



Where the Industry Does Business

Petfood Forum



April 15-17, 2013

Renaissance Schaumburg
Hotel & Convention Center
Schaumburg, Illinois

Receive 15% off

when you register by Feb. 1

PROMO CODE: MAIL14

PetfoodIndustry **WATT**

<http://petfoodforum.petfoodindustry.com>

Petfood Forum 2013 • April 15-17, 2013

Renaissance Schaumburg Hotel & Convention Center

About Petfood Forum

For more than 20 years, Petfood Forum has been the premier, exclusive event for the worldwide petfood industry. This year's event promises to be bigger and better than ever!

Don't miss Petfood Forum 2013 for the latest information and knowledge from leading petfood industry experts. Plus, you'll enjoy many opportunities to network with colleagues and visit with key suppliers. More than 1,500 petfood professionals came to the show in 2012.

The petfood industry continues to grow. Consumers are still purchasing premium petfood products and Packaged Facts forecasts the petfood industry will continue on this pattern of increased growth, even as other retail industries decline.



Petfood Forum is:

- The place where industry professionals from all over the world come together to learn, network, discover and share.
- Where industry experts come to interact with the nation's top decision makers, small business experts and government representatives.
- Where the voices of hundreds of industry professionals come together under one roof to do business.
- An opportunity for relationship building the old-fashioned way, face-to-face.
- Where attendees and exhibitors make connections and position themselves to take their business to the next level.

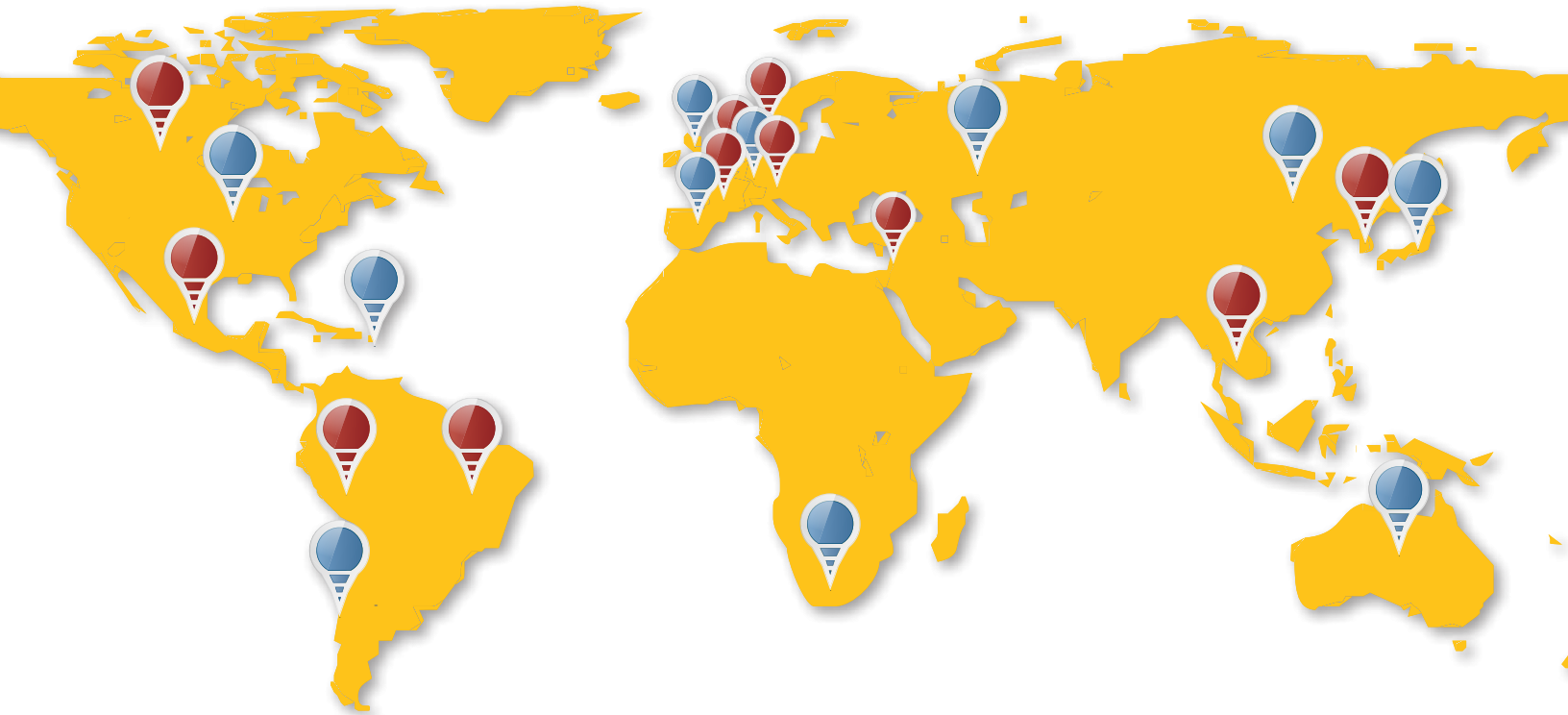
About the Venue

The Renaissance Schaumburg, a luxurious AAA four-diamond hotel, is conveniently located just 10 miles west of O'Hare International Airport. The Convention Center offers comfortable, modern meeting space and a large exhibit hall. The Petfood Forum exhibit hall is located in the Convention Center, equipped to comfortably host 200+ suppliers in one convenient location. Plus, you'll enjoy proximity to dining and shopping at destinations such as Woodfield Mall, Streets of Woodfield, IKEA and many more.

Visit our website for updates and information about Petfood Forum 2013

<http://petfoodforum.petfoodindustry.com>





Attendees include petfood professionals from these countries:

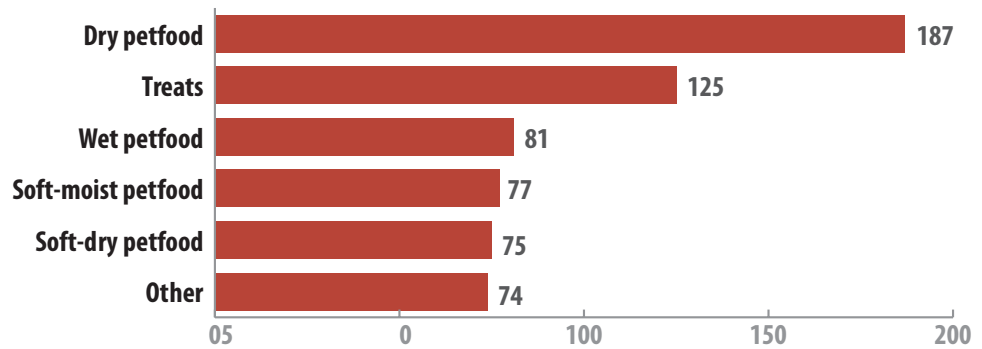
- | | |
|--------------------|-------------------|
| Australia | Japan |
| Austria | Mexico |
| Brazil | Netherlands |
| Canada | Norway |
| Chile | Peru |
| China | Republic of Korea |
| Denmark | South Africa |
| Dominican Republic | Spain |
| France | Thailand |
| Germany | United Kingdom |
| Israel | United States |



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Types of products manufactured or distributed



Who attends Petfood Forum?

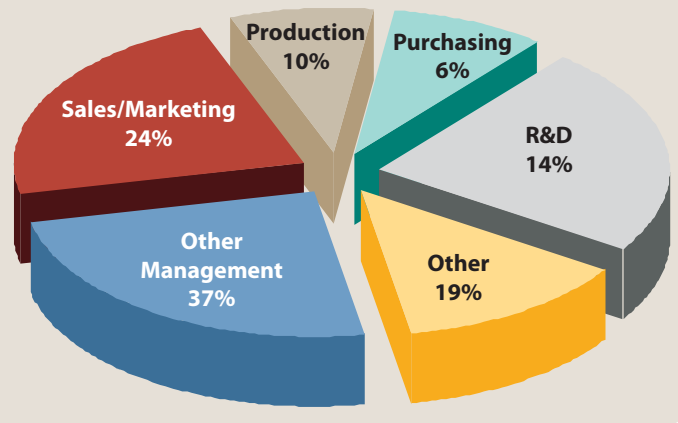
Professionals that make up the global petfood industry and leading suppliers who want to reach the broadest spectrum of industry decision makers. This includes professionals from c-level management, quality, R&D, marketing, nutrition, packaging technology, retail and more. Products and technologies represented at Petfood Forum range from pet treats to packaging. If you are associated with the petfood industry in any way, you should be at Petfood Forum.

Why attend Petfood Forum?

Petfood Forum takes place only one time per year, serving as the industry professional's one-stop-shop opportunity to explore the latest in new products and technology. Your customers, your suppliers, and your competition will be there. You should be there too. Petfood Forum is your opportunity to meet key decision makers, get answers to your questions, analyze your challenges, and develop a stronger, more productive relationship with your current customers and key prospects.

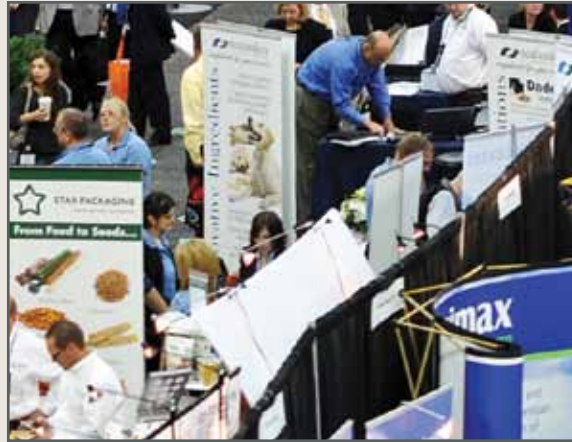
Each year, more than 1,500 professionals from around the world attend Petfood Forum.

Attendees by job function



Learn how to grow your business during educational sessions

Take the opportunity to learn from your peers and potential customers about how trends will impact your business as the petfood market continues to grow and evolve. Your registration includes more than 25 conference sessions, led by industry professionals. Learn what's important to today's petfood professionals, which will enable you to better serve them. You'll also have a chance to network during the social functions.



Sample companies of Petfood Forum attendees

- | | | | |
|---|---------------------------------------|---|--------------------------------|
| 3M Company | Complete Natural Nutrition | Land O'Lakes Purina Feed | Pro-Pet, LLC |
| Acadian Agritech | Crosswind Petfoods | Lansing Trade Group | Redbarn Pet Products |
| Adamson | Dad's Pet Care | Lonza, Inc | Rolf C. Hagen Inc. / Nutrience |
| Affinity Petcare SA | Danisco | Lotus Pet Foods, Inc. | Royal Canin USA |
| Agri Feed | Del Monte Foods | Menu Foods | Safe Pet Concepts Inc |
| AgriTrade International, LLC | Diamond Pet Food Company | Mini Bruno NA | Saturn Petfood GmbH |
| AlcheraBio LLC | Diversified Ingredients | Mogiana Alimentos | Sergeants Pet Care Products |
| All Star Trading | Dresen Quimica | Mountain Country Foods | Shintoa Corporation |
| Alltech | DuPont C&F | Muenster Milling Co., Inc. | Simmons Petfood Inc |
| American Nutrition, Inc. | E.T. Horn Company | Mulligan Stew Pet Food | Sirius Nutrition, LLC |
| American Products
Manufacturers | Elmira Pet Products Ltd. | National Institute of
Animal Science | Sobeys Inc. |
| ANFALPET | Evonik Degussa Corporation | National Rice Company | Solae LLC |
| Australian Pet Brands | Fat-Cat Fish Company | Natura Pet Products, Inc. | Stella & Chewy's, LLC |
| Aveka Manufacturing, Inc. | FDA | Natural Balance Pet Foods, Inc. | Sunshine Mills, Inc. |
| B&B-MAF LP | Food Safety Validation, LLC | Nature's Variety | Target |
| Badger Ingredients, Inc. | Geo. Pfau's Sons Co. Inc. | Nestle Purina | Texas A&M University |
| Bill Barr & Co Inc | Glanbia Nutritionals | Nippon Pet Food Co., Ltd | The Blue Buffalo Co |
| Bio Biscuit Inc | Haarslev Industries | Nosan Corporation | The Iams Company |
| Bioiberica | Halo, Purely for Pets, Inc | Novus International | The Kroger Company |
| BioOregon Protein | Hamlet Protein A/S | Nueva Tecnologia
En Alimentacion | The Nutro Company |
| Blue Buffalo Company, LTD | Hampshire Pet Products | NutraPet Systems LLC | Total Alimentos S.A. |
| Blue Seal Feeds | Hill's Pet Nutrition, Inc. | Nutreco Canada Inc | Trilogy International Inc. |
| Brazilian Pet Foods/Nutriara | Inaba Pet (Thailand) Co., Ltd. | Nutripro | Triple T. Foods, Inc. |
| Breeder's Choice Pet Foods | Ingredient Supply Corp. | Ohio Pet Foods, Inc | Tuffy's Pet Foods |
| Cantox Health Sciences
International | International Pet Food
Ingredients | P&G Pet Care | Unicharm PetCare Corporation |
| Cargill Incorporated | Interstates Companies | Perfect Companion
Group Co, Ltd | University of Arkansas |
| Castor & Pollux Pet Works | Iowa State University | Pet Empawrium, Inc. | University of Illinois |
| Champion Petfoods | ITW Zip Pak | PetCom | University of Kentucky |
| Charoen Pokphand Foods | Johnsonville Sausage | Picart | US Poultry & Egg Association |
| Coating Excellence Intl | Kahle Bros. | Pilgrims Pride Corp. | VELCRO USA INC |
| Commodity Specialists
Company | KapStone Paper & Pkg Corp | PLB International | Wellpet, LLC |
| | Kelly Foods | | |
| | Kennelwood Inc | | |

Schedule

TUESDAY, APRIL 16

OPENING KEYNOTE 8:30 – 9:30 AM

Assistance Dogs and Programs

Learn more about assistance dogs and their value to their owners. Paralympian Kerri Morgan will also discuss organizations that provide these dogs, such as C.H.A.M.P. (Canine Helpers Allow More Possibilities), a program with which she works in her classes and that provided Twix to her.



Kerri Morgan, Paralympian and bronze medal winner, London 2012 games

GENERAL SESSION 9:30 – 10:30 AM

US petfood market outlook and trend report

Get an overview of the US petfood market and where it's headed, including the trends currently driving its progress. These trends encompass the continuing growth and consumer interest in natural and organic pet products, including nutraceutical treats and supplements and their link to petfood.



David Lummis, senior pet market analyst, Packaged Facts

CONCURRENT SESSIONS 1:30 – 2:10 PM

Nanotechnology and petfood

Learn the basic principles of nanotechnology, what makes nanotechnology particles so different in their applications and why regulatory agencies are interested in being apprised of intended uses.



NUTRITION
Dr. George Burdock, president, Burdock Group

How to reach emerging consumer markets

Zoom in on emerging trends and markets here in North America and learn how to maintain higher margins and tap into the emerging wealth and interest in pets around the world. This session offers an innovative route around stagnation.



MARKETING/PACKAGING
Jim Adams, managing director, Venture Catalysts

What you need to know about FSMA and FSVP

An update on new regulations for petfoods stemming from the Food Safety Modernization Act (FSMA), including a key component of the law, the Foreign Supplier Verification Program (FSVP), overseeing all imported ingredients and food products. Plus, learn how to manage requirements for product tracking and how to maximize your ROI.



SAFETY/PROCESSING
Dr. David Acheson, managing director of food and import safety, Leavitt Partners; and former associate commissioner for foods, US Food and Drug Administration (FDA)

CONCURRENT SESSIONS 2:15 – 2:55 PM

Grain-free formulations and processing with dehydrated potatoes

Learn more about the role of starch functionality of dehydrated potato ingredients in the design and processing of grain-free petfood products, one of the industry's fastest growing categories. Dr. Bello will introduce new ingredients and describe how and why to use the rapid visco-analyzer, a tool for measuring starch viscosity and predicting starch functionality of these ingredients during extrusion.



NUTRITION
Dr. Tony Bello, CEO, Heritage Agro-Allied Foods

Brazil's petfood market

Join us for an explanation of how Brazil is poised to become the world's second largest petfood market. Get answers to questions such as, what did they do to get where we are today? What has happened in the economy during the last few years that has pushed Brazil's position from the backstage of the world to a major player, and how have these changes affected the petfood market and consumers' attitudes and behavior?



MARKETING/PACKAGING
Madalena Spinazzola, strategic planning and corporate manager, Premier Pet

Reducing petfood waste: case studies for petfood producers

A look at case studies on how petfood producers have reduced waste from deformed and broken kibble by 3900% and protected against recalls with automated batching process controls systems that detail the path of raw ingredients through the production process.



SAFETY/PROCESSING
Jonathan Thorn, director of technology; Matt Craig, industry director – food & petfood group, Mac Process

CONCURRENT SESSIONS 3:30 - 4:10 PM

Nutritional management of cognitive dysfunction in senior dogs

This session will summarize the relevance of cognitive dysfunction in the canine population and significant findings on effectively managing this condition through dietary intervention. The presentation will help you in developing petfoods that target specific physiological states or therapeutic purposes.



NUTRITION
Dr. Maria Cattai de Godoy, postdoctoral research associate, University of Illinois Department of Animal Science

Global petfood market update

Get the latest data, trends and projections for the global petfood market. Plus an explanation of why the market continues to grow, especially in emerging regions such as China, Latin America and Eastern Europe.



MARKETING/PACKAGING
Paula Flores, head of pet care research, Euromonitor International

Scientific validation of extrusion study for petfood safety

Get an up-close introduction and explanation of the core principles of petfood extrusion validation, complete with a step-by-step analysis of protocol variability and a review of the industry's first applicable scientific study. This presentation will focus on specific deficiencies within typical food safety programs and validation strategies, including dispelling various myths.



SAFETY/PROCESSING
Will Henry, director of technology R&D, Extru-Tech Inc.

CONCURRENT SESSIONS 4:15 – 4:55 PM

Performance-driving parameters in dog food palatants

This session will identify important parameters with direct correlations to consistent performance of dog palatant products, including how petfood ingredient suppliers, manufacturers and distributors can develop key measures to ensure delivery of high-quality and safe petfoods to consumers.



NUTRITION

Bola Oladipupo, manager and team lead of analytical chemistry, AFB International

Connect with petfood customers at the point of purchase

Duo experts will share tips and insights on how to connect with petfood shoppers at the point of purchase through packaging and retail promotions. The presentation will deconstruct the retail environment and add a behavioral twist to understanding how people shop the category and what messages have the best chance to break through.



MARKETING/PACKAGING

James Fraser, vice president; and Matthew Diamond, vice president, Hunter Straker



Can you achieve the petfood safety objective of zero *Salmonella*?

Learn strategies to achieve the food safety objective of zero *Salmonella*, including specifics related to cleaning and sanitation programs, cross-contamination prevention, microbiological control systems, validation of thermal kill steps, Six Sigma methods and metrics.



SAFETY/PROCESSING

James V. Giranda, VP of food safety and quality systems, American Nutrition Inc.

WEDNESDAY, APRIL 17

CONCURRENT SESSIONS 8:30 – 9:10 AM

Innovative ingredients for pet health

Learn more about research-based evidence on innovative petfood ingredients that can help promote health or treat disease. Highlighted are some of the most common therapeutic ingredients as well as novel, up-and-coming ones, their possible health benefits and the inclusion rate required for a therapeutic benefit.



NUTRITION

Jennifer Adolphe, nutritionist and formulation manager, OmniPet Nutrition

A sensory approach to dry dog food

Get a well-rounded introduction to the sensory analysis approach in petfood studies, including insight to the acceptance of dry dog food by pet owners. These findings indicate consumers may better accept visually stimulating products, while aromatic composition plays an important role as well.



MARKETING/PACKAGING

Dr. Kadri Koppel, research assistant professor, Kansas State University Department of Human Nutrition

Use today's technology to monitor and verify for petfood safety

This session offers tools for professionals managing petfood safety systems, such as hazard analysis and critical control points (HACCP), to perfect the systems and make them more trustworthy. These tools include innovative technologies — such as smart phones, GPS footprints, cloud storage, RFID and intelligent web-cams — becoming available for monitoring and verification by petfood and ingredient industrialists.



SAFETY/PROCESSING

Dr. David Rosenblatt, director of training, Sher Consulting and Training

CONCURRENT SESSIONS 9:15 – 9:55 AM

How pyrophosphates impact cat food palatability

Be there as our expert presents results of a study investigating the role of a key ingredient (pyrophosphates) in cat palatability, using a multi-dimensional approach combining long-term feeding behavior studies, sensory measurement and molecular biology. The results of this study have established the unique and robust preference of cats for pyrophosphates and led the company to identify candidate taste receptors for these ingredients.



NUTRITION

Dr. Cécile Nicéron, R&D health and nutrition manager, SPF

Active, antimicrobial packaging for petfood

Learn more about the latest research on petfood and packaging interactions as well as packaging technology, including biopolymer packaging, that helps keep petfood safe.



MARKETING/PACKAGING

Dr. Kay Cooksey, professor and Cryovac chair, Clemson University Department of Packaging Science

GFSI and petfood safety

This session provides an overview of the Global Food Safety Initiative (GFSI), why companies like Cargill support and belong to it and how it can benefit petfood manufacturers looking to improve their petfood safety systems and comply with new regulations.



SAFETY/PROCESSING

Dave Harlan, director of global animal health & food safety, Cargill

Schedule (continued)

WEDNESDAY, APRIL 17 (continued)

CONCURRENT SESSIONS 10:30- 11:10 AM

New findings: novel petfood ingredients for kidney and urinary tract health

Our expert will discuss the role of nutrition in the management of kidney disease and feline lower urinary tract disease, reviewing the efficacy of newer novel compounds for dietary management of these conditions based on scientific literature and recent animal trials.



NUTRITION

Dr. Karen Wedekind, manager/researcher for the comparative animal nutrition group, Novus Nutrition Brands

Using technology to support customers and your bottom line

An illustrative look at the changing demands consumers have when it comes to support of products they buy for their pets and how your company can alter your customer interactions to meet those expectations. By being prepared to respond to urgent demands, even after hours, so your customers don't turn to social media for answers, you can distinguish your company and improve brand loyalty with state-of-the-art customer support.



MARKETING/PACKAGING

Dr. Melissa Brookshire, president, North River Enterprises

Stabilization technology delivers palatability throughout petfood shelf life

An up-close look at an innovation in stabilization technology that provides a dual benefit to palatant performance: directly by protecting palatability and indirectly by contributing antioxidants to the overall oxidation stabilization program. This, in turn, helps minimize loss of palatability caused by autoxidative deterioration.



SAFETY/PROCESSING

Dr. Lynn Deffenbaugh, worldwide product manager for palatants, Nutrisurance division, Kemira

CONCURRENT SESSIONS 11:15 – 11:55 AM

Applying nutrigenomics to pet obesity

Learn how to understand the cross talk between nutrients and genes to better manage companion animal obesity and the conditions associated with it. The presentation will provide an overview of the etiology of the disease.



NUTRITION

Dr. Katherine Kerr, post-doctoral researcher, University of Illinois

Focusing on a market niche

A case study of how a small manufacturer of natural petfoods developed its business strategy, market niche and tactics to succeed on retail shelves around the world.



MARKETING/PACKAGING

Anthony Giudice, vice president, Weruva International

Sampling and testing for pathogens

A critical component of any food safety plan is to identify and minimize the potential for microbial contamination in the processing environment, and this presentation will help you do that in your own facility. Learn strategies for reducing microbial risks in petfood processing, such as determining sampling sites, frequencies, types and zoning; evaluating testing technologies, interferences and application; and corrective action planning.



SAFETY/PROCESSING

Kristen Dixon, general manager and VP, Chestnut Labs

CLOSING KEYNOTE 12:00 – 1:15 PM

Key learnings from the Human Animal Bond Research Initiative (HABRI) and HABRI Central

Bob Vetere, president of the Human Animal Bond Research Initiative (HABRI) and also of the American Pet Products Association, will close out Petfood Forum 2013 during lunch, with key learnings from HABRI's work to date, including from research compiled by HABRI Central, an online resource for studies about the human-animal bond and how it benefits both people and pets. The initiative's work to date has produced findings in seven key areas showing the positive effect pets have on people.



Bob Vetere, president, Human Animal Bond Research Initiative

More than
90%

of attendees said they would recommend Petfood Forum to a colleague.

Schedule Planner

MY MONDAY ITINERARY:

- 12:00 PM – 7:00 PM **Registration/Check-in**
- 12:00 PM – 7:30 PM **Exhibitor Setup**
- 5:30 PM – 7:30 PM **Opening Reception**

MY TUESDAY ITINERARY:

- 7:30 AM – 8:30 AM **Complimentary Breakfast**
- 8:30 AM – 9:30 AM **Keynote: Kerry Morgan, Paralympian**
- 9:30 AM – 6:30 PM **Exhibit Hall & Networking Lounge Open**
- 9:30 AM – 10:30 AM **General Session: US Petfood Market Outlook and Trend Report**
- 10:00 AM – 12:00 PM **Visit therapy and assistance dogs from C.H.A.M.P.**
- 10:30 AM – 11:00 AM **Coffee Break in Exhibit Hall**
- 11:00 AM – 12:00 PM **Visit Exhibit Hall Booths**
- 12:00 PM – 1:00 PM **Complimentary Lunch**
- 1:30 PM – 2:10 PM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 2:15 PM – 2:45 PM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 2:55 PM – 3:30 PM **Coffee Break in Exhibit Hall**
- 3:30 PM – 4:10 PM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 4:15 PM – 4:55 PM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 4:55 PM – 6:30 PM **Reception in Exhibit Hall**
- 5:45 PM – 6:30 PM **Poster Reception in Exhibit Hall**

MY WEDNESDAY ITINERARY:

- 7:30 AM – 8:30 AM **Complimentary Breakfast**
- 8:30 AM – 12:00 PM **Exhibit Hall & Networking Lounge Open**
- 8:30 PM – 9:10 AM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 9:15 AM – 9:55 AM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 10:30 AM – 11:10 AM **Coffee Break in Exhibit Hall**
- 11:15 AM – 11:55 AM **Session**
 - 1st Choice _____
 - 2nd Choice _____
 - 3rd Choice _____
- 12:00 PM – 1:15 PM **Complimentary Lunch and Closing Keynote**
- 12:00 PM – 10:00 PM **Exhibitor Tear Down**

Extend Your Stay

Petfood Workshop: World of Ingredients

April 17-18



Immediately following Petfood Forum 2013, **Petfood Workshop: World of Ingredients** presents an in-depth, hands-on seminar on all things ingredients. Learn from industry experts during keynote presentations, roundtables and small, interactive group breakout sessions. You'll also be able to meet and network with other formulators, ingredient purchasing managers or people in roles similar to yours.

Petfood Forum 2013 • April 15-17, 2013
Renaissance Schaumburg Hotel & Convention Center

Space is limited – register today



Don't miss the opportunity to meet new prospects and strengthen your customer base at Petfood Forum.

Hotel rooms have been blocked at a discounted rate for registered guests of Petfood Forum. Rooms fill up fast, so early Petfood Forum registration is recommended.

Embassy Suites

1-847-397-1313

1939 North Meacham Road, Schaumburg, Illinois, 60173

http://embassysuites.hilton.com/en/es/groups/personalized/C/CHISBES-PET-20130415/index.jhtml?WT.mc_id=POG

SpringHill Suites by Marriott Chicago Schaumburg

1550 McConnor Parkway, Schaumburg, IL 60173

Phone: 847-230-2590

<http://www.marriott.com/hotels/travel/chisg?groupCode=PETPETB&app=resvlink&fromDate=4/14/13&toDate=4/20/13>

Renaissance - Hotel rooms are sold out.

If you want to check with the Renaissance and see if it has had any cancellations during Petfood Forum, you can do so by calling +1.800.468.3571

1551 N. Thoreau Dr. • Schaumburg, Illinois 60173 USA

www.marriott.com/hotels/travel/chirs-renaissance-schaumburg-convention-center-hotel/



Transportation to and from airports

Each year Petfood Forum arranges with several taxi, shuttle and limo companies to provide special rates to and from O'Hare and Midway airports. We have already arranged for a special rate with a shuttle service, Go Airport Express. Arrangements can be made from either O'Hare or Midway Airport in Chicago. Advance reservations can be made:

- Online at www.AirportExpress.com using the code "PETFOOD"; or
- By phone at +1.800.284.3826 using the code "PETFOOD."

To receive these rates or the special rates we set up with any ground transportation service, please reserve your transportation in advance.



Attendee Registration Form

Register online at <http://petfoodforum.petfoodindustry.com>

April 15-17, 2013
Renaissance Schaumburg Convention Center, Schaumburg, Illinois, USA

April 17-18, 2013

Petfood Industry WATT

Registration date	Petfood Forum only	Petfood Workshop only	Petfood Workshop <i>(discounted rate if also registered for Forum)</i>
Through February 1, 2013	US\$1,035	US\$775	US\$615
After February 1, 2013	US\$1,195	US\$915	US\$725

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

Petfood Forum group discount available to five or more attendees.

For more information, e-mail OutreachRegistration@niu.edu or call +1.815.753.7922.



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.): _____

Is this your FIRST year at Petfood Forum? Yes No Do you subscribe to *Petfood Industry* magazine? Yes No

Do you also wish to attend Petfood Workshop: World of Ingredients, April 17-18? Yes No

ADDITIONAL ATTENDEES—same rates above apply.

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 _____

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

Name on card _____ Billing address _____ City _____ Zip _____

Card number _____ Signature _____ Expiration date _____

PROMO CODE _____

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

Petfood Forum / Petfood Workshop 2013

c/o Registration Office

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Fax: +1.815.753.6900

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FOR TRANSPORTATION FROM CHICAGO AIRPORTS

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

PLEASE MAKE HOTEL RESERVATIONS DIRECTLY WITH THE RENAISSANCE SCHAUMBURG

Please make reservations directly with the Renaissance Schaumburg. Call +1.800.468.3571 or visit <http://www.marriott.com/hotels/travel/chirs?groupCode=wabwaba&app=resvlink&fromDate=4/12/13&toDate=4/20/13>. To receive the special group rate, contact the hotel by March 15, 2013, and say you are with Petfood Forum, Petfood Workshop. **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 +1.847.397.1313 or visit http://embassysuites.hilton.com/en/es/groups/personalized/C/CHISBES-PET-20130415/index.html?WT.mc_id=POG.

NOTE: Registrations will not be processed without payment; rate is determined by date payment is received. Prior to February 1, 2013 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.

WATT

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ROUTE TO:

- C-Level Management
- Trade Show Managers
- Marketing
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Keep up with Petfood Forum news and win prizes

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