attending the 2011 show held in Anaheim, CA.
- **Day Points:** You will earn 3 "**day points**" for every **business day** your **payment and completed exhibit application** is in our office from Oct. 17th through Nov. 30th. Maximum "day points" to earn is 99 (33 business days x 3 points = 99 maximum possible "day points").

Point Calculation Examples:								
	Company 1	Point	Company 2	Points	Company 3	Points	Company 4	Points
Booth Points	2012: 20'x20' booth	40	2012: 20'x20' booth	40	2012: 20'x20' booth	40	2012: 20'x20' booth	40
	2011: 20'x20' booth	40	2011: 20'x20' booth	40	2011: 10'x20' booth	20	2011: new 2011 exhibitor	0
Reg Points	2011: 14 registrations	42	2011: 14 registrations	42	2011: 6 registrations	18	2011: 0 registrations	0
Day Points	application & check received on Oct. 17	99	application & check received on Nov. 10	45	application & check received on Oct. 18	96	application & check received on Oct. 17	99
Assigned:	First	221	Third	167	Second	174	Fifth	139
	Company 5	Point	Company 6	Points	Company 7	Points	Company 8	Points
Booth Points	2012: 10'x20' booth	20	2012: 10'x20' booth	20	2012: 10'x20' booth	20	2012: 10'x20' booth	20
	2011: 10'x20' booth	20	2011: 10'x20' booth	20	2011: 10'x10' booth	10	2011: new 2011 exhibitor	0
Reg Points	2011: 8 registrations	24	2011: 7 registrations	21	2011: 4 registrations	12	2011: 0 registrations	0
Day Points	application & check received on Oct. 18	96	application & check received on Nov. 22	21	application & check received on Nov. 17	30	application & check received on Oct. 18	96
Assigned:	Fourth	160	Seventh	82	Eighth	72	Sixth	116

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I'm a new exhibitor and don't have any points from 2011. How can I maximize my points for 2012?

For a new exhibitor, day points are the most important way to increase your total points. There are a total of 99 day points this year. Getting your signed exhibit application and payment to IDDBA by October 17th can help you remain competitive by earning all the day points possible. See the chart above that shows how the points are calculated and how day points are important your booth assignment.

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How does the booth assignment process work?

IDDBA is not asking for booth choices on the exhibit application. Instead, we will e-mail exhibitors in batches (in points total order starting at the highest) asking for your choices. Assignments will be made in points total order with the highest total points being 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 emailed, beginning in February.

No booth assignment will be made until we have received 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 date the payment and exhibit application were received at IDDBA.

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Green option for the Exhibitor Service Kit.

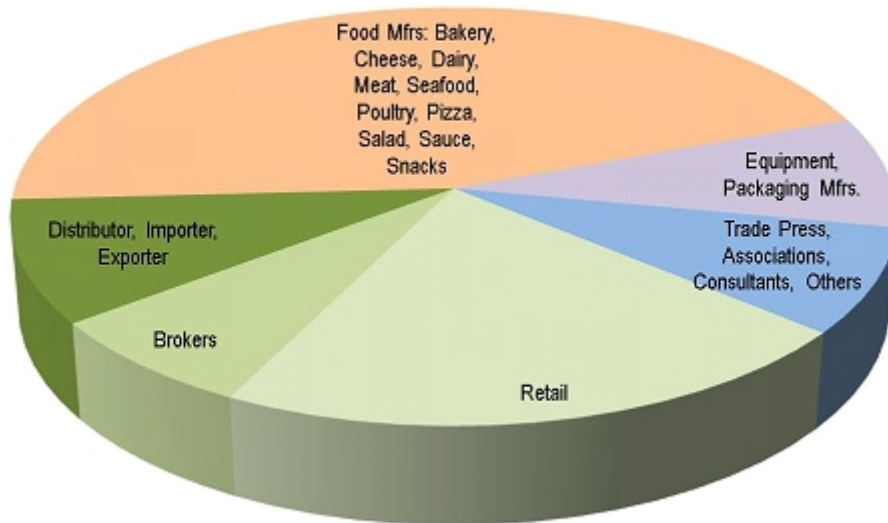
In an effort to be more "green" the exhibitor service kit will be available to exhibitors on our Web site, with an option to have a printed copy shipped. The online version of the service kit will only become available once you receive your booth confirmation via email.

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Who attends IDDBA's Dairy-Deli-Bake?

IDDBA's Dairy-Deli-Bake 2011 had registration of **8,554** with representatives from **49 countries**.

IDDBA Attendees by General Category



- Supermarket Executives
- Directors
- Sales & Marketing Managers
- Distributors
- Buyers
- Department Managers
- Trade press
- Brokers
- Merchandisers
- Category Managers
- Wholesalers
- Industry professionals
- CEOs/Presidents
- Vice Presidents
- Consultants
- Food/Packaging Mfrs.

IDDBA actively targets 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. IDDBA pre-qualifies attendees so you can spend time on communicating, advertising, and gaining insight about what drives customers to your products.

- Top-ranked Supermarket & Grocery Chains representing **23,423 stores and over \$583 billion in total sales*** attended in 2011.

**Sales and ranking data based on reports from the Chain Store Guide*

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How can I get in touch with someone at IDDBA with questions?

If you have any questions about the exhibiting process, you can call us at 608-310-5000 and ask for Bobbie or Lucie. We're happy to help!

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