

A NEWSLETTER OF THE BUREAU OF MARKETING AND PROMOTION

**WELCOME TO THE FEBRUARY 2006 MARKETING PERSPECTIVES**

## PROJECTS IN PROGRESS. . . Save the Dates:

[Caribbean Food Service Trade Mission](#)

[Midwest Buyers Mission](#)

[SIAL Paris](#)

[Private Label Manufacturer's Association Show \(PLMA\)](#)

**LIMITED  
SPACE STILL  
AVAILABLE!**

**FMI**  
May 7-9

**NRA**  
May 20-23

**Illinois Pavilions**

[FMI / NRA FLYER](#)

For more information  
contact [Kim Hamilton](#).

**SPACE IS STILL  
AVAILABLE!**

**1 SPACE  
AVAILABLE**

[SIAL China](#)

Deadline extended  
Contact [Sarah Potter](#).

Other Topics

[8<sup>th</sup> Illinois Products Expo](#)

[FoodEx Japan](#)

[FoodEx Japan Food Show Plus!](#)

*Participation Agreement*

[ANTAD / ANTAD Food Show PLUS!](#)

[Food & Hotel Korea Food Show PLUS!](#)

[2006 Midwest Petroleum and Convenience Tradeshow \(M-PACT\)](#)

[Food and Hotel Asia](#)

[FMI / NRA](#)

[U.S. Food Festival with Wellcome Supermarkets](#)

*PowerPoint Presentation*

[SIAL China / SIAL China Food Show PLUS!](#)

[IDDBA Show](#) *Participation Agreement*

[2006 Institute of Food Technologists \(IFT\) Food Expo](#)

*Participation Agreement*

[Illinois Food Expo](#)

[American Month in SuperSal Supermarket Chain](#)

## 2005 - 2006 MARKETING CALENDAR OF EVENTS

Main Number:  
217/782-6675

### Ongoing

<a href="#">Food Export Helpline</a>	<i>Participation Agreement</i>	<a href="#">MIATCO</a>	312/334-9200
<a href="#">Branded FY 2005 Open for Applications</a>		<a href="#">Sarah Potter</a>	217/782-2581
<a href="#">Illinois Products Cookbook - Grown From The Heart In The Heartland</a>		<a href="#">IDOA Marketing</a>	217/782-6675

### February 2006

5-9	<a href="#">Mexico Convenience Store Trade Mission*</a> <i>Participation Agreement</i>	Monterrey, Mexico and Mexico City, Mexico	<a href="#">Kim Hamilton</a>	217/782-5809
13	<a href="#">Illinois Wheat Association Annual Meeting</a>	Holiday Inn Mt. Vernon, Illinois	<a href="#">Bob Reese</a>	217/524-9130
22	<a href="#">International Trade Workshop</a>	Lincoln Land Community College, Southern Region Educational Center Litchfield, Illinois	<a href="#">Sarah Potter</a>	217/782-2581
23-26	<a href="#">Illinois Beef Expo</a>	State Fairgrounds Springfield, Illinois	<a href="#">Bob Reese</a>	217/524-9130
24-26	<a href="#">Illinois Grape Growers and Vintners Association Conference</a> <a href="http://www.illinoiswine.com">www.illinoiswine.com</a>	Hilton Hotel Springfield, Illinois	<a href="#">Bill McCartney</a> IGGVA	217/473-6845
Feb 26 - Mar 1	<a href="#">Canadian Specialty Foods Trade Mission*</a> <i>Participation Agreement</i>	Toronto, Canada	<a href="#">Will Smith</a> MIATCO	312/334-9225

\* indicates a MIATCO-sponsored activity.

[Complete 2006 Calendar of Upcoming Events](#)

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### Calendar of Upcoming Events

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Marketing and Promotion  
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Rod R. Blagojevich, Governor  
Charles A. "Chuck" Hartke, Director  
Lisa Groesch,  
Director of Administrative Services  
Gib Frier, Bureau Chief