



Dear International Dairy Show Exhibitors,

We are please to have you as an exhibitor at the 2013 International Dairy Show. This Kit contains all of the necessary information and order forms for shipping, booth furnishings, labor, catering, sponsorships and other services you may require at the show.

These are a few items that I would like to highlight:

- Specific **move-in date and times** for exhibitor booths have been assigned to reduce overtime charges. Please return the **Freight Questionnaire (R-7)** by October 8, 2013 to allow GES to determine your move-in date/time and other freight requirements. If you are shipping directly to McCormick Place, your move-in target will be assigned after GES assess this information.
- If you plan to utilize a non-official contractor for the installation and dismantling of your exhibit, your application for use of non-official contractor/display house (L-4) must be received by GES by September 29, 2013. Along with your written notification, your contractor will be required to submit a copy of their current certificate of Insurance.
- If you plan to **sample food and/or beverages** in your booth, you must notify Savor, the official caterer of McCormick Place. Please note the size limitations of the samples sizes permitted in booths. The Authorization Request form is provided at the end kit with catering information.
- Pay particular attention to the **height restrictions** for your specific booth and contact IDFA with any questions you may have regarding your booth space. Note that overhead signs are limited to 20x20 booths or larger.
- We highly recommend you review all of the documents carefully to help you make your 2013 event a success. Be sure to **place your orders early** to take advantage of discounts where applicable and contact GES for package rates.

Please contact GES Exhibitor Service at 800-475-2098 for assistance on service orders or shipping information. If you have any other questions about your exhibitor service kit, please contact IDFA directly at exhibit@idfa.org or 202.737.4332.

Thank you for supporting this dynamic industry event. We look forward to seeing you in Chicago!

Regards,

A handwritten signature in cursive script that reads 'Robin E. Cornelison'.

Robin E. Cornelison
Director, Trade Show
International Dairy Foods Association