

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: MAIL13

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 exhibitors make connections and position themselves to take their business to the next level.

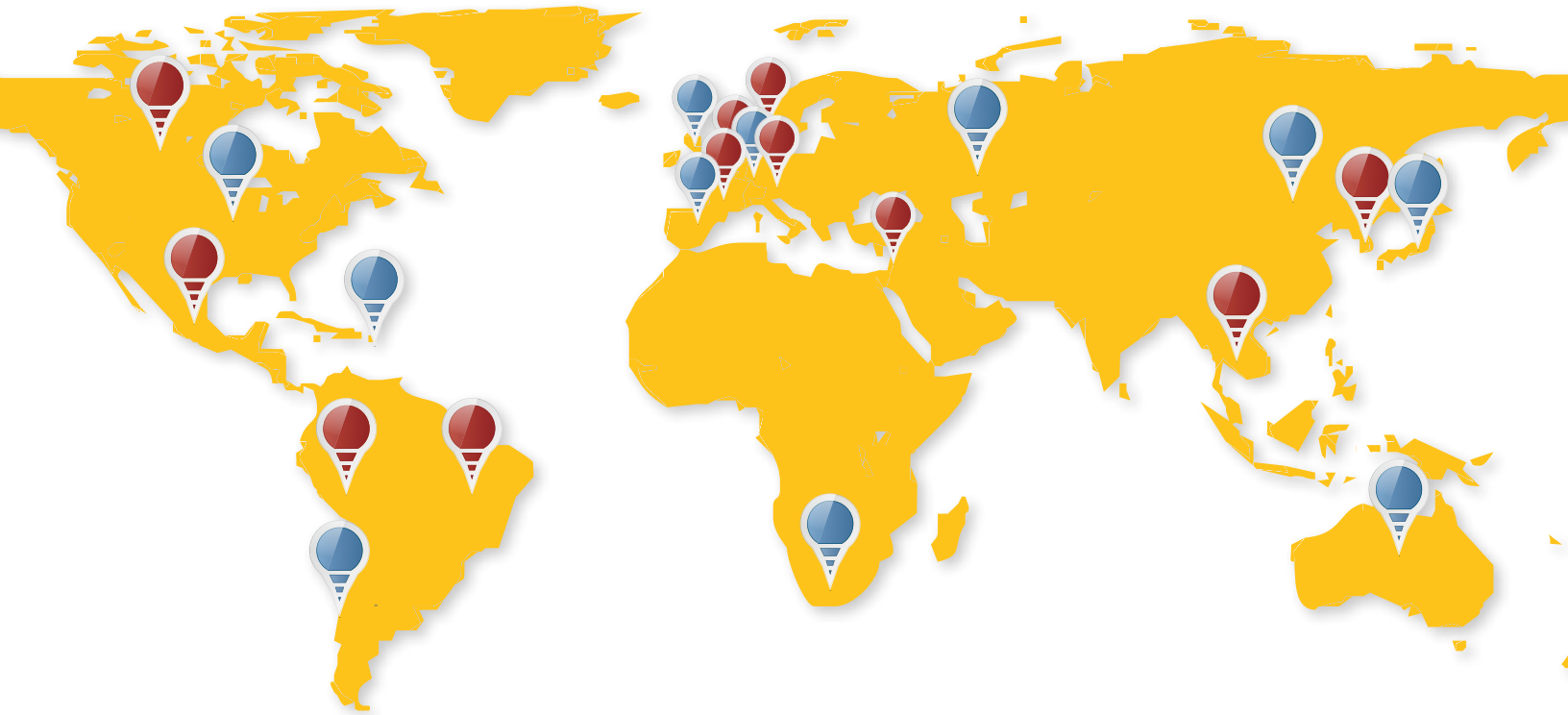
About the Venue

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>



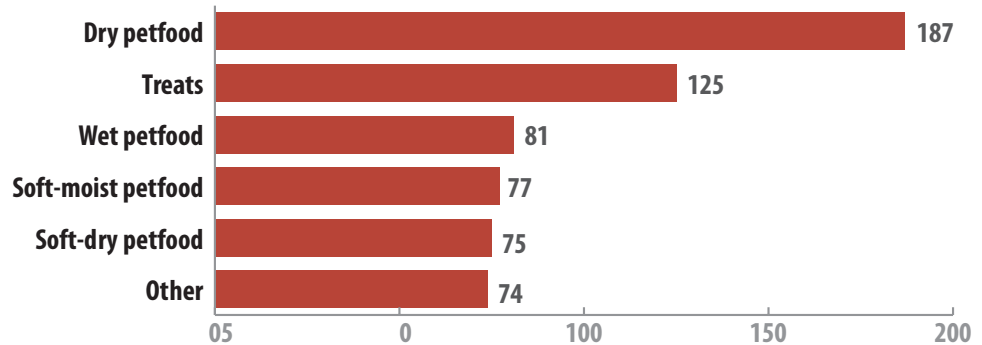


Attendees include petfood professionals from these countries:

- | | |
|--------------------|-------------------|
| 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 |



Types of products manufactured or distributed



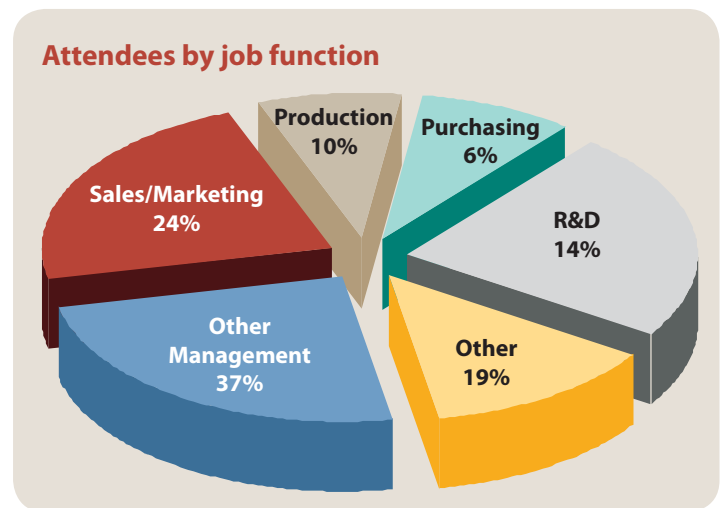
Who exhibits at Petfood Forum?

Companies and leading suppliers who want to reach the broadest spectrum of industry decision makers. Products and technologies represented at Petfood Forum range from pet treats to packaging technology, and more. If an industry professional can use it, it should be at Petfood Forum.

Why exhibit at 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. Attendees will look to you as a supplier partner, helping them to streamline operations and increase productivity and profitability in a rapidly changing marketplace. Petfood Forum is your opportunity to meet key decision makers, ask questions, analyze their challenges, offer personalized solutions 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.



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 exhibitor 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.



Included in the booth fee

- 10' x 10' exhibit space
- Booth drape (8' at back, 3' on the sides)
- Company identification sign
- Carpeted booth
- Table and two (2) chairs
- Detailed company listing in the Petfood Forum 2013 Show Program Directory
- One (1) conference badge per 10' x 10' booth and discounted full-conference badges for additional booth representatives

Traffic-building incentives

- Daily food and beverage functions in the exhibit hall
- Reception in the exhibit hall
- Exhibit hall walk-around program with incentives to visit every booth
- Exhibit hall hours designed for maximum flow
- Cyber café, charging stations, and many other traffic builders inside the exhibit hall
- More space! For the second consecutive year, we've expanded the booth space to accommodate even more attendees

Pre-show promotional opportunities (for purchase)

- Access to the pre-registered attendee mailing list via *Petfood Industry* email capabilities
- Advertising in pre-show issues of *Petfood Industry* (February & March 2013)
- Sponsorship opportunities for additional visibility (contact your *Petfood Industry* sales professional for more details)
- Use of the official Petfood Forum event logo in your marketing materials

Post-show promotion opportunities

- Access to the attendee mailing list
- Advertising and promotion in post-show issues of *Petfood Industry*
- Post-show attendee statistical data

83% of Petfood Forum Exhibitors Returned in 2012

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

Gain-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 TBD

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

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.

Exhibitor Registration Form

TWO-PAGE FORM, PLEASE COMPLETE BOTH PAGES

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

All information must be completed to process registration.



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

Registration date	Registration fee
Through February 1, 2013	US\$2,640
After February 1, 2013	US\$3,106

Rate includes one complimentary representative per booth.*



PLEASE TYPE OR PRINT CLEARLY AS YOU WOULD LIKE YOUR INFORMATION TO APPEAR IN THE SHOW PROGRAM:

Information must be submitted no later than February 1, 2013 to be included in the Show Program.

Exhibiting Company Name _____

Company Street Address _____

City, State, Postal Code, Country _____

Phone # _____ Fax # _____

E-mail for Program _____ Company Website _____

Contact Person for Program _____

Will the contact person be attending Petfood Forum? Yes No Will the contact person be the show floor contact? Yes No

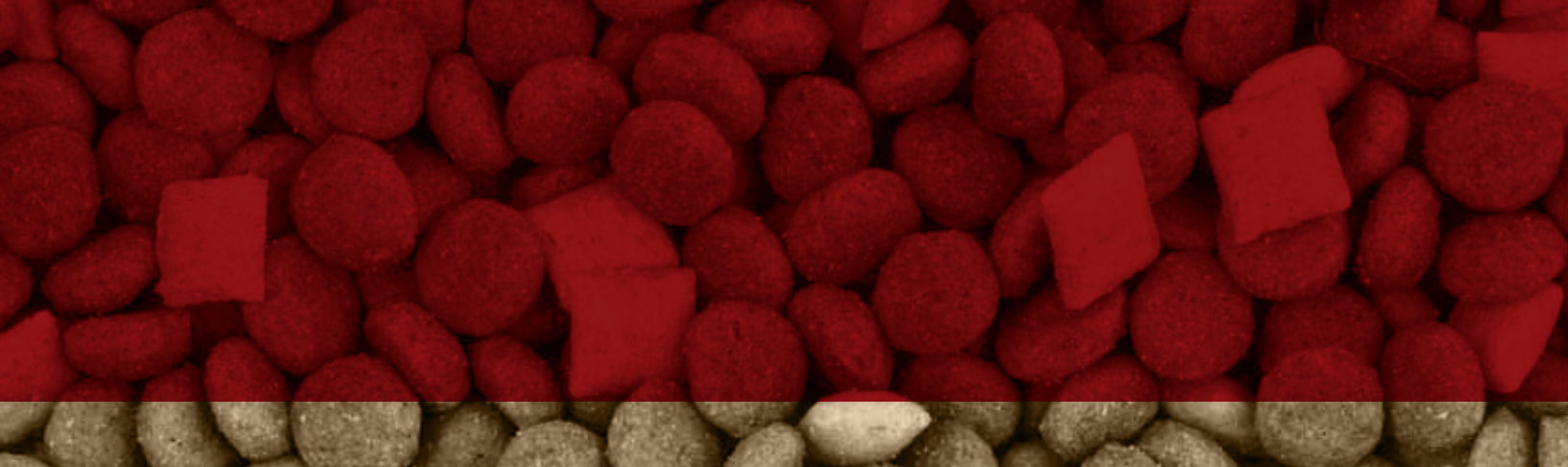
COMPANY DESCRIPTION FOR SHOW PROGRAM: Please enter your booth description below as you would like to see it to appear in the Show Program. Your description can be a maximum of 75 words. Anything longer will be edited. Attach a separate sheet if necessary. All information will appear in the Show Program as you provide it, so please **PROOF CAREFULLY**.

Number of booths you would like to reserve: _____

Each booth measures 10X10 and includes carpet, one (1) six foot skirted table, two (2) standard chairs, wastebasket, company description and logo in Show Program, and one (1) complimentary* admission.

For more than 4 booths, please contact Karen Blandford-Anderson at 603-432-9290 or kanderson@wattnet.net

Yes, please have a Sales Representative contact me regarding Marketing and Sponsorship Opportunities



BOOTH REPRESENTATIVES**—Please list the name and email for the Complimentary Booth Representative below

Check box to right if also attending **Petfood Workshop: World of Ingredients US\$615** before 2/1/13 **US\$725** after 2/1/13

Name (last, first) _____ E-mail _____

ADDITIONAL BOOTH REPRESENTATIVES — Please list the names and emails for the Additional Booth Representative(s) below.

Additional Representatives are at a rate of US\$795 per person through February 1, 2013 US\$965 after February 1, 2013.

Check box to right if also attending **Petfood Workshop: World of Ingredients US\$615** before 2/1/13 **US\$725** after 2/1/13

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.*

METHOD OF PAYMENT:

- Check Money order MasterCard VISA American Express Discover

Name on card _____ Billing address _____

City _____ Postal code _____

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
Outreach Services, Northern Illinois University
DeKalb, Illinois, USA 60115
Phone: +1.815.753.7922 Fax: +1.815.753.6900
Email: OutreachRegistration@niu.edu

NOTE: Registration will not be processed without payment; rate is determined by date payment is received. Substitution of registered personnel at no charge. WATT reserves the right to substitute speakers and change schedule as necessary. If anyone in your party requires special assistance, please contact us at OutreachRegistration@niu.edu or +1.815.753.7922.

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=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 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-PET-20130415/index.jhtml?WT.mc_id=POG.

FOR TRANSPORTATION FROM CHICAGO AIRPORTS

For special rates on a taxi, limo or shuttle, please visit www.petfoodindustry.com/PFF2013.aspx, email outreachregistration@niu.edu or call +1.815.753.7922. **For the best rates and service, please reserve your ground transportation in advance.**

WATT

303 N. Main St., Suite #500
Rockford, IL 61101- 1018



ROUTE TO:

- C-Level Management
- Trade Show Managers
- Marketing
- Sales
- Food Safety
- R&D
- Quality
- Business Development



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