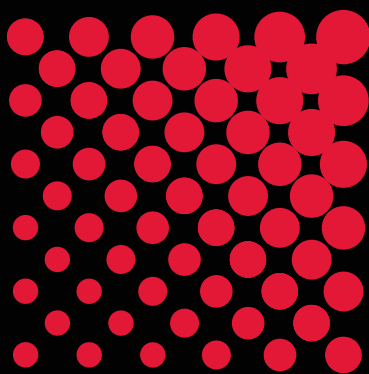


FOOD PROCESSING AND PACKAGING:

GETTING IT
RIGHT

PROCESS



EXPO

SMART PROCESSING • SAFE FOOD



EXHIBIT DATES: **JULY 18 – 20, 2010**

MCCORMICK PLACE – NORTH HALL

CHICAGO, IL



More than a thousand exhibitors

Hundreds of educational programs

Three invaluable days of face-to-face interaction

One premier food event

IN JULY, some 20,000+ prospective buyers from across the food industry will gather for the most important food event of the year—PROCESS EXPO® together with the 2010 IFT Annual Meeting & Food Expo®.

This powerhouse event is the one place where the latest global food trends—and the products geared to meet those trends—will be on display. Attendees come to find the industry's largest collection of processing and packaging equipment and services—all under one roof.



RIGHT SHOW

PROCESS EXPO and the IFT Food Expo...

FROM FIELD TO FORK

PROCESS EXPO and the IFT Food Expo have come together to create the most highly regarded new product forum in the food and beverage industry.

From product formulation to processing and packaging... it will all be on display for the thousands of worldwide buyers seeking manufacturing and production solutions for the food and beverage industry.

YOUR BUYERS ARE HERE

- Searching for the newest products, technologies, and services
- Making critical buying decisions
- Participating in hundreds of educational opportunities
- Looking for you

At PROCESS EXPO it's all about food

—and the food processing and packaging professionals you want to reach. This is the industry's only single destination food expo... with end-to-end products and services across all food sectors and all types of food processing and packaging equipment.



TOTAL FOOD FOCUS

PROCESS EXPO is the only true, one-stop shop for trends, information, and solutions in the food processing and packaging world. This 100% food-focused event attracts attendees from the world's leading food companies—who are looking for solutions that will help them more rapidly, efficiently, safely, and successfully create and bring food products to market.



RIGHT FOCUS

100% Food Focus

- Bakery/Snack
- Beverage
- Confectionery
- Dairy
- Fruit/Vegetable
- Meat/Poultry/Seafood

Reshaping the food industry

Leading food companies flock to PROCESS EXPO looking for answers:

- Automation
- Food safety
- New technologies
- New regulations
- Energy efficiencies
- Sustainable packaging
- And many other hot topics

PROCESS EXPO is the one show where the world's leading food companies gather to find the industry's largest collection of processing and packaging equipment suppliers.

Be a part of the most comprehensive event in the U.S. offered exclusively for the food and beverage industry—and you'll have an invaluable opportunity to target prospective buyers from the most respected food brands in the world.



RIGHT COMPANIES

TOP 10 COMPANIES ATTENDING PROCESS EXPO (LISTED BY INDUSTRY SECTOR)

Meat & Poultry	Bakery & Snack	Confectionery	Beverage	Dairy	Fruit & Vegetable
Kraft Foods	Kraft Foods	Mars Snackfood US	Kraft Foods	Kraft Foods	General Mills
ConAgra Foods	General Mills	Kraft Foods	Pepsico	General Mills	ConAgra Foods
Sara Lee	Kellogg	Nestle USA	Nestle	Nestle	HJ Heinz
Nestle	Pepsico	Tootsie Roll Industries	Coca-Cola	ConAgra Foods	Nestle
Johnsonville Sausage	ConAgra Foods	Kellogg	MillerCoors	Schreiber Foods	Birds Eye Foods
HJ Heinz	Sara Lee	The Hershey Company	Campbell Soup	Sargento Foods Inc.	Kraft Foods
Tyson Foods	HJ Heinz	Cadbury	Kellogg	Kroger	Del Monte Foods
Hormel Foods	Pretzels Inc.	General Mills	Unilever	Rich Products Corp	Seneca Foods
General Mills	Pepperidge Farm	ConAgra Foods	General Mills	Well's Dairy	Red Gold
Land O' Frost	Kroger	Nestle	Sara Lee	Saputo Foods	Honee Bear Canning

“The silos are gone. We now operate on a total team approach when it comes to making decisions about what we are delivering to the consumer. I love the concept of putting PROCESS EXPO and IFT Expo together. It's the sign of the times.”
— A processor at a major meat processing company

Only PROCESS EXPO and the IFT Food Expo bring together buyers and sellers from all corners of the food science, technology, processing, and packaging worlds.

This unique event provides exhibitors with access to a highly targeted global audience of key decision makers focused solely on food for development, innovation, and commercialization.

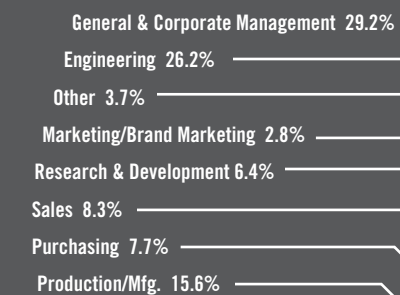


RIGHT PROSPECTS



ACCORDING TO A RECENT FPSA SURVEY, 64% OF RESPONDENTS CURRENTLY USE A TEAM APPROACH IN THE WORK PLACE, OR WILL IN THE NEAR FUTURE. . .OF THOSE, 66% WORK IN 'TEAMS' DAILY.

PAST PROCESS EXPO ATTENDEES BY JOB TITLE



LEVERAGE THE TEAM APPROACH

The world's leading food companies are capitalizing like never before on an innovative team approach to bring highly successful new products to market—efficiently and effectively.

These multi-functional teams comprise individuals across all disciplines involved in the commercialization of a food product—from field to fork, from development to delivery.

In July, these decision-making teams will converge on PROCESS EXPO and the IFT Food Expo to see it all...from product concept and formulation through processing and packaging.

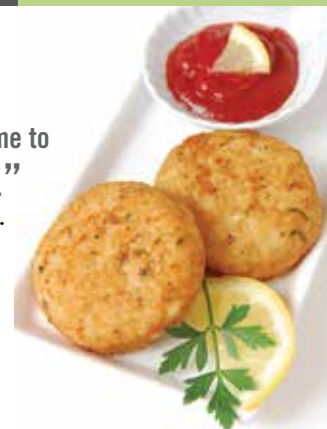
COMMUNICATE FACE-TO-FACE

In a tough economy, face-to-face interaction with your best prospects is more important than ever before. When you exhibit at PROCESS EXPO, you can communicate directly with individuals representing all of the disciplines involved in the commercialization of a food product.



“There are as many customers and prospects on the IFT Food Expo floor as among the visitors who come to the show. Guess what? All those ingredients companies need to process and package their product.”

—An FPSA member and an exhibitor at the IFT Food Expo



As a PROCESS EXPO exhibitor, you could have an opportunity to present one of the dozens of packaging and processing seminars at the 2010 event. Watch for our Call for Seminars and submit your topic for consideration.

PROCESS EXPO is the industry's "go-to" food event for all aspects of development, processing, and packaging. Beyond that, exhibitors can capitalize on the added value that comes with participation in this industry-leading event.

RIGHT VALUE

EDUCATION... FROM THE CLASSROOM TO THE EXHIBIT FLOOR

Today's food companies are using their travel dollars to look for more than new products...they want the latest education and insights to solve their most pressing challenges. That's why PROCESS EXPO offers a dynamic, hands-on education program that draws high-level attendees from around the globe.

At PROCESS EXPO, education doesn't end in the classroom. At the conclusion of every seminar, participants receive a "road map" showing where to find the PROCESS EXPO exhibitors with solutions that address the issues raised in the seminar.

MARKETING THAT ATTRACTS QUALIFIED PROFESSIONALS

BOOTH PRICING

Member*

Under 500 sq ft.....\$28/sf
500-999 sq ft.....\$26/sf
1,000+ sq ft.....\$24/sf

* Member rates include drayage

Non-Member.....\$34/sf

To help you gain maximum visibility and ROI, we provide numerous marketing activities to attract your audience to PROCESS EXPO:

- Print ads in more than 20 food processing and packaging publications
- Direct mail promotions starting six months prior to the show
- Targeted email campaigns and online advertising
- PROCESS EXPO show site
- Unlimited free PROCESS EXPO passes for attendees invited by exhibitors
- Online advertising spots reserved for exhibitors
- Additional joint marketing with co-location partner – IFT

Educational sessions your customers want to see

Extending Shelf Life via High-Pressure Processing

Improving Sanitation and Equipment Reliability

Easy Clean Designs in Processing Machinery

Sustainable Technologies for Food Processors

Robotics that Improve Productivity and Increase Yield

Safety Standards for Packaging and Processing Machinery

Green Food Packaging Using Bio-degradable Materials

Nano-technologies in Processed Foods

Nano-materials in Packaging



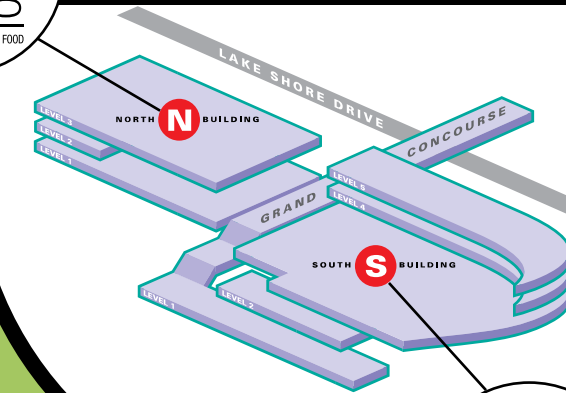
RIGHT

Located in the heart of the U.S., many consider Chicago to be America's greatest city. Critically acclaimed restaurants, world-famous museums, revolutionary architecture, professional sports teams, shopping, nightlife, and much more make the city an irresistible destination.

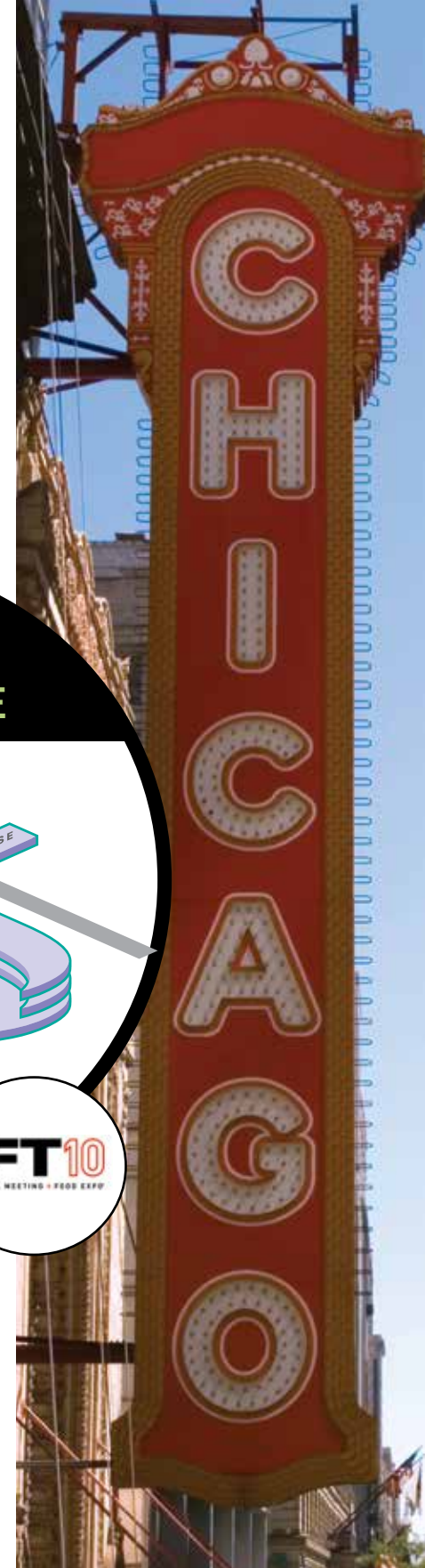
Best of all, the high concentration of food-related companies in and around Chicago and the Midwest make Chicago a particularly popular PROCESS EXPO destination, too!



MCCORMICK PLACE IS THE RIGHT PLACE



Chicago's McCormick Place is one of the world's premier convention centers—offering full-support services and state-of-the-art technology to help make your show a success.



LOCATION

For more information on Chicago, visit www.choosechicago.com.

RESERVE YOUR SPACE TODAY

RIGHT

PROCESS EXPO attracts buyers representing every market segment of the food industry from all corners of the globe

NOW

Connect with the right companies and the right prospects at the right show.

PROCESS EXPO means getting it right.



Contact:

Erwin Stierle, Director of Sales
703-663-1228
Email: estierle@fpsa.org

www.fpsa.org

FOOD PROCESSING SUPPLIERS ASSOCIATION

1451 Dolley Madison Blvd.
Suite #101
McLean, VA 22101 USA

REPRESENTATION

FROM
CONTINENTS

AND
COUNTRIES

AROUND
THE GLOBE



PROCESS EXPO

JULY 18 - 20, 2010 • McCORMICK PLACE - NORTH HALL • CHICAGO, ILLINOIS

EXPO CONTRACT

Co-Located with the IFT Annual Meeting + Expo

Please make a copy before returning with your payment.

Count Us In

An Agreement between the Food Processing Suppliers Association (FPSA), the sponsors of PROCESS EXPO, and:

Exhibiting Company (hereafter referred to as the 'Exhibitor')

Mailing Address

City State/Prov. Zip Country

Phone Fax

E-Mail of EXPO Contact Corporate Web Site

EXPO Contact's Name Title

EXPO Contact's Signature Date

We prefer NOT to be near the following firms:

We want the following booth (indicate your choices): Remember, you may combine several booths to create a larger one. Please visit the real time floor plan at www.fpsa.org. Once you have chosen a booth, please call the Expo Sales Department at 703-663-1228 to put your booth on hold.

1. Booth number _____ ft. x _____ ft. = _____ sq. ft.
2. Booth number _____ ft. x _____ ft. = _____ sq. ft.
3. Booth number _____ ft. x _____ ft. = _____ sq. ft.



SPACE RATES: Volume Pricing Program for Members of FPSA:

Booth Size	Price
100 - 499 square feet	\$28/square foot
500 - 999 square feet	\$26/square foot
1000 + square feet	\$24/square foot
Non-Member	\$34/square foot

All drayage/material handling for members is included in the space rate provided your shipment/truck checks in at McCormick Place by 2:00 PM on your assigned target move-in date (see Exhibitor Service Manual for Targeted Move-In Schedule). A special assessment will apply to any inbound shipments which arrive after 2:00 PM Monday-Friday and all day Saturday and Sunday (inbound only), and on any advance warehouse shipments. See the Exhibitor Service Manual for pricing of special assessments. **Space rate for members will include a one-time spot of equipment and display material.** Any additional rigging or booth work will be billed separately at the exhibitor's expense—see Exhibitor Service Manual for pricing. All outbound drayage is included in the space rate and no overtime charges or special assessments will apply.

How We'll Pay

Your payment to FPSA must accompany this Agreement.

- 25% of total cost for first choice of booth due with signed contract
- 50% of total cost due December 15, 2009
- 100% due March 15, 2010

Payment: \$ _____

Method of Payment:

- MasterCard VISA AMEX
 Check (from U.S. bank, made payable to FPSA)

Card # Exp. Date

Name on Card CID #

Signature

Here's Your Assignment:

To be completed by show management.

Exhibitor must comply with the booth construction rules for the booth type checked off below.

- In-Line Island Peninsula
 Split Island Aisle to Aisle

Total Cost: _____

- Member _____ */square foot
 Non-Member: \$34/square foot

Manager EXPO Operations

Date

Booth Size (feet):

x =
Depth Front # of sq. ft.

Your Official Booth # is:

*includes drayage

fpsa.

RETURN TO:

FPSA

Donovan Woods
Manager, EXPO Operations
1451 Dolley Madison Blvd.
McLean, Virginia 22101-3850
(703) 663-1227
Fax: (703) 761-4334
E-mail: dwoods@fpsa.org
www.fpsa.org

NOT AN FPSA MEMBER? Join FPSA and receive discounted booth rates as well as numerous other member benefits.