



Key Contacts & Official Contractors

International Dairy Show 2013

International Dairy Foods Association
(IDFA)
1250 H Street, NW
Suite 900
Washington, DC 20005
P 202.737.4332
F 202.331.7820
E dairyshow@idfa.org
W www.idfa.org

Convention Center

McCormick Place
2301 South Lake Shore Drive
Chicago, IL 60616
P 312.791.6113
F 312.791.6159
W www.mccormickplace.com

General Service Contractor

Global Experience Specialists (GES)
7050 Lindell Road
Las Vegas, NV 89118-4702
P 800.475.2098 (USA)
P 702.515.5970 (International)
F 866.329.1437 (USA)
F 702.263.1520 (International)
W www.ges.com/chat

Official Hotel Provider

onPeak
P 866.401.4836
P 312.527.7300
E dairyshow@onpeak.co

Registration Customer Service

CompuSystems
P 708.786.4139
E ids@compusystems.com

Lead Retrieval/List Rental

CompuSystems
P 866.600.5323
P 708.786.5565
W www.compusystems.com/order

Exhibit Sales

Katherine Madison
P 703.647.2627
E kmadison@ntpsow.com

Exhibit Services

International Dairy Foods Association
Jessica Matsko
P 202.220.3526
E dairyshow@idfa.org

Advertising & Sponsorships

International Dairy Foods Association
Robin Cornelison
P 202.220.3542
E rcornelison@idfa.org
W dairyshow.com/sponsorships

Audio Visual & Computer Rental

PRG Exhibit Services
P 888.844.4225
F 404.214.4801
E exhibits@prg.com
W www.prg.com

Floral & Plant Rental

Convention Plant Rental
P 219.932.1214
E info-request@conventionplantrental.com

Refrigeration/ Food Displays

Lowe Refrigeration
P 770.461.9001
W www.loweusa.com

Booth Food/Beverage Service

Savor Chicago
Colleen Rossiter
P: 312-791-7261
E: crossiter@mccormickplace.com

Translation Services

International Simultaneous Interpreters
T 813.977.8181
F 813.977.9188
E brem@inter-pret.net
W www.inter-pret.org

Ground Transportation & Limos

CMAC
P 1.800.616.2622
P 401.826.4100
F 401.826.4180
W <http://www.cmac.net>

Security Services

Lincoln Security Services, LLC
P (312)446-3881 -
E: sales@lincolnsecurityllc.com

Host(ess)/Models

Judy Venn & Associates
P 702.259.4494
P 1.800.553.8855
E info@judyvonn.com

Booth Photography

Lagniappe Studio
TEL (303) 471-2220
FAX (303) 471-2224
E photos@lagniappestudio.com
W www.lagniappestudio.com



Deadlines-At-A-Glance

<u>On or Before:</u>	<u>Item</u>	<u>Completed</u>
ASAP	Reserve Advertising & Sponsorships	<input type="checkbox"/> _____
Aug 30	Program & Exhibit Guide information due online	<input type="checkbox"/> _____
Sept 6	Booth Variance Request Deadline.....	<input type="checkbox"/> _____
Sept 20	Lead Retrieval Systems - Early Bird Discount.....	<input type="checkbox"/> _____
Sept 25	First day for crated shipments to arrive at advance warehouse.....	<input type="checkbox"/> _____
Sept 29	Notice of Intent to Use Exhibitor-Appointed Contractor	<input type="checkbox"/> _____
Oct 4	Lead Retrieval Systems - Discount Price.....	<input type="checkbox"/> _____
Oct 8	DUE WITH ALL GES ORDERS - Payment & Credit Card Charge Authorization	<input type="checkbox"/> _____
	3rd Party Billing Request.....	<input type="checkbox"/> _____
	Freight Questionnaire	<input type="checkbox"/> _____
	Freight Handling orders - Display Material & Small Package.....	<input type="checkbox"/> _____
	Freight Handling orders - Machinery & Equipment	<input type="checkbox"/> _____
	Discount Package Plans.....	<input type="checkbox"/> _____
	Pre-Printed Outbound Material Handling Request	<input type="checkbox"/> _____
	Trailer Accessible Storage.....	<input type="checkbox"/> _____
	Refrigerated & Frozen Storage.....	<input type="checkbox"/> _____
	Order Color Coded Refrigerated & Frozen Labels.....	<input type="checkbox"/> _____
	Carpet	<input type="checkbox"/> _____
	Electrical Services	<input type="checkbox"/> _____
	Carpet Package	<input type="checkbox"/> _____
	Furniture & Accessories	<input type="checkbox"/> _____
	Furniture Package	<input type="checkbox"/> _____
	Specialty Furniture.....	<input type="checkbox"/> _____
	Standard Exhibit System	<input type="checkbox"/> _____
	Graphics & Signage.....	<input type="checkbox"/> _____
	Installation & Dismantling.....	<input type="checkbox"/> _____
	Key Information.....	<input type="checkbox"/> _____
	In-Booth Forklift & Labor	<input type="checkbox"/> _____
	Hanging Sign Labor.....	<input type="checkbox"/> _____
	Crane.....	<input type="checkbox"/> _____
	Booth Layout.....	<input type="checkbox"/> _____
	Cleaning	<input type="checkbox"/> _____
Oct 9	Housing Reservation Deadline	<input type="checkbox"/> _____
Oct 10	Pre-Registration Exhibitor Deadline for Badges in Mail (International)	<input type="checkbox"/> _____
	Booth Food & Beverage Sample Authorization Request	<input type="checkbox"/> _____
	Convention Center - Phone & Internet	<input type="checkbox"/> _____
Oct 18	Booth Food & Beverage Service	<input type="checkbox"/> _____
	Floral Rental	<input type="checkbox"/> _____
	Photography Ordered.....	<input type="checkbox"/> _____
	Judy Venn Booth Models/Hosts.....	<input type="checkbox"/> _____
	Audio/Visual/Computer Rentals	<input type="checkbox"/> _____
	Refrigeration & Freezer Rentals.....	<input type="checkbox"/> _____
Oct 21	Pre-Registration Exhibitor Deadline for Badges in Mail (Domestic)	<input type="checkbox"/> _____
Oct 24	Last day for crated shipments to arrive at advance warehouse w/o surcharge...	<input type="checkbox"/> _____
	Last day for hanging sign shipments to arrive at advance warehouse.....	<input type="checkbox"/> _____
Oct 29	First day of direct shipments to convention center	<input type="checkbox"/> _____
	Installation Begins - (see target move in for your installation date).....	<input type="checkbox"/> _____
Nov 2	Pre-Registration Online Deadline	<input type="checkbox"/> _____
Nov 3-6	International Dairy Show- Exposition Dates	
Nov 6	Dismantling begins at 1:00 PM November 6	<input type="checkbox"/> _____
Nov 6	Carriers MUST check in by 6:00 PM for return shipments	<input type="checkbox"/> _____
Nov 6	Display materials must be removed by 9:00 PM	<input type="checkbox"/> _____



HOTEL RESERVATIONS

Please visit <http://www.dairyshow.com/hotel-travel> to make your hotel reservations. Housing for the International Dairy Show is handled exclusively by OnPeak. For additional information about hotel reservations, please contact OnPeak at 866.401.4836 or dairyshow@onpeak.co.



Any vendor trying to offer discounted rooms, other than OnPeak, is NOT affiliated with IDFA and pricing nor rooms will be guaranteed. OnPeak works to bring the cheapest rates available and easy group blocks for our exhibitors.

The hotels for the International Dairy Show:

- Courtyard Chicago Downtown/Magnificent Mile
- Doubletree By Hilton Chicago Magnificent Mile
- Embassy Suites Chicago Downtown Lakefront
- Hyatt Regency Chicago
- Hyatt Regency McCormick Place
- Sheraton Chicago Hotel & Towers (headquarter hotel)

Shuttles will be provided to McCormick place from all affiliated Dairy Show hotels, other than Hyatt McCormick Place since the hotel is connected to the convention center.

EXHIBITOR REGISTRATION

Exhibitor registration is now available online at dairyshow.com. Once you log-in with your company password (provided in your confirmation letter) you can register your booth personnel. If you need assistance locating your password contact IDFA at exhibit @dairyshow.com.

COMPLIMENTARY GUEST PASSES

As an exhibitor at the 2013 International Dairy Show, you will receive unlimited FREE passes for your current and prospective customers. Log in to exhibitor registration and provide your customers with your unique registration code - this is different than your company's password. The code will provide a free pass for your customers. The pass is absolutely **FREE**. It is FREE to you as an exhibitor and FREE to all registrants.

How Do I Invite My Customers?

1. Log in to your Exhibitor Registration

2. Click on "Invite a Customer"

3. Invite your customers by 1 of 2 ways

a. Click on "Send E-Mail" this will provide an HTML template that you can email to your customers, inviting them to see you at the show; or

b. Send the customized URL provided directly to your customer or embedded into your custom designed HTML Email



Important Notes

General Contractor & Guidelines for Non-Official Contractors

The Official General Contractor for the 2013 Exposition is GES Exposition Services. Acceptance of exhibit space by the exhibiting company constitutes an agreement to employ only official suppliers during installation and dismantling.

However, exhibit companies utilizing non-official contractors must advise them that work authorization must be approved by Show Management under the following conditions: The exhibitor shall provide notice to GES and Show Management of the non-official contractor authorized to install and dismantle. GES must receive this notice by September 29, 2013. For your convenience, a form has been included with GES' information. Solicitation on the exhibit floor is prohibited.

General Labor Guidelines

Exhibitors are permitted to do the technical work on their equipment and arrange their own manufactured products and related sales literature for display. Also, they may carry into the exposition hall small packages, cartons and personal belongings. This does not mean that an exhibitor may use the truck dock facilities to unload his personal car, truck or station wagon one piece at a time. All truck doors are under the control of the contractor. This is necessary to ensure totally efficient movement of freight in and out of the hall. The person in charge of your exhibit should carefully inspect and sign all work order forms. If there are any questions about bills, bring the question to the appropriate service desk and discuss it with the person in charge before leaving the show.

Security , Liability & Insurance

Exhibitors must take steps to secure their own display equipment and products. Exhibitors are expected to purchase adequate insurance to protect against all possible security perils. Show Management does not provide insurance coverage. Exhibitors alone are responsible for their equipment and materials. Neither show management, its Official Contractors, nor the Convention Center can assume liability for equipment and materials.

In the event of any security loss, go immediately to the Show Security Office and fill out a Proof of Loss form. A copy will be delivered to the police for investigation. When the investigation has been completed (and if the loss is not recovered), the exhibitor must forward copies of the form and the results of the police investigation to the insurance company. Damage to your equipment or display must be documented promptly and completely at the GES Service Center by the contractor involved.

Badges for Installation & Dismantling Crews

During the installation and dismantling days, all personnel employed by your company may gain access to the exhibit floor with either an official name badge or a special installation and dismantling band, which can be picked up at the EAC desk. During show hours, only official name badges will be permitted on the exhibit. These badges should be ordered using the complimentary allotment of registrations each exhibiting company is provided. Exhibitor badges will be mailed in advance of the show.

Property Release Slips

Every item other than purses and brief cases carried out of the convention center must be accompanied by a release slip. This applies to objects carried by you or by others from your exhibit space, and will be enforced from the first day of installation to the last day of dismantling. Releases are available at the Show Security Office and can only be signed by exhibit staff personnel. Release forms are the equivalent of cash and should be treated as such. Again, without the proper release, no item may be taken from the building.

Food Preparation & Storage

Trailer Accessible Storage / Refrigerated & Frozen Storage: If you require refrigerated, freezer or dry storage during the show, please review these forms. An advance reservation and deposit are required. Exhibitor must return the form with the deposit and advise GES of their booth delivery needs by completing the Food Handling & Storage forms by October 8, 2013.

Food & Beverage Sampling

Exhibitors offering a sample of their food or beverage product must comply with all local, state and national regulations of transport, storage, preparation and distribution of the product to include refrigeration of any perishable products. All sampling must be coordinated with Savor and an Authorization Request located in this manual must be completed by **October 8, 2013** . Food sampling must not exceed 8 oz. and beverage samples must not exceed 6 oz. Contact Savor with questions regarding your samples: (312) 791-7250.

Hanging Signs:

Please note that hanging signs are only permitted over island booths 400+ square feet. Please review all booth construction guidelines and contact IDFA with any questions.



Booth Variance Request Form

Complete this form and email to exhibit@dairyshow.com or Fax: 202.33.7820

All booths must be in compliance with the enclosed Guidelines for Display as outlined in this exhibitor kit. ONLY exhibitors requesting variances and/or exhibits that do not comply with the show rules **must complete this form along with submitting a detailed drawing or schematic of the booth layout.**

Please send all requests to the address listed below no later than September 6, 2013

Authorized Representative: _____
Company Name: _____
Booth Number: _____
Address: _____
City: _____ Province / State: _____
Country: _____ Postal / Zip Code: _____
Phone: _____ Fax: _____
E-mail: _____
Booth Dimensions: _____

Structure Information:

Please include heights, and widths of all structures, towers, graphics, truss, etc. Booth variance will not be granted without the above information.

Variance Requested:

Height Graphics Structure Line of Site Other

Comments: _____

Your booth variance has not been approved until you have received written notification for IDFA. If you have any questions regarding your submission, please contact exhibit@dairyshow.com.

FOR SHOW MANAGEMENT USE ONLY

Date Received _____
Approved by Show Management YES NO NEED MORE INFORMATION
Comments: _____

Written Approval/Denial sent: _____