

830% of Petfood Forum Exhibitors
Returned in 2012



EXHIBITOR PROSPECTUS

April 15-17, 2013

Renaissance Schaumburg Hotel &
Convention Center

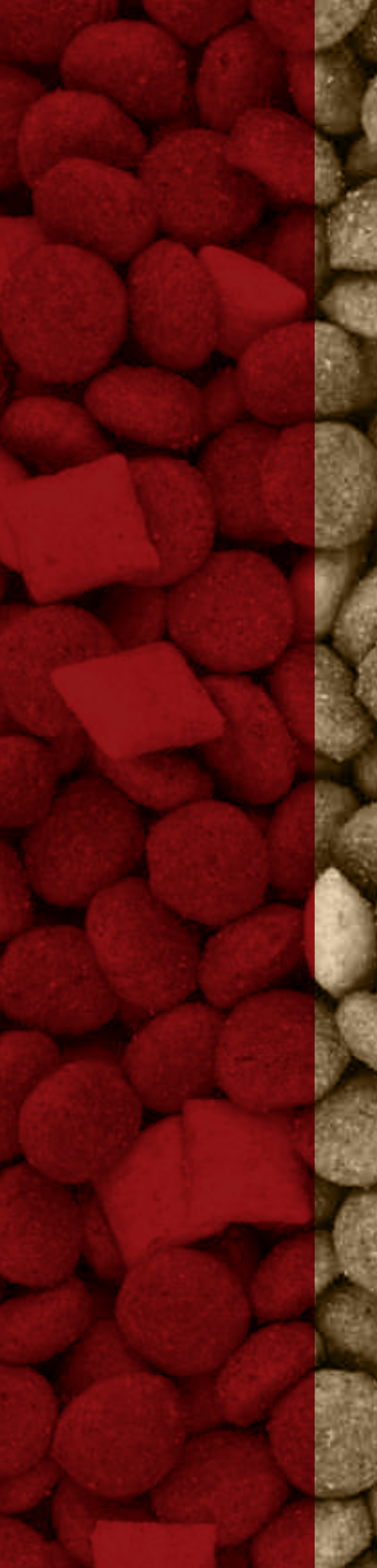
Schaumburg, Illinois

Exhibitor Registration

[http://registeruo.niu.edu/iebms/wbe/
wbe_p1_main.aspx?oc=40&cc=WBE4012593](http://registeruo.niu.edu/iebms/wbe/wbe_p1_main.aspx?oc=40&cc=WBE4012593)

PetfoodIndustry

WATT



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.



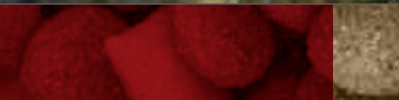
Petfood Forum is:

- 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 thousands of industry professionals come together under one roof to do business.
- An opportunity for networking and 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.

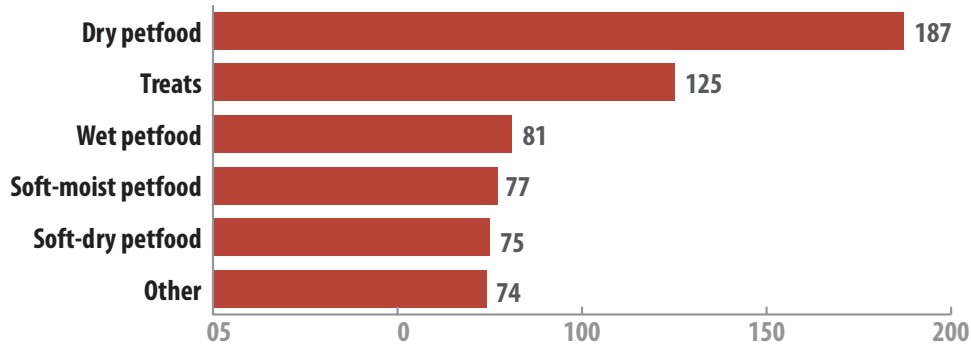
Visit our website for updates and information about Petfood Forum 2013
<http://petfoodforum.petfoodindustry.com>



More than 90%

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

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.

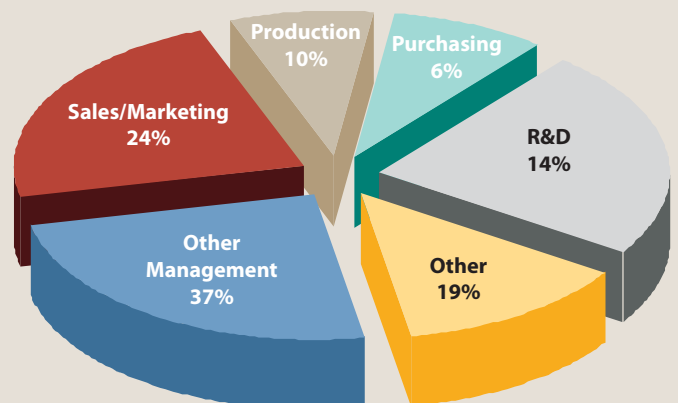
Each year, more than 1,500 professionals from around the world attend Petfood Forum.

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

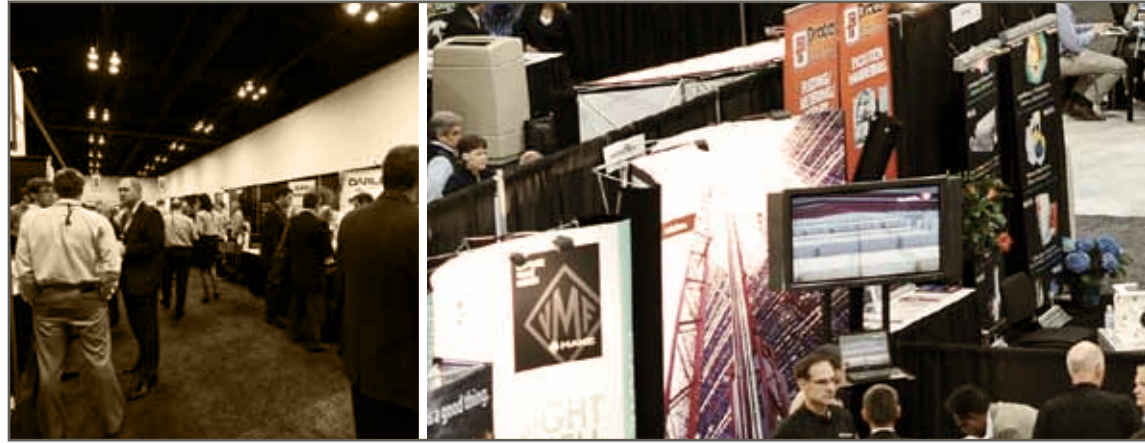
registration includes more than 25 conference sessions, led by industry professionals. Learn what's important to today's petfood professionals, which will enable you to better serve them. You'll also have a chance to network during the social functions.

Attendees by job function

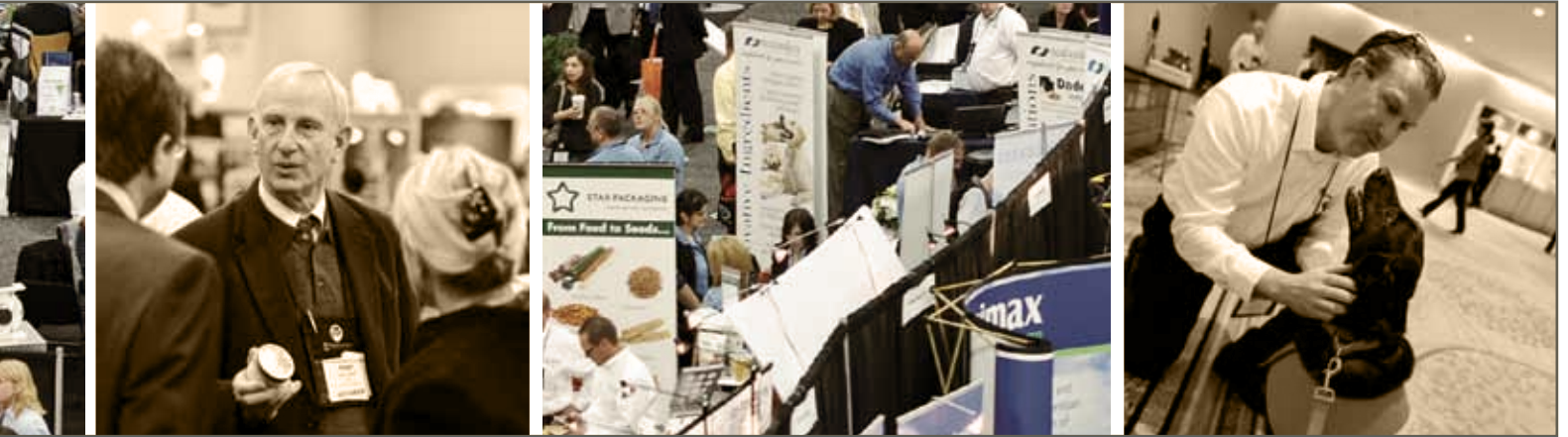


Petfood Forum 2013 • April 15-17, 2013

Renaissance Schaumburg Hotel & Convention Center



3M Company	Cantox Health Sciences	Haarslev Industries
Acadian Agritech	International	Halo, Purely for Pets, Inc
Adamson	Cargill Incorporated	Hamlet Protein A/S
Affinity Petcare SA	Castor & Pollux Pet Works	Hampshire Pet Products
Agri Feed	Champion Petfoods	Hill's Pet Nutrition, Inc.
AgriTrade International, LLC	Charoen Pokphand Foods	Inaba Pet (Thailand) Co., Ltd.
AlcheraBio LLC	Coating Excellence Intl	Ingredient Supply Corp.
All Star Trading	Commodity Specialists	International Pet Food
Alltech	Company	Ingredients
American Nutrition, Inc.	Complete Natural Nutrition	Interstates Companies
American Products	Crosswind Petfoods	Iowa State University
Manufacturers	Dad's Pet Care	ITW Zip Pak
ANFALPET	Danisco	Johnsonville Sausage
Australian Pet Brands	Del Monte Foods	Kahle Bros.
Aveka Manufacturing, Inc.	Diamond Pet Food Company	KapStone Paper & Pkg Corp
B&B-MAF LP	Diversified Ingredients	Kelly Foods
Badger Ingredients, Inc.	Dresen Quimica	Kennelwood Inc
Bill Barr & Co Inc	DuPont C&F	Land O'Lakes Purina Feed
Bio Biscuit Inc	E.T. Horn Company	Lansing Trade Group
Bioiberica	Elmira Pet Products Ltd.	Lonza, Inc
BioOregon Protein	Evonik Degussa Corporation	Lotus Pet Foods, Inc.
Blue Buffalo Company, LTD	Fat-Cat Fish Company	Menu Foods
Blue Seal Feeds	FDA	Mini Bruno NA
Brazilian Pet Foos/Nutriara	Food Safety Validation, LLC	Mogiana Alimentos
Breeder's Choice Pet Foods	Geo. Pfau's Sons Co. Inc.	Mountain Country Foods
Cablevey Conveyors	Glanbia Nutritionals	Muenster Milling Co., Inc.



Mulligan Stew Pet Food
National Institute of Animal
Science
National Rice Company
Natura Pet Products, Inc.
Natural Balance
Pet Foods, Inc.
Nature's Variety
Nestle Purina
Nippon Pet Food Co., Ltd
Nosan Corporation
Novus International
Nueva Tecnologia En
Alimentacion
NutraPet Systems LLC
Nutreco Canada Inc
Nutripro
Ohio Pet Foods, Inc
P&G Pet Care

Perfect Companion Group Co, Ltd
Pet Empawrium, Inc.
PetCom
Picart
Pilgrims Pride Corp.
PLB International
Pro-Pet, LLC
Redbarn Pet Products
Rolf C. Hagen Inc. / Nutrience
Royal Canin USA
Safe Pet Concepts Inc
Saturn Petfood GmbH
Sergeants Pet Care Products
Shintoa Corporation
Simmons Petfood Inc
Sirius Nutrition, LLC
Sobeys Inc.
Solae LLC
Stella & Chewy's, LLC

Sunshine Mills, Inc.
Target
Texas A&M University
The Blue Buffalo Co
The Iams Company
The Kroger Company
The Nutro Company
Total Alimentos S.A.
Trilogy International Inc.
Triple T. Foods, Inc.
Tuffy's Pet Foods
Unicharm PetCare Corporation
University of Arkansas
University of Illinois
University of Kentucky
US Poultry & Egg Association
VELCRO USA INC
Wellpet, LLC

"We developed a new business venture through a **well-orchestrated set of meetings and introductions** made to various key experts during Petfood Forum."

—Business Development Manager, Equipment Company, Kansas



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 |



Schedule at a glance

MONDAY, April 15

- Exhibitor Move-in & Registration
- Opening Reception

TUESDAY, April 16

- Registration Open
- Breakfast
- Opening Keynote
- Exhibit Hall and Networking Lounge Open
- General Session
- Coffee Break in Exhibit Hall
- Lunch
- Concurrent Sessions
- Coffee break in Exhibit Hall
- Reception in Exhibit Hall
- Poster Reception in Exhibit Hall

WEDNESDAY, April 17

- Breakfast
- Exhibit Hall and Networking Lounge Open
- Concurrent Sessions
- Coffee Break in Exhibit Hall
- Lunch with Closing Keynote
- Exhibitor Tear Down

“As a small business, **Petfood Forum is our best value** for the sales and marketing of our products. The event affords us **the opportunity to set up meetings with multiple clients in one place** thereby stretching our travel and entertainment dollars much further.”

— Owner, Ingredient Company, Quebec, Canada

Space is limited – reserve your booth now

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

Petfood Forum annually sells out months prior to the event. Exhibit space is available on a first-come, first-serve basis. Act today and get the best booth selection.

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



RESERVE ONLINE TODAY

http://registeruo.niu.edu/iebms/wbe/wbe_p1_main.aspx?oc=40&cc=WBE4012593

"At the show, I get the feeling that **we are part of the petfood community.** The show isn't just driven by who will pay the largest advertising fees. **Quality of product and integrity of companies matters and is respected."**

— VP Sales, Packaging Company, Wisconsin



Included in the booth fee

Included with your 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



Contact your *Petfood Industry* sales professional for more information:

USA

Karen Blandford-Anderson
kanderson@wattnet.net
+1.603.432.9290

Melissa Thrune
mthrune@wattnet.net
+1.815.222.0112

Steve Akins
sakins@wattnet.net
+1.815.209.6444

Europe/Asia

Tineke van Spanje
tvanspanje@wattnet.net
+31.495.526.155

Southeast Asia

Dingding Li
dingdingli@vip.163.com
+86.21.54136853