

ID•INFO

EXPO 2005

SPONSOR AND EXHIBITOR GUIDE

**Showcasing a variety of
animal identification & information systems
technology.**

September 27 - 29, 2005

Crowne Plaza Chicago O'Hare • Chicago, Illinois, USA

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Your Source for Information, Education and Solutions

Dear Sponsor & Exhibitor Prospect:

The National Institute for Animal Agriculture (NIAA) is pleased to announce **ID•INFO EXPO 2005**; a conference and trade show devoted to animal identification and information systems technology.

This event will feature in-depth discussions on the advancement of a national system for animal identification in the United States and a trade show showcasing a variety of animal identification manufacturers and information systems service providers.

ID•INFO EXPO 2005 is scheduled to take place September 27-29 at the Crowne Plaza Hotel, in Chicago, Illinois, located near Chicago's O'Hare International Airport. Program and registration information is available on the Internet at www.animalagriculture.org.

The **ID•INFO EXPO Trade Show** will provide your company with a unique opportunity to display your products, technology and/or services for several hundred animal agriculture professionals. Attendance in 2004 topped 500. Space is limited, and will be awarded on a first-come, first-served basis.

We are also seeking your organization's support of **ID•INFO EXPO 2005**. The following information describes the various sponsorship levels and benefits offered. In addition to various means of recognition, certain sponsor levels qualify for complimentary registration to attend **ID•INFO EXPO 2005**.

We hope that you will take advantage of this opportunity to participate as an exhibitor and sponsor and help us make **ID•INFO EXPO 2005** another successful event!

Sincerely,

Michele Vise-Brown
Trade Show Manager

ID•INFO EXPO 2005 DAILY PROGRAM

MONDAY, SEPTEMBER 26

5:00 p.m. - 8:00 p.m. Registration

5:00 p.m. - 8:00 p.m. Exhibitor Set-up

TUESDAY, SEPTEMBER 27

8:00 a.m. - 5:00 p.m. Registration

9:00 a.m. - 12:00 p.m. Pre-Conference Seminar "Ask the Experts" panel [ADDITIONAL SEMINAR OFFERING]

Moderator: TBA

Session Summary: This session will provide newcomers to animal ID with an opportunity to ask questions about NAIS and the species working group plans to a panel of experts.

- Speakers TBA

9:00 a.m. - 12:00 p.m. Exhibitor Set-up

1:00 p.m. - 8:00 p.m. Exhibit Hall Open

1:00 p.m. - 5:00 p.m. Technology Seminar "Practical Technology Experiences"

Moderators: TBA

Session Summary: This session will feature speakers relating experiences with practical use of ID technologies and methods in the field.

- Speakers TBA

6:00 p.m. - 8:00 p.m. Reception in Exhibit Hall

WEDNESDAY, SEPTEMBER 28

7:00 a.m. - 5:00 p.m. Registration

8:00 a.m. - 9:30 a.m. Opening General Session – Keynotes

Moderator: TBA

Session Summary: This session will feature keynote speakers that will provide an update from the federal level on the NAIS and provide information on outstanding issues.

- National Animal ID System – U.S. Agriculture Secretary Mike Johanns (invited)
- Implementing the NAIS – Dr. John Clifford, USDA Animal and Plant Health Inspection Service, Veterinary Services
- Legislative perspective on funding and confidentiality of NAIS – (House and Senate representatives)

9:30 a.m. - 8:00 p.m. Exhibit Hall Open

9:30 a.m. - 10:00 a.m. Refreshment Break in Exhibit Hall

10:00 a.m. - 12:00 p.m. General Session II – NAIS Accomplishments and Future plans

Moderator: TBA

Session Summary: This session will provide an update on actual implementation efforts at the state and federal level, plus an overview of new species working group recommendations and outstanding issues.

- Current status of premises and animal ID legislation at the state level
- Current status on AIN allocation and distribution system
- Training and Outreach: a federal, state and industry cooperative effort
- Species Working group update
 - Poultry
 - Cervidea
 - Camelids
 - Equine

12:00 p.m. - 1:30 p.m. Lunch Break

ID•INFO EXPO 2005 DAILY PROGRAM

WEDNESDAY, SEPTEMBER 28 (cont'd)

- 1:30 p.m. - 3:00 p.m. **General Session III – Proposals to Expedite Implementation of NAIS - Panel Discussion**
Moderator: TBA
Session Summary: This session will provide the audience with the opportunity to ask a panel about private proposals that are being offered to expedite implementation of a national animal identification system in lieu of the USDA proposal.
- USDA speaker
 - NCBA speaker
 - NDHIA speaker
 - Others
- 3:00 p.m. - 3:30 p.m. **Refreshment Break in Exhibit Hall**
- 3:30 p.m. - 5:30 p.m. **Breakout Session – Pilot Project Updates**
Moderator: TBA
Session Summary: Attendees can select breakout sessions that will provide the latest findings from pilot projects that were conducted this past year.
- Cattle/Markets/Transporters/Processors
 - Swine
 - Sheep/Goats
 - Equine
- 6:00 p.m. - 8:00 p.m. **Reception in Exhibit Hall**

THURSDAY, SEPTEMBER 29

- 8:00 a.m. - 9:30 a.m. **General Session IV – Implementation Challenges**
Moderator: TBA
Session Summary: The focus of this session is to summarize outstanding technology and implementation issues that may impact species groups and different environments.
- Speakers TBA
- 9:30 a.m. - 1:30 p.m. **Exhibit Hall Open**
- 9:30 a.m. - 10:00 a.m. **Refreshment Break in Exhibit Hall**
- 10:00 a.m. - 12:00 p.m. **Breakout Session – Technology Opportunities**
Moderator: TBA
Session Summary: Attendees can select breakout sessions on current technology and new technologies being developed that can address various implementation challenges.
- Current Technology
 - High Frequency RFID
 - Biometrics
 - DNA
 - Solutions from Canada and Australia
- 12:00 p.m. - 1:30 p.m. **Lunch Break**
- 1:30 p.m. - 4:00 p.m. **Exhibitor Teardown**
- 1:30 p.m. - 3:00 p.m. **General Session V – Animal ID: Beyond Animal Health**
Moderator: TBA
Session Summary: This session will provide the audience with an overview of animal ID needs beyond the use for animal health.
- Retailers
 - Processors
 - Q & A Entire Panel
- 3:00 p.m. - 3:30 p.m. **Closing General Session**

ID•INFO EXPO 2005 SPONSOR INFORMATION

Sponsorship Levels

- **Platinum** \$10,000 and above
Receive four (4) complimentary registrations
- **Gold** \$5,000 – \$9,999
Receive three (3) complimentary registrations
- **Silver** \$2,500 – \$4,999
Receive two (2) complimentary registrations
- **Bronze** \$1,000 – 2,499
Receive one (1) complimentary registration

Sponsors will be recognized in the following ways:

1. Identification of sponsors in *animal agriculture*, NIAA's quarterly news publication.
2. Sponsor name and logo will appear in the on-site program.
3. Verbal acknowledgement of sponsors during the symposium.
4. Logo-link to your web site on the ID•INFO EXPO 2005 web page located at www.animalagriculture.org.

ID•INFO EXPO 2005 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 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 Trade Show 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 September 1, 2005. NO refunds after September 1, 2005.

Exhibitor Packets

Regency Exposition Services, Inc. will mail exhibitor packets upon NIAA's receipt of exhibitor registration form.

Liability and Theft

Exhibitor agrees to hold NIAA, subcontractors and the Crowne Plaza Hotel 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 Crowne Plaza Hotel will take reasonable precautions against damage or loss by fire, water, storm, other emergencies, or other.

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, September 26	5:00 p.m. – 8:00 p.m.
Tuesday, September 27	9:00 a.m. – 12:00 p.m.

Trade Show Hours of Operation

Tuesday, September 27	1:00 p.m. – 8:00 p.m.
Wednesday, September 28	9:30 a.m. – 8:00 p.m.
Thursday, September 29	9:30 a.m. – 1:30 p.m.

Exhibitor Teardown

Thursday, September 29	1:30 p.m. – 4:00 p.m.
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All questions should be addressed to:
Michele Vise-Brown, Trade Show Manager
National Institute for Animal Agriculture
1910 Lyda Avenue
Bowling Green, KY 42104-5809
Phone 270.782.9798 • Fax 270.782.0188
Email: mvisebrown@animalagriculture.org
Web site: www.animalagriculture.org

ID•INFO EXPO 2005 SPONSOR & EXHIBITOR INFORMATION

A) Sponsor/Exhibitor Combo Package

Sponsorship levels are:

- **Platinum** \$10,000 and above
Receives two (2) complimentary trade show exhibit spaces (8' x 10' space each) and four (4) complimentary registrations.
- **Gold** \$5,000 - \$9,999
Receives one (1) complimentary trade show exhibit space (8' x 10' space) and three (3) complimentary registrations.
- **Silver** \$2,500 - \$4,999
Receives one (1) complimentary trade show exhibit space (8' x 10' space) and two (2) complimentary registrations.

Sponsors/Exhibitors are recognized in the following ways:

1. Identification of sponsors in *animal agriculture*, NIAA's quarterly news publication.
2. A special "ID•INFO EXPO 2005 Sponsor" sign to display at your booth.
3. Sponsor name and logo will appear in on-site program.
4. Verbal acknowledgement of sponsors during the symposium.
5. Company contact information, logo and description in exhibitor directory.
6. Logo-link to your web site on the ID•INFO EXPO 2005 web page located at www.animalagriculture.org.

B) Exhibition Only

8' x 10' Exhibit Space - \$1,500 each - 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

C) Sponsorship Only

Sponsorship levels are:

- **Platinum** \$10,000 and above
Receives four (4) complimentary registrations
- **Gold** \$5,000 - \$9,999
Receives three (3) complimentary registrations
- **Silver** \$2,500 - \$4,999
Receives two (2) complimentary registrations
- **Bronze** \$1,000 - \$2,499
Receives one (1) complimentary registration

Sponsors will be recognized in the following ways:

1. Identification of sponsors in *animal agriculture*, NIAA's quarterly news publication.
2. Sponsor name and logo will appear in on-site program.
3. Verbal acknowledgement of sponsors during the symposium.
4. Logo-link to your web site on the ID•INFO EXPO 2005 web page located at www.animalagriculture.org.



**REGISTRATION FORM
ID • INFO EXPO 2005 SPONSOR & EXHIBITOR**

September 27-29 • Crowne Plaza Hotel • Chicago, Illinois, USA

Business/Organization [Name to appear in publications] _____

Primary Contact _____

Address _____

City _____ State _____ Zip Code _____

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 – \$9,999) [Three (3) complimentary registrations]

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

\$ _____ Silver Level (\$2,500 – \$4,999) [Two (2) complimentary registrations]

Name _____ Email _____

Name _____ Email _____

B) Exhibition Only (8' x 10')

\$ _____ 8'x10' exhibit space (\$1,500 each) [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 _____

C) Sponsorship Only (cont'd)

\$ _____ Gold Level (\$5,000 – \$9,999) [Three (3) complimentary registrations]

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

\$ _____ Silver Level (\$2,500 – \$4,999) [Two (2) complimentary registrations]

Name _____ Email _____

Name _____ Email _____

\$ _____ Bronze Level (\$1,000 – \$2,499) [One (1) complimentary registration]

Name _____ Email _____

PAYMENT OPTION
ID•INFO EXPO 2005 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 15, 2005** to ensure inclusion in directory.

Return by August 15, 2005 to:

ID•INFO EXPO 2005 • C/O: National Institute for Animal Agriculture
1910 Lyda Avenue • Bowling Green, KY 42104-5809 • FAX #: 270-782-0188 (Fed ID #: 61-1360046)

Exhibitors may also register online at www.animalagriculture.org.

Please send a copy of your logo to jjones@animalagriculture.org by September 1, 2005.