



All Things Organic

April 27 - 29, 2008
McCormick Place, Chicago, Illinois

North America's Only All Organic Conference & Trade Show

All Things Organic™ draws focused industry buyers.

Organic is the FASTEST growing segment of the food industry, averaging 20% annual growth since 1997, while total US food sales increased only 3%. All Things Organic™ is growing just as fast – as the only event in the industry focused exclusively on organic products, it delivers a focused audience like no other trade show.

No other trade show delivers these buyers.

In 2008, All Things Organic™ will be co-located with the National Association for the Specialty Food Trade's (NASFT) Fancy Food Show and the US Food Export Showcase at McCormick Place in Chicago, Illinois.

Attendees Have Buying Power...

90% of attendees on this show floor have buying power. From our direct marketing campaign through to show attendance, we cover the industry. As an exhibitor, you will be face-to-face and hand-to-hand with buyers from all sectors of the market looking to research and evaluate organic products, find new suppliers, and learn about the organic industry.

All Things Organic™ is your best opportunity to launch products, meet buyers, network with industry peers, increase distribution and show your commitment to the organic industry.



It is the responsibility of each exhibiting company to ensure that all organic products displayed at All Things Organic™ and for sale in the United States are in compliance with the U.S. National Organic Program (NOP). Ingredients or products intended for use in organic products and production must be compliant with the NOP by a USDA accredited certifier. Any products or ingredients represented as organic must be certified according to the requirements of the NOP. Companies may display organic products at All Things Organic™ for sale in countries other than the US, provided they are certified by the appropriate national authority or international certification entity. Products such as personal care, pet foods, dietary supplements, agricultural inputs and fiber that do not fall within the parameters of the US National Organic Program must be certified to private sector or other national standards. All companies should have appropriate certification information available at the show. Products and or companies that do not meet these requirements will be removed from the show.

For more
information,
please contact:



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Bureau of Marketing and Promotion
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April 27 - 29, 2008 — McCormick Place, Chicago, Illinois

“Illinois Pavilion” Exhibit Details

Costs Associated with Exhibiting in the “Illinois Pavilion” at ALL THINGS ORGANIC

Cost of exhibiting at the All Things Organic Tradeshow and Conference with the Illinois Department of Agriculture within the “Illinois Pavilion” will allow you to share booth space and all associated costs with other Illinois companies. Costs are also subsidized by the Illinois Department of Agriculture.

Participation within the “Illinois Pavilion: will allow your company to:

Send representatives, samples, company literature and other related promotional materials to the show to participate directly and one-on-one with the attendees.

	Corner Booth	Interior Booth
10' x 10' booth	1,900.00	\$1,800.00

Space Rates Include:

- Complimentary badges for pre-registered employees. (exhibitor badges include admission to the conference program)
- One company name sign
- Pipe and drape, organic
- Listing in the Show Program (subject to publication deadlines)
- Listing on the All Things Organic™ website (OTA Members also receive a free weblink)
- Access to buyers attending the Spring Fancy Food Show® and the U.S. Food Export Showcase
- Complimentary press release listing on All Things Organic™ website
- Opportunity to place press releases on the website and in the on-site press room
- Carpeting, furnishings (draped counter height table, two chairs and wastebasket), and daily booth cleaning with trash pick-up will be provided within the participation fee and will cooperatively be shared by all “Illinois Pavilion” participants. Carpeting or suitable fireproof floor covering is mandatory for all exhibits.
- Utilities (electricity, etc.), freight handling and set-up/dismantling labor are the responsibility of the company participating in the “Illinois Pavilion”. Order forms for all services will be available upon request from IDOA.
- Refrigerator and freezer storage available at the docks or a freezer/fridge can be rented.

Costs Associated with Exhibiting On Your Own at ALL THINGS ORGANIC

2008 Exhibitor Space Rates

OTA Member: \$28.00/square foot
 Non-OTA Member: \$33.00/square foot

Corner Fee

OTA Member: \$150.00 per corner
 Non-OTA Member: \$172.50 per corner

Co-Exhibitor Fee

The co-exhibitor fee for exhibitors who wish to have more than one company per 100 square foot is \$200 per each co-exhibitor. Price includes one additional listing in the Show Program and two additional exhibitor badges and a company sign. Maximum of two companies per 100 square foot booth. (National and state pavilions exempt.)

NOTE: Booth space is available on a first-come, first-served basis. Returning companies that have participated in the “Illinois Pavilion” at the All Things Organic Show will have first pick of the available booth spaces. Any available corner booth spaces will be made available to returning companies before being released to companies participating for the first time. Companies opting for the corner booth spaces than have the option of staying in that spot each year within the “Illinois Pavilion” until they choose to release the spot to other companies as long as the configuration of the Pavilion does not drastically change.

If your company is interested in participating in the “Illinois Pavilion, contact Delayne Reeves at 217/524-9129 or delayne.reeves@illinois.gov

ALL THINGS ORGANIC

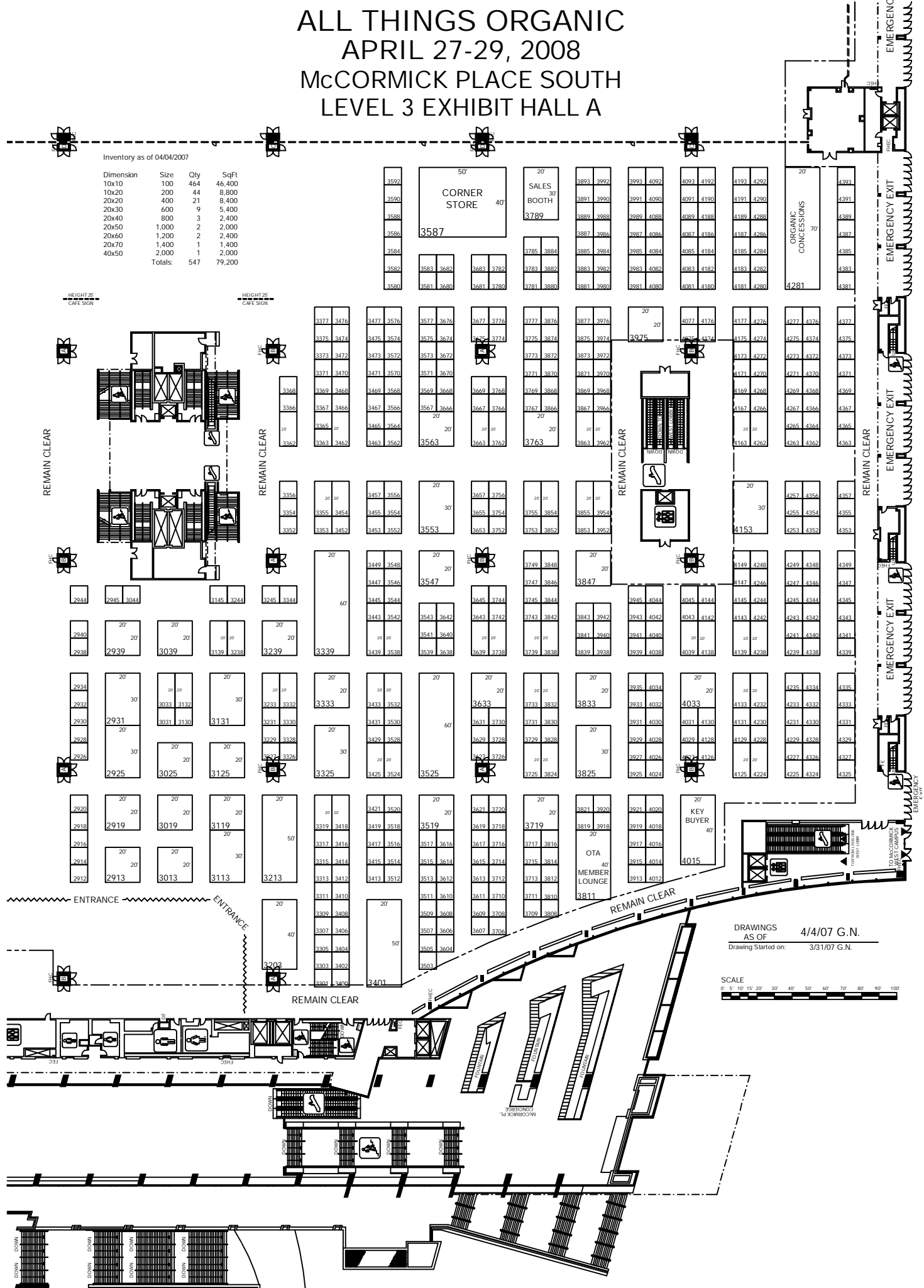
APRIL 27-29, 2008

McCORMICK PLACE SOUTH

LEVEL 3 EXHIBIT HALL A

Inventory as of 04/04/2007

Dimension	Size	Qty	SqFt
10x10	100	464	46,400
10x20	200	44	8,800
20x20	400	21	8,400
20x30	600	9	5,400
20x40	800	3	2,400
20x50	1,000	2	2,000
20x60	1,200	2	2,400
20x70	1,400	1	1,400
40x50	2,000	1	2,000
Totals:	547	79,200	



DRAWINGS AS OF 4/4/07 G.N.
 Drawing Started on: 3/31/07 G.N.
 SCALE 0' 5' 10' 15' 20' 30' 40' 50' 60' 70' 80' 90' 100'

All Things Organic 2008 -- Illinois Pavilion

April 27 - 29, 2008 -- Booth #3339

Corner Booth A \$1,900	Corner Booth B \$1,900
Interior Booth C \$1,800	Interior Booth D \$1,800
Interior Booth E \$1,800	Interior Booth F \$1,800
Interior Booth G \$1,800	Interior Booth H \$1,800
Interior Booth I \$1,800	Interior Booth J \$1,800
Corner Booth K \$1,900	Corner Booth L \$1,900