

2011 International Dairy Show Benefits for IDFA Member Exhibitors



International Dairy Foods Association
 Milk Industry Foundation
 National Cheese Institute
 International Ice Cream Association



September 19-21, 2011 - Atlanta, GA

IDFA member exhibitors will realize cost savings on exhibit space fees and enhance their exhibit experience by maximizing visibility.

	Business Partner Member Benefits	Gold Business Partner Member Benefits
1.	Discount of \$6 per square foot on exhibit space. * Member Rate - \$22/sq. ft Nonmember Rate - \$28/sq. ft.	Same as Business Partner. *
2.	Priority exhibit booth location over nonmembers.	Same as Business Partner.
3.	Booth number displayed in IDFA Online Buyers' Guide next to company listing.	Same as Business Partner, except Gold Business Partners have premier placement in the IDFA Online Buyers' Guide.
4.	IDFA member exhibitor directory with company name, booth number, and description of exhibit to be mailed in August 2011 to more than 1,700 CEOs, purchasing, operations, plant, engineering, and quality assurance personnel of dairy companies.	Same as Business Partner, except Gold Business Partners have premier placement.
5.	An article in the IDFA <i>News Update</i> e-newsletter to more than 6,500 industry contacts in August 2011 linking to IDFA member exhibitor directory.	Same as Business Partner, except Gold Business Partners to appear first.
6.	Receive member plaque to display in your booth. Customers and potential customers will recognize your support of the dairy foods industry and the Association.	Gold Business Partner plaques will be larger and personalized with company name.
7.	Company name to appear on the member roster in IDFA's booth at Expo.	Same as Business Partner, except Gold Business Partners have premier placement.
8.	Receive IDFA Business Partner ribbons for your booth staff.	Receive IDFA Gold Business Partner ribbons for your booth staff.
9.		One complimentary ticket to the Opening Reception. More information forthcoming.

Member benefits may change as new opportunities become available.

Apply IDFA Member Benefits to Prepare for the International Dairy Show

Below are some suggestions on how you can apply your IDFA member benefits to prepare for the Show.

- Become more familiar with the decision makers of dairy companies through your use of the *IDFA Membership Directory*.
- Use the *IDFA Membership Directory* to prospect for new business and prepare your invitation list. Data from the directory is available in an Excel file upon request (mailing addresses only--no e-mail addresses are included).
- The decision makers of dairy companies will become more familiar with you through the various visibility opportunities provided by your member benefits.
- Through the IDFA e-newsletters, website, and participation in Association activities, you will learn more about the issues affecting your customers and potential customers and engage them in conversation.

* Note: To receive the discounted member rate for exhibit space, a company must be an IDFA member on the date of exhibit sign-up and remain a member through the dates of exhibition.

For more information or questions, please contact Cindy Cavallo, Director of Membership, at (202) 220-3505 or membership@idfa.org.