

PLMA 2007

Private Label: Growing Bigger Every Day



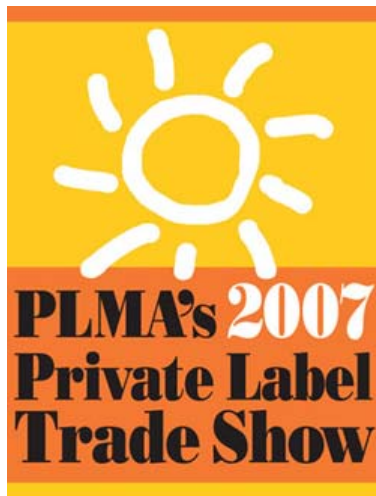
November 12–13, 2007 - Rosemont, Illinois



Consumers tell the story: 41% of American shoppers now say that they are frequent purchasers of store brands, up from 36% five years ago and 12% fifteen years ago. Nearly two-thirds of consumers say that retailer store brands perform as well or taste as good as well-known advertised brands.

The 2007 PLMA Show will feature more than 2,000 exhibit booths, representing manufacturers from 35 countries. It offers an unparalleled opportunity to enter the private label market or to expand your current private label sales.

The Illinois Department of Agriculture is sponsoring a pavilion at this year's PLMA Show. Illinois companies can purchase booth space at a 50% discount of \$1250 for a 10x10 booth.



The PLMA Show has been the premier event for private label products for over 25 years. With over 2,000 booths, it is the largest show of its kind.

Meet qualified buyers from:

Costco Wholesale * Cub Foods * GNC * Gordon Food Service * Jewel-Osco * Kroger * Loblaws Companies Ltd. * Jumbo Supermercados * Meijer * PetSmart * Publix Supermarkets * Sam's Club * Save-A-Lot Ltd. * Shop 'N Save * 7-Eleven * Target * Tesco * Trader Joe's * Wal-Mart * WalGreen Company * Whole Foods *

And International buyers from:

Argentina * Australia * Brazil * Canada * China * Costa Rica * Mexico * Israel * The United Kingdom and more!

Each 10x10 Booth includes:

- * Table
- * Two chairs
- * Wastebasket
- * Standard gray carpeting
- * Sign board with exhibiting company name
- * Pipe & drape
- * Listing in show directory

* Each exhibiting company will receive 2 employee badges for the show. Only 2 badges are allotted per company, regardless of the booth size.

FOR MORE INFO:

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All participants must be current members of PLMA. Limited booths are available and will be assigned on a first-come, first-served basis according to when the application and payment are received.