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July 27 - 29, 2005](#)

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[MIATCO's Trade Mission to Mexico](#)

[List Your Company For Free In The Export Yellow Pages](#)

[Half Booth Available At Alimentaria Show In Mexico](#)

Some topics from past issues of Marketing Perspectives you may want to revisit:

[2005 Illinois Pork Industry Tour](#)

[ANUGA: The World's Largest Food And Beverage Show
October 8-12, 2005, Cologne, Germany,](#)

[Illinois Department of Agriculture Trade Show Survey](#)

[2005 Illinois Food Expo](#)

[Exporter's Workshop
August 9, 2005](#)

Calendar of Upcoming Events

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

A NEWSLETTER OF THE BUREAU OF MARKETING AND PROMOTION



WELCOME TO THE MAY 2005 EDITION OF MARKETING PERSPECTIVES

In this month's issue you can read more about:

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Three spaces still available!

ANUGA - October 8 - 12, 2005 - Cologne, Germany

If interested contact Kim Hamilton at: khamilton@agr.state.il.us
[Refer to the Recruitment Flyer for more information.](#)

For more information, refer to the February Marketing Perspective's Article:

**[ANUGA: OCTOBER 8-12, 2005, COLOGNE, GERMANY,
THE WORLD'S LARGEST FOOD AND BEVERAGE SHOW](#)**

WE NEED YOUR INPUT!

**WE ARE CURRENTLY WORKING ON NEXT YEAR'S MARKETING PROPOSALS
(JULY 1, 2005 THROUGH JUNE 30, 2006).**

THIS IS YOUR LAST CHANCE TO SUBMIT YOUR THOUGHTS FOR THE UPCOMING YEAR'S PROJECTS.

If you haven't done so already, please take a minute or two to fill out our Trade Show Survey. This information will help us plan next year's events.

For more information, refer to the February Marketing Perspective's Article:

[Illinois Department of Agriculture Trade Show Survey](#)

For more information, contact Sarah Potter at: spotter@agr.state.il.us

[Go To Trade Show Survey](#)

Trade Show Preparation

Planning for a tradeshow is a necessary step that sometimes is overlooked in the paperwork shuffle of exhibitor forms and freight preparations. *Show 'Em What You Got* is an article by Entrepreneur Magazine giving you 10 tips to help you get the most out of a trade show. Read the article today by clicking [HERE](#).

**The article can be found at: http://www.entrepreneur.com/Magazines/MA_SegArticle/0,1539,277400----1-,00.html

[Go To Illinois Food & Agribusiness Guide](#)

[Go To New Illinois Aquaculture Fish Directory](#)

[Go To Buy Illinois Webpage](#)

[Go To Past Issues of Marketing Perspectives](#)

