

Petfood Forum
WHERE THE INDUSTRY DOES BUSINESS
March 31, 2014 - April 02, 2014



Petfood Workshop
MARKETING TO TODAY'S CONSUMER
April 02, 2014 - April 03, 2014

Attendee Registration Form

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

Registration date	Petfood Forum only	Petfood Workshop only	Petfood Workshop <i>(discounted rate if also registered for Forum)</i>
Through January 27, 2014	US\$1,080	US\$810	US\$645
After January 27, 2014	US\$1,245	US\$960	US\$760
Student	US\$ 535	US\$ 475	US\$ 370

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



Save 5% with 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 _____

Do you have special needs? Dietary Allergy Hearing Mobile Visual

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: Marketing to Today's Consumers April 2-3, 2014? 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 2014
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 <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 <https://resweb.passkey.com/go/petfoodforum2014>. To receive the special group rate, contact the hotel by February 28, 2014, 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 +1.847.241.5415 or visit http://embassysuites.hilton.com/en/es/groups/personalized/C/CHISBES-PET-20130415/index.jhtml?WT.mc_id=POG.

NOTE: Registrations will not be processed without payment; rate is determined by date payment is received. Prior to January 27, 2014 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.