



SPONSOR AND EXHIBITOR GUIDE

A National Conference and Tradeshow featuring the latest information and technology necessary to the development of a national animal identification system for the United States.

August 25-27, 2009

**Westin Crown Center
Kansas City, Missouri, USA**

Brought to you by...





Dear Prospective Sponsor & Exhibitor:

The National Institute for Animal Agriculture (NIAA) is pleased to announce ID•INFO EXPO 2009; a conference and tradeshow devoted to animal identification and information systems technology.

ID•INFO EXPO 2009 is scheduled to take place August 25-27, 2009 at The Westin Crown Center, in Kansas City, Missouri. Program and registration information is available on the Internet at www.animalagriculture.org.

This year's theme is ***The ID Mandate: Meeting Consumer and Government Demands***. The ID•INFO EXPO represents a cross-section of stakeholders and producers from across the country and this year, given renewed interest in implementing the National Animal Identification System (NAIS), the EXPO will be focused on developing consensus among the many stakeholders in order to find solutions to the many issues surrounding NAIS.

NIAA has invited the USDA Secretary of Agriculture as well as key members of Congress to be a part of the EXPO in order for participants to fully understand the direction they would like animal identification to go, as well as key industry representatives in order to seek consensus.

The ID•INFO EXPO Tradeshow will provide your company with a unique opportunity to display your products, technology and/or services to several hundred animal agriculture professionals. Attendance in 2007 topped 500. Space is limited, and will be awarded on a first-come, first-served basis.

NIAA will be offering many Sponsorship/Exhibitor level opportunities with rates remaining the same as 2007!! Your investment can range anywhere from \$1750-\$10,000 or more to showcase your product. All of our sponsors will be highlighted and recognized in many new ways including Internet technology to ensure your return on your investment.

We hope that you will take advantage of this opportunity to participate as a sponsor and/or exhibitor and support in making ID•INFO EXPO 2009 another successful event! Please feel free to contact me if you have any further questions. We look forward to working with you and making this your best event yet.

Sincerely,

Katie Ambrose, Director of Membership

ID•INFO

EXPO 2009

ID INFO EXPO 2009 DAILY PROGRAM

MONDAY, AUGUST 24

12:00 p.m. – 5:00 p.m. Registration
12:00 p.m. – 5:00 p.m. Exhibitor Set-up

TUESDAY, AUGUST 25

8:00 a.m. – 5:00 p.m. Registration
8:00 a.m. – 2:00 p.m. Exhibitor Set-up
1:00 p.m. – 3:00 p.m. Opening General Session – Keynote Speakers Session
3:00 p.m. – 3:15 p.m. Refreshment Break in the foyer
3:15 p.m. – 5:00 p.m. Opening General Session (Continues)
5:00 p.m. – 8:00 p.m. Reception in Exhibit Hall

WEDNESDAY, AUGUST 26

7:00 a.m. – 5:00 p.m. Registration
7:00 a.m. – 8:00 p.m. Exhibit Hall Open
8:00 a.m. – 10:00 a.m. General Session II
10:00 a.m. – 10:30 a.m. Refreshment Break in the Exhibit Hall
10:30 a.m. – 12:00 p.m. General Session II (Continues)
12:00 p.m. – 1:30 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. General Session III
3:00 p.m. – 3:30 p.m. Refreshment Break in the Exhibit Hall
3:30 p.m. – 5:00 p.m. General Session III (Continues)
5:00 p.m. – 8:00 p.m. Reception in Exhibit Hall

THURSDAY, AUGUST 27

7:00 a.m. – 10:00 a.m. Registration
7:00 a.m. – 8:00 a.m. Continental Breakfast in Exhibit Hall
8:00 a.m. – 1:00 p.m. Exhibitor Teardown
8:00 a.m. – 11:30 a.m. General Session IV
11:30 a.m. – 12:30 p.m. Closing General Session

ID INFO EXPO 2009 EXHIBITOR INFORMATION

Booth Construction and Arrangements

Each exhibit booth space will be 8' deep X 10' wide. Each booth will consist of 8' high black and white back drape with 3' high black side dividers. The entire exhibit hall is carpeted. A 6' skirted table, two (2) side chairs, wastebasket and a booth identification sign, stating exhibitor name and booth number, will be provided.

Booth Assignment

The Tradeshow Manager will assign booth numbers in order of receipt of exhibitor registration forms. Please contact the manager if there are special preferences or requests. Every effort will be made to accommodate such requests.

Refund Policy

A fifty percent (50%) refund will be given through August 17, 2009. NO refunds after August 17, 2009.

Exhibitor Packets

Geo. E. Fern Co. will email exhibitor packets upon NIAA's receipt of exhibitor registration form.

Liability and Theft

Exhibitor agrees to hold NIAA, subcontractors and The Westin Crown Center, of Starwood hotels and Resorts Worldwide, Inc., from any and all claims, judgments and expenses of litigation arising out of any property loss, personal injury or death caused by or arising out of the use of the leased space. NIAA and The Westin Crown Center will take reasonable precautions against damage or loss by fire, water, storm, or other emergencies. Hotel does not provide security in the meeting and function space and all personal property left in the meeting or function space is at the sole risk of the owner, however, NIAA will be contracting security personnel.

Insurance

Exhibitors should insure themselves against property loss, damage, or liability for personal injury, at their own expense.

Exhibit Hall Schedule [subject to only slight modification]

Exhibitor Set-up

Monday, August 24	12:00 p.m. - 5:00 p.m.
Tuesday, August 28	8:00 a.m. - 2:00 p.m.

Tradeshow Hours of Operation:

Tuesday, August 25	5:00 p.m. – 8:00 p.m.
Wednesday, August 26	7:00 a.m. – 8:00 p.m.
Thursday, August 27	7:00 a.m. – 8:00 a.m.

Exhibitor Teardown

Thursday, August 27	8:00 a.m. – 1:00 p.m.
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All questions should be directed to Katie Ambrose at katie.ambrose@animalagriculture.org

National Institute for Animal Agriculture

13570 Meadowgrass Drive, Suite 201 • Colorado Springs, CO 80921

Phone: 719-538-8843 • Fax: 719-538-8847 • Web site: www.animalagriculture.org

ID INFO EXPO 2009 SPONSOR & EXHIBITOR INFORMATION

A) Sponsor/Exhibitor Combo Package

Sponsorship levels

- Platinum \$10,000 and above
Receives two (2) complimentary tradeshow exhibit spaces (8' x 10' space each) and four (4) complimentary registrations; listed in advertising of ID•INFO EXPO 2009 promotional material.
- Gold \$5,000
Receives one (1) complimentary tradeshow exhibit space (8' x 10' space) and three (3) complimentary registrations; listed in advertising of ID•INFO EXPO 2009 promotional material.
- Silver \$2,500
Receives one (1) complimentary tradeshow exhibit space (8' x 10' space) and two (2) complimentary registrations.

Sponsors/Exhibitors are recognized in the following ways:

- Identification of sponsors in **animal agriculture**, NIAA's quarterly news publication.
- A special "ID•INFO EXPO 2009 Sponsor" sign to display at your booth.
- Sponsor name and logo will appear in on-site program.
- Verbal acknowledgement of sponsors during the event.
- Company contact information, logo and description in exhibitor directory.
- Logo-link to your web site on the ID•INFO EXPO 2009 web page located at www.animalagriculture.org.
- Platinum and Gold level sponsors will be listed in advertising of ID•INFO EXPO 2009 promotional material.

B) Sponsorship Only

Sponsorship levels:

- Platinum \$10,000 and above
Receives four (4) complimentary registrations; listed in advertising of ID•INFO EXPO 2009 promotional material.
- Gold \$5,000
Receives three (3) complimentary registrations; listed in advertising of ID•INFO EXPO 2009 promotional material.
- Silver \$2,500
Receives two (2) complimentary registrations
- Bronze \$1,000
Receives one (1) complimentary registration

Sponsors will be recognized in the following ways:

- Identification of sponsors in **animal agriculture**, NIAA's quarterly news publication.
- Sponsor name and logo will appear in on-site program.
- Verbal acknowledgement of sponsors during the event.
- Logo-link to your web site on the ID•INFO EXPO 2009 web page located at www.animalagriculture.org.
- Platinum and Gold level sponsors will be listed in advertising of ID•INFO EXPO 2009 promotional material.

C) Exhibitor Only 8' x 10' Exhibit Space - \$1,750 each for NIAA Members \$2,000 each for NIAA Non-members

Includes the following:

- One (1) six foot, skirted table and two (2) chairs
- Two (2) complimentary registrations
- Company contact information, logo and description in exhibitor directory
- Logo-link to your web site on the ID•INFO EXPO 2009 web page located at www.animalagriculture.org.

REGISTRATION FORM

ID•INFO EXPO 2009 SPONSOR & EXHIBITOR

August 25-27, 2009 • Westin Crown Center • Kansas City, Missouri, USA

Business/Organization [Name to appear in publications]

Primary Contact _____

Address _____

City _____ State _____ Zip Code _____ Country _____

Phone _____ Fax _____

E-Mail Address _____

Website Address _____

Please check the desired category:

A) Sponsor/Exhibitor Combo Package

\$ _____ **Platinum Level** (\$10,000 and above) [Four (4) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

\$ _____ **Gold Level** (\$5,000) [Three (3) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

\$ _____ **Silver Level** (\$2,500) [Two (2) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

B) Exhibitor Only (8' x 10')

\$ _____ 8'x10' exhibit space (\$1,750 each for NIAA Members / \$2,000 each for NIAA Non-members)

[Two (2) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

C) Sponsorship Only

\$ _____ **Platinum Level** (\$10,000 and above) [Four (4) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

\$ _____ **Gold Level** (\$5,000) [Three (3) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

Name: _____ Email _____

\$ _____ **Silver Level** (\$2,500) [Two (2) complimentary registrations]

Name: _____ Email _____

Name: _____ Email _____

\$ _____ **Bronze Level** (\$1,000) [One (1) complimentary registration]

Name: _____ Email _____

PAYMENT OPTIONS

ID•INFO EXPO 2009 Sponsor & Exhibitor

Package: **A = Sponsor/Exhibitor Combo Pkg.** **B = Exhibition Only** **C = Sponsorship Only**

Total Amount Due \$ _____

- Check enclosed payable (in U.S. funds) to the **National Institute for Animal Agriculture.**
- Please charge the total amount due, as indicated above, to my credit card.

Select one: American Express Discover MasterCard Visa Cardholder's

Name _____

Card # _____ Expiration Date _____

Signature _____ Today's Date _____

Please provide a brief description (75 words or less) of your business/organization to be included in the exhibitor directory. Must be received by August 1, 2009 to ensure inclusion in directory.

Return by August 1, 2009 to:
ID•INFO EXPO 2009 • C/O: National Institute for Animal Agriculture
13570 Meadowgrass Drive, Suite 201 • Colorado Springs, CO 80921
FAX: 719.538.8847 (Fed ID #: 61-1360046)

Please send a copy of your logo to newsom@animalagriculture.org by August 1, 2009.