

Bureau of Marketing and Promotion

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ANUGA

OCTOBER 13-17, 2007
COLOGNE, GERMANY



THE WORLD'S LARGEST FOOD AND BEVERAGE SHOW

The Illinois Department of Agriculture is coordinating Illinois companies' participation in the USA Foods Pavilion at ANUGA in Cologne, Germany, October 13-17, 2007. ANUGA will be the key international food and beverage trade show in 2007, bringing exhibitors and buyers from almost all countries in the world together in one place. In 2005, 160,000 buyers from over 156 countries on five continents visited ANUGA. About 55% of the trade visitors were from countries other than Germany. Exhibiting at ANUGA can substitute for several weeks of round-the-world travel to meet with your actual and potential customers.

IDOA has reserved eight booth spaces in the USDA/FAS-sponsored USA Pavilion. The Illinois Department of Agriculture will pay 50% of the booth cost for you. Your cost to exhibit is \$4770 for a standard booth or \$5247 for a corner booth; booths are 12 square meters. Thirteen square meter corner booths are \$5685.

What Does Your Booth Include?

- * Carpeting
- * Back and sidewalls
- * Header fascia with company name
- * Four spotlights
- * One table and three chairs
- * Wastebasket
- * Information counter
- * Lockable showcase counter
- * Four wall shelves
- * Electrical 220V outlet socket
- * Four exhibitor passes

Services and Amenities

- * Exhibitor hospitality lounge
- * Business Service Center with: telephone, fax, word processing, e-mail and copier
- * Bilingual staff & interpreter assistance
- * Conference rooms
- * Daily vacuuming & waste disposal
- * USDA information booth/show office
- * Listing in the ANUGA 2007 show catalog (one free alphabetical listing)
- * Listing in the USA Pavilion directory

Product Shipment: Booth package includes one way shipping of 100 pounds per booth from a consolidation point on the East Coast to the Cologne show site as part of your participation fee. This shipping service includes customs clearance, storage, and daily delivery during the show.

Space in the Illinois Pavilion will be reserved on a first-come, first-served basis. Interested Illinois companies should contact Kim Hamilton at 217/782-5809, fax: 217/524-5960 or E-mail: kim.hamilton@illinois.gov. A participation form will be sent upon request. Participation forms and checks must be received by May 1, 2007.

Your company may be able to qualify for up to 50% reimbursement of exhibiting expenses such as exhibiting fees, international travel, set-up, rental and freight expenses for ANUGA via the USDA's Branded Program. The Branded Program supports the promotion of branded and private label food and agricultural products overseas and is sponsored by the Foreign Ag Service of the United States Department of Agriculture (USDA). Contact Kim for further details.