

IDDDBA 2007

PARTICIPATE IN THE PREMIER SUPERMARKET DAIRY, DELI AND BAKERY SHOW IN THE INDUSTRY!

June 3-5, 2006 · Anaheim Convention Center · Anaheim, California

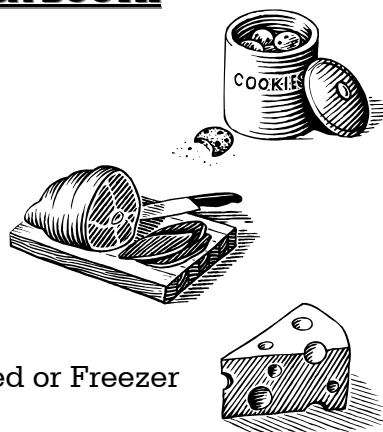
The Illinois Department of Agriculture will be organizing a state pavilion at this year's IDDBA Dairy-Deli-Bake Show, June 3-5, 2007. The IDDBA Show is the premier supermarket dairy, deli, and bakery show in the industry and continues to grow and improve every year. Participate with the Illinois Department of Agriculture and we will help you save 50% off the cost of a booth!

TOP REASONS TO ATTEND:

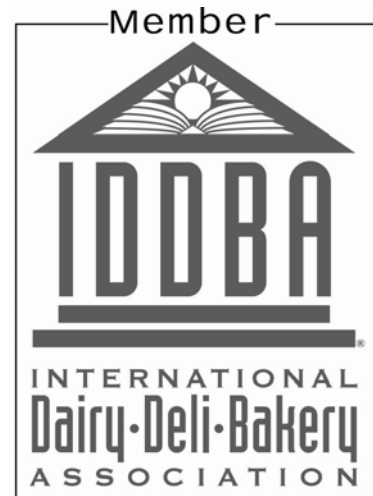
- ◆ Last year's participants in the Illinois Pavilion made over \$200,000 in sales and projected an additional \$21,060,000 as a result of their participation in the show.
- ◆ Meet top retailers and merchandisers from the United States and overseas.
- ◆ Introduce new products to key buyers.
- ◆ Don't be left behind! Last year's show had a record 1,515 booths with exhibitors from 621 companies and representatives from 30 countries.

FOR ONLY \$1450.00, YOUR IDDBA BOOTH WILL INCLUDE:

- ◆ 10x10 Booth
- ◆ 2 Exhibitor Badges
- ◆ 8 Retail Customer Invitations
- ◆ Carpeting
- ◆ Pipe & Drape
- ◆ 6' Table with Skirt
- ◆ Chair
- ◆ Wastebasket
- ◆ One 4'x4'x4' Pallet of Refrigerated or Freezer Storage Space
- ◆ Listing in Show Directory



Companies must be current members of IDDBA in order to exhibit in the Illinois Pavilion. Space is limited and will be reserved on a first-come, first-served basis. Booths will not be considered sold until both a Participation Agreement and Payment in full are received by the Illinois Department of Agriculture. To qualify for the Illinois Pavilion, a company must produce, process or be headquartered in the State of Illinois.



Your company may qualify for an additional 50% reimbursement of booth rental expenses by applying for Branded Program Funds. For more information, visit www.brandedprogram.org

For more information or to request a Participation Agreement, please contact:

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