

2009

THE ANNUAL **MEAT**
CONFERENCE

PRODUCT TASTING
RECEPTION

Join us at the premier retail event of the year!
Showcase your newest and most innovative meat
and poultry products and ingredients and
flavorings in the retail marketplace.

SPACE IS LIMITED, SO RESERVE YOUR
BOOTH NOW!

Sheraton Denver Hotel

Denver, CO

March 9, 2009

4:30 p.m. - 7:30 p.m.

AMI Foundation
AMERICAN MEAT INSTITUTE



PARTICIPATION FORM AND CONTRACT

Important Instructions:

1. Please complete the entire Participation Form (Type or printed legibly). 2. Make a copy of the Participation Form & Contract for your records. 3. The data collected from the Participation Form will be published on the AMC website. It is the responsibility of the exhibiting company to notify AMI in writing of any changes that impact the accuracy of this information. 4. Mail or fax original application with payment to: AMI 1150 Connecticut Avenue, NW 12th Floor Washington, DC 20036 | ATTN: Eric Zito – AMC Product Tasting Reception Fax: 202.587.4300

COMPANY INFORMATION

(Print exactly as you would like to be listed on the conference website.)

Company Name: _____ Company Contact: _____

Street: _____ City / State / Country / Postal Code: _____

Email: _____ Web site: _____

Company tel: _____ Company fax: _____

Association Membership (Please check one.) AMI _____ NCC _____ NTF _____ (Membership will be verified prior to booth confirmation.)

*To exhibit, you must be a poultry processing member of NCC, a turkey processing member of the NTF, a meat or poultry processing member, or a spice or ingredient member of AMI and in good standing.

EXHIBIT CONTACT

Name _____ Address (If different than above) _____

Direct telephone/extension _____ Direct fax _____ Direct Email _____

SPACE REQUIREMENTS (minimum booth space available is 10 x 10 ft.)

Our desired exhibit size: _____ feet (depth) by _____ feet (frontage) for a total of _____ square feet

Our booth preferences are: 1st _____ 2nd _____ 3rd _____ 4th _____

Payment must be received in full prior to booth confirmation.

ASSIGNMENT INFORMATION

Primary competitors: 1. _____ 2. _____ 3. _____ 4. _____

What 3 products per 10 x 10 space will you be serving? _____

DIRECTORY INFORMATION

Please send email description, 50 words or less, to Eric Zito (ezito@meatami.com) no later than January 9, 2009. AMI reserves the right to edit. Please include company name in subject line. Your logo, link and description will be posted as soon as payment and information is received.

COMPANY LOGO INFORMATION

If your company participated in 2008 and you wish to use the same logo, check here _____.

If not, please send logo using the following directions. If your company didn't participate in 2008, or you have a new logo, please send an electronic version of your logo (.eps format only) to Eric Zito at ezito@meatami.com no later than January 9, 2009. Please include company name in subject line.

ON-SITE CONTACT INFORMATION

On-site contact name _____ Cell phone for contact on Sunday, March 8 and/or Monday, March 9 _____

EXHIBIT COST

(Please read the PTR Participation Regulations regarding payment for space, cancellation policy and regulation.)

A. **TOTAL COST is computed as follows:** #10 x 10 units _____ x \$3,750.00 = _____

B. **PAYMENT REQUIRED:** 100% of the total cost must accompany a completed application and be received by January 9, 2009.
SPACE WILL NOT BE ASSIGNED UNTIL PAYMENT IS RECEIVED.

C. **PAYMENT INFORMATION:** Make check payable to AMIF and mail to: AMIF 1150 Connecticut Ave., NW, 12th Floor, Washington, DC 20036, ATTN: Eric Zito – AMC Product Tasting Reception

FOR MANAGEMENT USE ONLY

Date Received _____ Check#/Payment: _____ Deposit: _____ Booth Assigned: _____ Access: _____ MO _____

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PTR PARTICIPATION REGULATIONS

PLEASE READ CAREFULLY

MEMBER ELIGIBILITY: Companies must be a poultry processing member of NCC, a turkey processing member of NTF, a meat or poultry processing member, or a spice or ingredient member of AMI and in good standing.

PAYMENT: Payment can only be made with a check. Full payment must accompany applications submitted. Applications will not be processed or space assigned without the required payment.

CANCELLATION OF CONTRACT: Exhibitors may cancel their exhibit space and receive a full refund providing AMI receives written notice of cancellation prior to January 9, 2009. After January 9, 2009, cancellations are subject to a \$100 processing fee.

ELIGIBILITY OF PARTICIPATION: The Annual Meat Conference reserves the right to determine eligibility of any company or product to participate in the Product Tasting Reception. AMC can refuse space to any company whose display of product is not compatible with the character and objective of the reception or is otherwise inappropriate.

ALLOCATION OF SPACE : Whenever possible, space assignments will be made by AMI in keeping with the preferences specified by the company. AMI, however, reserves the right to make the final determination of all space assignments in the best interests of the event.

DISPLAY GUIDELINES: Display guidelines, which will be mailed with your confirmation, must be strictly observed. The guidelines have been adopted to ensure that each exhibitor can effectively use the assigned space without infringing on the rights of neighboring displays. No displays will be permitted which interfere with the use of other displays or impede access to them or impede the free use of the aisle. Exhibitors that expand their space onsite will be invoiced for additional space at the rate of \$40 per square foot.

FOOD PREPARATION: Participants must submit a Food Preparation Form to the Sheraton Denver Hotel indicating the level of service required for food preparation. This must be submitted no later than January 9, 2009. Minimum service Level 1 is required of all participants and food must be served at each booth.

COMPLIMENTARY REGISTRATIONS: Each participating company is entitled to two full conference registrations plus one additional complimentary badge for the reception only, per unit. Also, each participating company will receive two additional full conference registrations to invite a new retailer to AMC. Do not use the regular registration form to register for complimentary badges. Complimentary badge registration forms will be sent with confirmation packet after full payment is made.

FOOD PREPARATION ORDER FORM

Please select the level of service you require and FAX this form to the Sheraton Denver Hotel, at 303.352.2475, no later than Friday, January 9, 2009. Also, list the product(s) that are to be stored and prepared by the hotel and for which event. Please be as specific and detailed as possible. For more information, call Rhiannon Dreadon at 303.626.2516 or email her at rhiannon.dreadon@sheraton.com.

CONTACT INFORMATION

Organization (no acronyms): _____

Name (First): _____ Last: _____ Title: _____

Street Address: _____

City/State/Zip Code: _____

Phone: _____ Fax: _____ Email: _____

Booth #: _____

Please list the product(s) and quantity that you will be serving/shipping (photos or brochures will be helpful to the chefs – feel free to attach any further instructions). No more than 3 products allowed per unit.

- 1. _____
- 2. _____
- 3. _____

LEVEL OF SERVICE (Product must be served regardless of level of service. All prices quoted are subject to service fee and tax.)

Level 1: This is the minimum level of service and is required for your participation in the show. Minimum level of service required if cooking and serving product yourself. Hotel will **NOT** provide any food handling or service, but will furnish clothed and skirted tables and (2) chairs.

Cost: \$125 per 10 x 10 booth.

Level 2: Hotel will provide minimum food handling (including heat and serve) during the day of the PTR. Hotel will provide service during set-up, cleanup, and actual reception, to include exhibit tables clothed and skirted, service gear up to two (2) chafing dishes, cocktail plates, utensils, napkins, frill pricks and appropriate wait-staff to service your booth.

Cost: \$625 per 10 x 10 booth.

Level 3: Hotel will provide food receiving, storage and food prep not to exceed more than 75 lbs of product. The chef and kitchen staff will prepare, plate, slice and present the product to your specifications. The Banquet Manager will provide services during set-up, clean-up and actual reception, to include exhibit tables clothed and skirted, service gear to include up to four (4) chafing dishes, one (1) carving board (carving utensils are not provided by the hotel), cocktail plates, utensils, napkins, frill pricks, simple condiments, garnishes and appropriate wait-staff to service your booth.

Cost: \$1,650 per 10 x 10 booth.

Level 4: Hotel will provide food receiving, storage and food prep not to exceed more than 150 lbs of product. The chef and kitchen staff will prepare plate, slice and present the product to your specifications. The Banquet Manager will provide services during set-up, clean-up and actual reception, to include exhibit tables clothed and skirted, service gear to include up to four (4) chafing dishes, one (1) carving board (carving utensils are not provided by the hotel), cocktail plates, utensils, napkins, frill pricks, simple condiments, garnishes and appropriate wait staff to service your booth.

Cost: \$1,950 per 10 x 10 booth.

ADDITIONAL HOTEL SERVICE

Sheraton Denver Hotel reserves the right to adjust the pricing of the Levels of Service once final details are received in the event that requirements from the Exhibitor exceed what has been described above. Accompaniments, additional services and equipment are available from the hotel at an additional charge. Please contact Rhiannon Dreadon at 303.626.2516 or email her at rhiannon.dreadon@sheraton.com if you need additional clarification or your supplies are not listed.

Thank you.

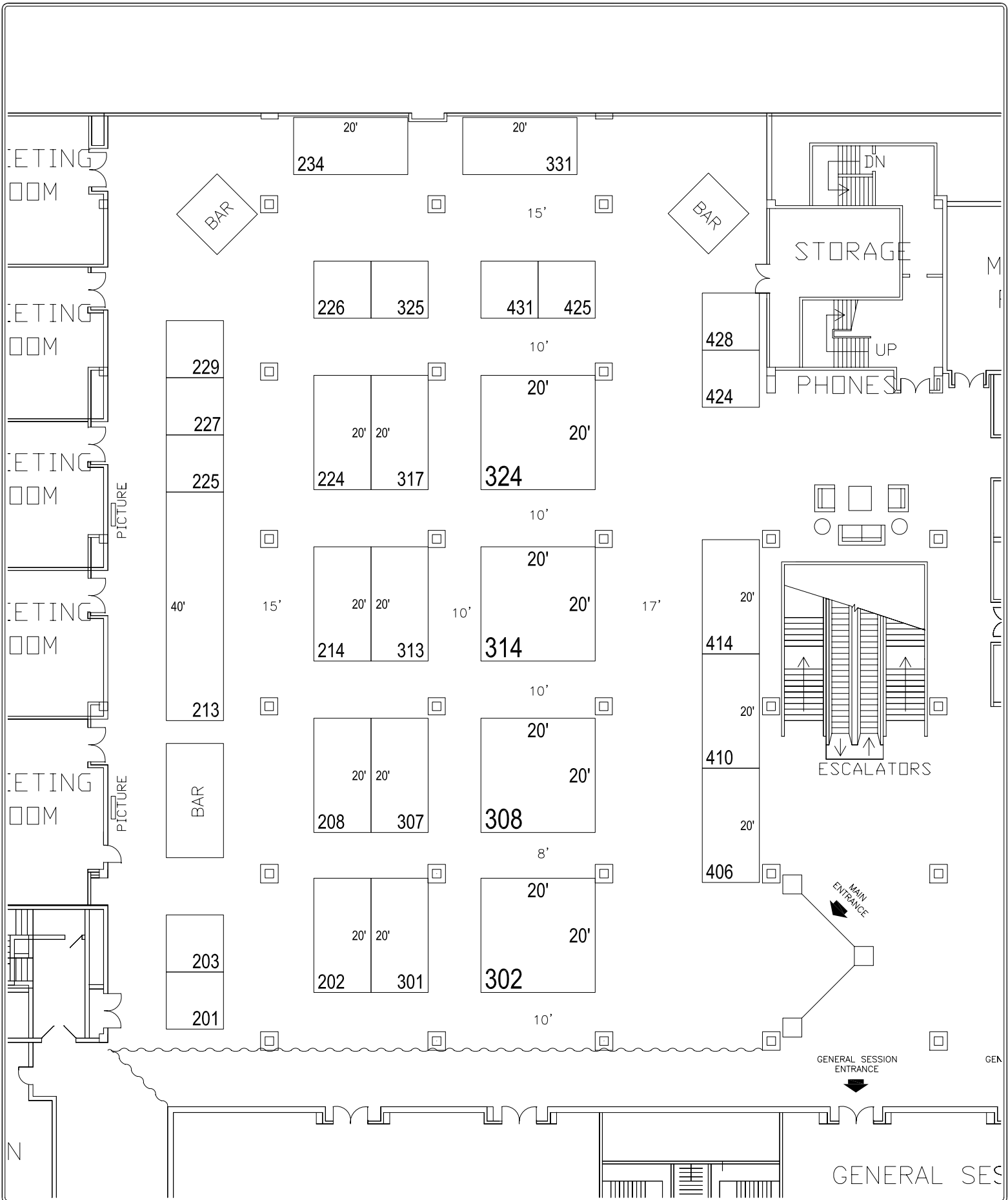
PAYMENT INFORMATION

Discover _____ Visa _____ MasterCard _____ American Express _____

Credit Card No _____ Expiration Date: _____

Name on card: _____ Signature: _____

Please fax this form to Sheraton Denver Hotel, at 303.352.5175, by Friday, January 9, 2009.



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AMERICAN MEAT INSTITUTE ANNUAL MEAT CONFERENCE

MARCH 2009
SHERATON - DENVER, CO.

CONFIDENTIAL PROPERTY OF GES
File: meat-0909-mindden opt2 rv5.dwg
Plotted: Aug 14, 2008
By: BROWAR

Dimension	Size	Qty	Sqft
10x20	200	1	200
10x10	100	11	1,100
10x25	200	10	5,000
10x40	400	1	4,000
20x20	400	4	8,000
Totals:		30	5,000