



April 2-4, 2012 • Renaissance Schaumburg, Schaumburg, Illinois, USA

Exhibitor Registration Form

TWO-PAGE FORM, PLEASE COMPLETE BOTH PAGES

Register online at www.petfoodindustry.com/PFF2012.aspx

Registration date	Registration fee
Through February 1, 2012	US\$2,515
After February 1, 2012	US\$2,680



Rate includes one complimentary representative per booth.*

Each booth is 10 feet wide by 10 feet deep. Please choose number of booths: 1 2 3 4

For more than four booths, please contact Karen Blandford-Anderson, +1.603.432.9290 or kanderson@wattnet.net.

Applications and requests 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: New Product Development, April 4-5? Yes No

Petfood Workshop registration through February 1, 2012: **US\$585** Petfood Workshop registration after February 1, 2012: **US\$690**

Note: Workshop rates are discounted for people also participating in Petfood Forum 2012.

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: New Product Development. (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\$770 through February 1, 2012 **US\$920** after February 1, 2012

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.



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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 February 15, 2012 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 card _____ Billing address _____ City _____ Zip _____

Card number _____ Signature _____ Expiration date _____

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

Petfood Forum / Petfood Workshop 2012
 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 CHICAGO AIRPORTS

For special rates on a taxi, limo or shuttle, please visit www.petfoodindustry.com/PFF2012.aspx, email outreachregistration@niu.edu or call +1.815.753.7922. **For the best rates and service, please reserve your ground transportation in advance.**

HOTEL RESERVATIONS

Please make reservations directly with the Renaissance Schaumburg. Call +1.800.468.3571 or visit <http://www.marriott.com/hotels/travel/chirs?groupCode=wapwapa&app=resvlink&fromDate=3/31/12&toDate=4/6/12>. To receive the special group rate, contact the hotel by March 3, 2012, and say you are with Petfood Forum, Petfood Workshop or Watt. Room availability is limited.

Rooms are also available at a special rate for Petfood Forum or Workshop participants at the Embassy Suites, just two blocks away. Free transportation will be provided between the two hotels on a regular basis throughout each day and evening. To reserve your room at the Embassy Suites, call +1.847.241.5415 or visit http://embassysuites.hilton.com/en/es/groups/personalized/C/CHISBES-WAT-20120330/index.jhtml?WT.mc_id=POG.

NOTE: Registrations will not be processed without payment; rate is determined by date payment is received. Prior to February 1, 2012, 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! >>>