

Exhibitor Registration Form

TWO-PAGE FORM, PLEASE COMPLETE BOTH PAGES

Register online at www.petfoodindustry.com/PFF2011.aspx#tab_1

PetfoodIndustry

PetfoodForum 2011

April 11-13, 2011

WATT
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NEW LOCATION! Renaissance Schaumburg (10 miles from Chicago's O'Hare airport)

NEW larger booths for exhibitors: now 10 feet wide by 10 feet deep.

Register by
February 15, 2011,
to **save**

Rate through February 15: US\$2,395

Rate after February 15: US\$2,550

Rate includes one complimentary representative per booth.*

Number of booths: 1 2 3 4

If you'd like more than four booths, please contact Steve Akins at +1.815.209.6444 or sakins@wattnet.net. Please note that applications and request for booth locations are accepted in the order received.

Please type or print CLEARLY, IN CAPITAL LETTERS (as you would like it to appear on your name tag):

Name (last, first) _____ Job title _____

Company name _____ URL _____

Address _____ City _____

State/province _____ Zip/postal code _____ Country _____

Phone _____ E-mail _____ Fax _____

Organizational function (e.g., marketing, management, R&D, etc.): _____

Industry segment (e.g., manufacturer, supplier, retailer, veterinarian, etc.): _____

Product segment (e.g., dry, wet, treats, etc., or equipment, ingredients, etc.): _____

Do you subscribe to *Petfood Industry* magazine? Yes No

Do you also wish to attend **Petfood Workshop: Safety First, April 13-14?** Yes No

Petfood Workshop registration through February 15, 2011: **US\$555** Petfood Workshop registration after February 15: **US\$655**

Note: Workshop rates are discounted for people also participating in Petfood Forum 2011.

BOOTH REPRESENTATIVES**—Please list the names and e-mails of all personnel from your company who will participate in Petfood Forum, and check the box for any who will also attend Petfood Workshop: Safety First. (See Workshop rates above.)

*If your company will be sending personnel **in addition to** the one complimentary representative per booth purchase, the rate per person is:

US\$730 through February 15, 2011 **US\$785** after February 15

Check if also attending Petfood Workshop:

Name (last, first) _____ E-mail _____

Name (last, first) _____ E-mail _____

Name (last, first) _____ E-mail _____

Name (last, first) _____ E-mail _____

Full registration includes all refreshment breaks, receptions and meals except dinner, plus access to all conference sessions and the exhibit hall.

** Substitute personnel from the same company may be sent; all personnel must be registered to enter Petfood Forum.

Don't forget to fill out the other side! >>>

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SHOW PROGRAM INFORMATION: Please fill out the information below how you would like it to appear in the Show Program. Information must be submitted no later than March 7, 2011 to be included in the Show Program.

Your description can be a maximum of 75 words. Anything longer will be edited. All other information will appear in the Show Program as you provide it, so please **PROOF CAREFULLY**.

Company name for Program _____

Company street address for Program _____

City, State, Postal Code, Country for Program _____

Phone # for Program _____ Fax # for Program _____

E-mail for Program _____ Company Web site for program _____

Contact person for Program _____

BOOTH DESCRIPTION: Please enter your booth description below how you would like it to appear in the Show Program. (75 word max)

Method of payment: Check Money order MasterCard VISA American Express Discover

Name on credit card _____ Card number _____

Signature _____ Expiration date _____

Please return this form with full payment (payable to Northern Illinois University) to:

Petfood Forum / Petfood Workshop 2011
c/o Registration Office
Outreach Services, Northern Illinois University
DeKalb, Illinois, USA 60115
Phone: +1.815.753.7922 Fax: +1.815.753.6900
Email: OutreachRegistration@niu.edu

FOR TRANSPORTATION FROM O'HARE AIRPORT

For special rates on a taxi, limo or shuttle, please **visit** www.petfoodindustry.com/PFF2011.aspx#tab_5, **e-mail** OutreachRegistration@niu.edu or **call** +1.815.753.7922. **We recommend you reserve your ground transportation in advance.**

PLEASE MAKE HOTEL RESERVATIONS DIRECTLY WITH THE RENAISSANCE SCHAUMBURG

Call +1.800.468.3571 or visit www.marriott.com/hotels/travel/chirs?groupCode=watwata&app=revslink&fromDate=4/9/11&toDate=4/15/11
To receive a special group rate, please contact the hotel prior to March 11, 2011, and identify yourself as a Petfood Forum or Petfood Workshop 2011 participant (or use the name Watt). **Room availability is limited; reservations will be handled on a first come, first served basis.**

NOTE: Registrations will not be processed without payment; rate is determined by date payment is received. Prior to February 15, 2011, attendee registration fees are refundable minus a cancellation fee; contact OutreachRegistration@niu.edu or +1.815.753.7922. Substitution of registered personnel at no charge. Watt Media reserves the right to substitute speakers and change schedule as necessary. If anyone in your party requires special assistance, please contact us.

Don't forget to fill out the other side! >>>