



**SEPTEMBER 13-15, 2010**  
**DALLAS CONVENTION CENTER**  
**DALLAS, TEXAS**

**REGISTER ONLINE AT**  
**WWW.DAIRYSHOW.COM**

PRESENTED BY:



**International Dairy Foods Association**  
 Milk Industry Foundation  
 National Cheese Institute  
 International Ice Cream Association

**BADGE INSTRUCTIONS:** Please type or print legibly or register online at [www.dairyshow.com](http://www.dairyshow.com). One registrant per form. Badge will admit you into exposition hall and all education sessions. The pre-registration deadline is **August 6, 2010**. To receive confirmation of registration, e-mail address or fax number must be provided. **If you do not receive confirmation within 48 hours**, please contact customer service at 708.786.4139 or [ids2010@compusystems.com](mailto:ids2010@compusystems.com).

**REGISTRANT**

FIRST NAME \_\_\_\_\_ LAST NAME \_\_\_\_\_

COMPANY \_\_\_\_\_ TITLE \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_  
(include country and area code) (include country and area code)

Check here if you do not want to receive promotional e-mails from exhibitors

**PRIORITY CODE:** **EXGST**

**How did you hear about the show?** (Please check one)  
 1. E-mail  3. Ad in magazine  5. Colleague  
 2. Brochure in mail  4. Web banner ad  6. Other

- Badge type** (Please check one)  
 Processor/Packer/Bottler  
 Distributor – Food/Beverage  
 Retailer/Food Service Operator  
 Import/Export Broker  
 Affiliated Association  
 Academic/Government Official  
 Student  
 Editorial Press

- If you are a Processor/Packer/Bottler, your primary products are:**  
 Cheese  Ice Cream and Novelties  
 Fluid Dairy  Fruit and Juice Beverages  
 Packaged Foods

- What particular types of products and opportunities are you seeking?** (Check all that apply)  
 Packaging Equipment  
 Flavorings and Ingredients  
 Consumer Trends  
 Processing Equipment  
 Sanitation and Food Safety  
 Sustainable Resources

- During what time frame will you make capital investment purchases based on what you see at this show?**  
 0-6 months  7-12 months  
 13-18 months  19-24 months

- Job Function** (Please check one)  
 CEO/Owner/President  Production  
 General/Corporate Mgt.  Engineering  
 Plant Operations  Purchasing  
 Sales/Marketing  Transportation  
 Research/Development  Food Safety  
 Corporate Chef  Sanitation  
 Guest/Family Member

- How much do you or your department spend/authorize per year on the purchase of processing equipment/services?**  
 Less than \$250,000  
 \$250,000 – \$500,000  
 \$500,000 – \$1 Million  
 Over \$1 Million

- Influence in buying decision?** (Please check one)  
 Final Decision Maker  
 Significant Influence  
 Some Influence in Final Decision  
 Research/Recommend New Products

**COMPLIMENTARY GUEST PASS PROVIDED BY:**

\_\_\_\_\_

**VISIT US AT BOOTH:**

\_\_\_\_\_

**REGISTRATION FEE**

Full Registration includes educational sessions, exhibit floor access and opening reception.

- Full Member/Affiliated Assn. \$275
  - Full Registration Non-Member \$350
  - Non-Exhibiting Supplier \$500
  - Non-Exhibiting Supplier (IDFA Business) \$75
  - Non-Exhibiting Supplier (Non-IDFA Business) \$75
  - IDFA Business/Child of IDFA Member \$75
  - Editorial Press\*\* Free\*\* Free\*\*
- \*\*Valid Press/Student ID required -- attach photocopy

**COMPLIMENTARY GUEST REGISTRATION**

(offer not valid for supplier registrations)

Subtotal Registration = **FREE**

**TICKETED EVENTS**

Must also register above. Opening reception tickets are included with full registrations.

- IDFA Opening Reception (Monday, September 13) Quantity \_\_\_\_\_ @ \$75 = \_\_\_\_\_

\*One ticket per registered delegate

Subtotal Events = \_\_\_\_\_

TOTAL AMOUNT DUE = \_\_\_\_\_

**HOTEL RESERVATIONS**

Please visit [www.dairyshow.com](http://www.dairyshow.com) to register for the show and make your hotel reservations.

Housing for the International Dairy Show is handled exclusively by OnPeak. For additional information about hotel reservations, please contact OnPeak at 866.401.4836 or [dairyshow@onpeakevents.com](mailto:dairyshow@onpeakevents.com).

**REGISTRATION PAYMENT**

DO NOT fax form if paying by CHECK.

Checks should be made payable to: **International Dairy Foods Association**

- Check **OR**  American Express  VISA  MasterCard

\*Credit card may not expire prior to September 15, 2010.

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_ CSV code \_\_\_\_\_

Print Name \_\_\_\_\_

Signature (must be provided as it appears on credit card to process)

**MAIL OR FAX COMPLETED FORM TO:**

P.O. Box 492  
 Brookfield, IL 60513-0492  
 Customer Service (8:30am-5:00pm CST):  
 Phone: 708.786.4139  
 Fax: 708.344.4444  
 E-mail: [ids2010@compusystems.com](mailto:ids2010@compusystems.com)

Registration forms must be received on or before **August 6, 2010**, to receive advance registration discounts. After this date, registrations will be processed at the on-site rate.

All programs are accessible to persons with disabilities. If you require special accommodations or auxiliary aids, please notify us of your needs in advance.

**CANCELLATIONS**

To receive a refund for payment of registration/social event tickets, notification must be received in writing no later than August 6, 2010. All cancellations will be subject to a \$25 processing fee. All registrations received after August 6, 2010, are non-refundable, but substitutions will be allowed.

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HOTEL	SINGLE	DOUBLE
1 ADOLPHUS HOTEL	\$189	\$189
2 CROWNE PLAZA DALLAS DOWNTOWN	\$145	\$145
3 HYATT REGENCY DALLAS AT REUNION*	\$189	\$199
4 SHERATON DALLAS*	\$169	\$169
5 WESTIN CITY CENTER DALLAS	\$169	\$169

**\*HEADQUARTER HOTEL**