



MEMORANDUM

Date: August 2008

To: NMPF Associate Members

From: Anuja Miner *Anuja Miner*
Director of Membership Services

Re: Annual Meeting Notice & Exhibitor Information

This is an invitation for you to participate in the joint annual meeting of the National Milk Producers Federation, the National Dairy Promotion and Research Board and the United Dairy Industry Association. The meeting will be held October 28-30, 2008, at the Gaylord Opryland Hotel and Resort, Nashville, Tennessee.

The Annual Meeting presents our Associate Members a unique opportunity to:

- Increase your exposure to the dairy industry by networking with dairy producers and coop executives and other industry influencers across the U.S.;
- Extend your marketing dollars;
- Showcase new products and marketing successes; and
- Gain exposure before, during and after the show.

As in the past, the exhibitor display will be located in the Dairy Bar which will be located one floor down from the General Session meeting room. The Dairy Bar provides free ice cream and milk throughout the day for all the attendees. This set up provides you with tremendous exposure to 1,100 + annual meeting attendees.

In the past, the Dairy Bar and Exhibits have generated a great deal of interest from our coop members. Only you, as NMPF Associate Members, have this unique opportunity to showcase your products and increase your exposure to the dairy industry. This year, to defray costs, we are charging an exhibit registration fee of \$350.00. **The exhibit registration deadline is Friday, September 19, 2008.**

While your display does not have to be attended to all day, we recommend that someone be present during breaks and before and after the general session to greet visitors and answer questions. If more than one individual will be attending the booth, we request that at least one representative from the company register for the meeting. The annual meeting registration fee is \$675.00 and for your convenience, I am enclosing an annual meeting packet. Once again, you can register for the meeting and make hotel reservations online by accessing www.dairyevents.com.

Schedule:

Exhibit Registration Deadline: **Friday, September 19, 2008**

Location: Gaylord Opryland Hotel & Resort – Nashville, TN
Ryman Exhibit Hall B3

Exhibitor Set-up: Tuesday, Oct. 28 7:30 a.m. – 12:00 p.m.

Display Hours: Tuesday, Oct. 28 1:00 p.m. – 5:00 p.m.
Wednesday, Oct. 29 7:30 a.m. – 5:00 p.m.
Thursday, Oct. 30 7:30 a.m. – 12:00 p.m.

Breakdown: Thurs. Oct. 30 1:00 p.m. – 4:00 p.m.

Exhibit Cost: **This year an exhibit registration fee of \$350.00 will be charged.**

10 x 10 Booth package includes:

- Pipe and Drape
 - 8' high back drape
 - 3' high side dividers
- One 7" x 44" Exhibitor ID sign
- One (1) 6' draped table (3 sides draped)
- Two (2) plastic contour chairs
- One (1) wastebasket
- One (1) 500 watt electrical outlet, including labor
- Security
- Signage outside as well as inside the Exhibit Hall
- Carpeting of exhibit hall and exhibit area
- Draping along back of Dairy Bar
- Labor for set up/tear down of drape, show material handling from warehouse to hotel, and general cleaning services, (removal of trash, vacuuming).

Once you register to exhibit, you will receive from NMPF a confirmation email, an invoice, and information on the Freeman exhibitor packet and order forms that will be available online in early September. Freeman will be handling all additional requests for your booth other than those provided above such as furnishings, additional electrical and computer/internet services all available at additional costs.

Electrical Requests

Electrical outlets can be provided, but it is imperative we know in advance of your requirements so that we can arrange for the installation and labor. Please indicate on the attached

registration form if you would like us to order the 500 watts of electricity that is included in the general exhibitor package. If you wish to order additional electricity, please see the Freeman online exhibit information package for the additional fees for electrical and labor charges. Please provide your own extension cords or there will be an extra fee.

Permission for Food Samples

Please let us know as soon as possible--Gloria Kargenian at DMI (847-627-3305) or Louise Kamali at NMPF (703) 294-4349--if you will be having any food samples. We will need to know the quantity of food samples you will have, where you plan on storing it and if it needs refrigeration. Your company must get special permission from the Gaylord Opryland Hotel to serve and store food samples, and/or use special cooking equipment which has to be approved by the fire marshal. As always, all catering and portorage needs must be contracted for with Gaylord Opryland Hotel. Other additional requirements such as help setting up your booth go through Freeman and there will be an extra charge involved.

Location of Dairy Bar

The Dairy Bar will be located in the Ryman B3 Exhibit Hall on Level O of the Gaylord Opryland Hotel and will be located one floor below the General Session which is located in Presidential Ballroom CDE. The exhibit area will be posted with a security guard at night as well as at the front door during the day, since two other large companies will be using exhibit hall space next door. To enter into the Exhibit Hall/Dairy Bar, badges will be required for all attendees. Please do not leave anything of value in the Dairy Bar/Exhibit area. Even though we have contracted for security, DMI, NMPF and Gaylord Opryland Hotel will not be held responsible for any lost, left, missing, damaged or stolen items.

Freeman Exhibit Company

DMI/NMPF has contracted with Freeman to manage the freight, labor, set up and tear down of the exhibit area. Per the labor union issues, if you have a 10 x 10 pop up or smaller, you can install and dismantle your own exhibit. Anything larger than 10 x 10 requires mandatory Freeman labor at an additional cost.

Shipping Information

Due to the large quantity of boxes coming into the Gaylord Opryland Hotel & Resort on a daily basis, your exhibit materials must be shipped to the Freeman Exhibit Company Warehouse in advance and will be brought over to the Gaylord Opryland Hotel & Resort by noon on Monday, October 27. There are at least two other companies having very large exhibit shows at the same time as the DMI Joint Annual Meeting. DO NOT SHIP YOUR EXHIBIT DIRECTLY TO the Gaylord Opryland Hotel. Please note that the hotel will not accept any Exhibit freight. Exhibit freight should be send directly to Freeman.

Exhibit Materials Shipping to Freeman

Boxes must be shipped to arrive at the Freeman Warehouse no later than Monday, October 20. Place a white address label on each box. Labels are available to download and print with the online Freeman Exhibit package. You can make extra copies of the label if needed. Keep a copy of your tracking information in case you need to track down your boxes.

c/o Freeman

Hold for Dairy Management/NMPF Annual Meeting 2008

1701 Lebanon Pike Circle

Nashville, TN 37210

No. of Pieces _____ (1 out of 2, etc..)
Carrier _____ (UPS, FED EX, etc.)

Personal/Non-Exhibit Boxes shipped to Gaylord Hotel through IKON

If you need to ship a personal/non-exhibit box directly to the Gaylord Hotel, shipping is handled by IKON Office Solutions. Hotel charges separate fees through IKON for all shipping, handling, delivery and storage charges which you will be responsible for. Please check with IKON at the Gaylord Resort for pricing information (615) 458-2660. Personal/non-exhibit material shipped to the Gaylord Opryland Hotel should be scheduled to arrive no later than Friday, October 24. You will need to pick up your packages and pay any handling charges at the IKON shipping desk located in the hotel. Preferred shipper to Gaylord is Fed Ex.

Due to the large volume of shipments handled by the Gaylord Opryland Hotel, please follow addressing instructions carefully.

Please address all personal packages to:

Attn: **(Hotel Guest/Recipient Name and Company)**

Date of arrival: _____

Gaylord Opryland Hotel
2800 Opryland Drive
Nashville, TN 37214

Packages can be retrieved from the IKON Service Desk during the following hours of operation:

Monday – Friday 8:00 a.m. – 5:00 p.m.
Saturday & Sunday 10:00 a.m. – 4:00 p.m.

The carrier's tracking numbers are the best way to locate shipments – please bring tracking numbers with you to the IKON service desk. Packages deliveries are on a first-come-first serve basis. Shipments delivered for retrieval the same day will be available after 12:00 p.m. After hour deliveries will incur an additional labor charge.

IKON provides a full service Business Center offering services for copying, printing, fax, computer/internet access and office supplies.

Outbound packages

All outbound packages must be accompanied with Gaylord Opryland shipping document which will be provided onsite or can be obtained at the IKON shipping desk located in the hotel.

Please bring the necessary return address labels, forms, and/or supplies for shipping your exhibit back to your office. All incoming and outgoing shipping and handling charges will be the responsibility of the exhibitor. If you are not personally shipping your exhibit back to your office with FedEx or UPS, via the IKON service desk, you must be present to hand over your fully packed and labeled exhibit to the hotel or Freeman services who will take it to the hotel loading dock for return via common carriers. All common carriers can pick up from the Gaylord Opryland Hotel & Resort. **Under no circumstances will DMI/NMPF staff be responsible for packing, labeling, or removing your exhibit boxes.** FREEMAN services will clear the entire Dairy Bar area by 5:00 p.m. on Thursday, October 30. Any exhibit boxes remaining on the exhibit floor will be disposed of.

Associate Member Breakfast

NMPF is hosting the annual Associate Member breakfast at the Gaylord Opryland Hotel in which the staff will provide you with an update on dairy issues and policies that will be of special interest to you. More than one individual from your company is welcome to attend the breakfast. Please be sure to register them.

Date: Thursday, October 30
Time: 7:00 a.m. – 8:00 a.m.
Location: Lincoln D Meeting Room

Exhibit registration deadline is Friday, September 19. Please use the attached registration form to acknowledge your participation in the Dairy Bar Exhibits as well as the Associate Member Breakfast. Please place an “X” in the correct box to indicate your response and fax the form back to (703) 841-9328 Attn: Anuja Miner.

We will email or mail you an exhibit registration invoice for \$350.00. Please make your check out to NMPF Exhibits -- c/o National Milk Producers Federation. **All checks for exhibit registration must be received no later than Friday, October 10.**

Refunds

A full refund will be given for a cancellation postmarked or faxed by Monday, October 13. There will be no refunds for exhibitors after, Monday, October 13.

Exhibit refund requests must be made in writing and sent to:

Attn: Anuja Miner
National Milk Producers Federation
2101 Wilson Blvd., Suite 400
Arlington, VA 22201
phone (703) 243-6111 ext. 357
fax (703) 841-9328.

Please do not hesitate to contact me at (703) 243-6111 ext 357 with any questions. I look forward to seeing you in Nashville!

**NDB/NMPF/UDIA Annual Meeting 2008
Gaylord Opryland Resort
Nashville, Tennessee
October 28-30, 2008**

Exhibitor Deadlines and Checklist

- ✓ September 19 Exhibitor Registration Deadline to NMPF
- ✓ September 20 Freeman Exhibitor Show Packet available online to registered Exhibitors
- ✓ October 3 All Exhibitor logos due to NMPF for Exhibit Hall/Dairy Bar Signage
- ✓ October 10 Exhibit Payment of \$350.00 due to NMPF Office
- ✓ October 13 Exhibitor Refund request due in writing to NMPF Office
- ✓ October 14 Deadline for show discount price for additional items/service orders from Freeman.
- ✓ October 15-28 Higher fees will apply for any additional exhibitor items or services from Freeman.
- ✓ October 20 Deadline for freight/boxes to arrive at FREEMAN Warehouse
- ✓ October 27 Exhibit materials moved from FREEMAN Warehouse to Gaylord Opryland Hotel & Resort
- ✓ October 27 FREEMAN to set up Exhibit Booths and move exhibit materials
- ✓ October 28 Exhibitors move into Exhibit Booths
- ✓ October 28-30 Show
- ✓ October 30 Associate Member Breakfast 7:00 – 8:00 a.m.
Lincoln D Meeting Room
- ✓ October 30 Exhibitor tear down 1:00 - 4:00 p.m.
All exhibits to be shipped out via UPS, Fed Ex or common carrier by hotel or Freeman freight services.
- ✓ October 30 Freeman finishes teardown and removal of all exhibit items.

**NMPF Associate Member Exhibitor Display
Registration Form**

- Yes, I am interested in exhibiting at the NDB/NMPF/UDIA 2008 Annual Meeting in Nashville from October 28-30, 2008, at a cost of \$350.00
- Yes, I am interested in ordering 500 watts of electricity that is included in the \$350.00 exhibit package.
- No, I am not interested in exhibiting at the NMPF Annual Meeting.

Items included in the 10 x 10 Exhibit Package Price of \$350.00

- Pipe and Drape
8' high back drape and 3' high side dividers
Draping along back wall of Dairy Bar/Exhibits
- One (1) 500 watt electrical outlet, including labor
- One 7" x 44" ID sign
- One (1) 6' black draped table (3 sides draped)
- Two (2) contour chairs
- One (1) wastebasket
- Security
- Carpeting in Exhibit hall and exhibitor area
- Signage inside and outside the Dairy Bar/Exhibit Hall
- labor for set up/tear down of drape, show material handling from warehouse to hotel and general cleaning services, (removal of trash, vacuuming)

**NMPF Associate Member Breakfast RSVP Form
Thursday, October 30 in Lincoln D Meeting Room
7:00 – 8:00 a.m.**

- Yes, I will attend the NMPF Associate Member Breakfast
- No, I will not be able to attend the NMPF Associate Member Breakfast

Name (s): _____

Company or Association: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email : _____

Please fax this form back to Anuja Miner at 703-841-9328 no later than Friday, September 19, 2008. Exhibit space is limited and is available on a first come, first serve basis. Check for exhibit booth registration (\$350.00) must be received at NMPF by Friday, October 10, 2008.