

2006 Food Safety Education Conference

**REACHING
AT-RISK
AUDIENCES**
And Today's Other **Food Safety Challenges**



**Adam's Mark Hotel, Denver, Colorado
September 27-29, 2006**



Exhibits: September 26-28

Sponsored by

USDA Food Safety and Inspection Service

NSF International

U.S. Food and Drug Administration

Centers for Disease Control and Prevention

USDA Cooperative State Research, Education, and Extension Service

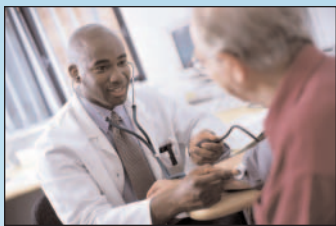
NSF/WHO Collaborating Centre for Food Safety

EXHIBITOR INFORMATION

BE AN EXHIBITOR

Foodborne illness, a preventable and underreported disease, is a public health and economic challenge affecting both general and at-risk populations. The

2006 Food Safety Education Conference will address foodborne illness through plenary sessions, breakout sessions, and pre-conference workshops focusing on:



- ▲ Foodborne Illness Surveillance and Epidemiology
- ▲ Food Safety Behavioral and Attitudinal Research
- ▲ Social Marketing and Educational Interventions
- ▲ Role of Foodservice and Food Industries
- ▲ New Technologies

Why You Should Exhibit

Previous Food Safety Education Conferences sponsored by FSIS and Food Safety Conferences sponsored by NSF have attracted hundreds of participants. This combined event promises to attract an even larger audience from even more organizations. Don't miss this opportunity to showcase your organization, programs, and services!

By exhibiting you will be able to

- ▲ meet a select audience face-to-face, getting information to key individuals
- ▲ showcase your programs and services to an interested, motivated audience
- ▲ network with your peers, renew acquaintances, and make new friends

Who Will Attend

- ▲ Public health professionals, medical personnel, and health care providers
- ▲ Food safety education professionals, researchers, and consultants, and dietitians
- ▲ Cooperative Extension, food service, health department, and freelance educators
- ▲ Trade and health associations, and consumer groups
- ▲ Sanitarians and quality control professionals
- ▲ Food safety marketers and communicators
- ▲ Science writers, health care journalists, and other media professionals

Act Now! SPACE IS LIMITED AND WILL BE SOLD ON A FIRST-COME, FIRST-SERVED BASIS!



Food Safety and Inspection Service
Cooperative State Research, Education,
and Extension Service



NSF International



U.S. Food
and Drug Administration



Centers for Disease
Control and Prevention



NSF/WHO Collaborating Centre
for Food Safety



Partnership for
Food Safety Education



National Environmental
Health Association

*Rocky Mountain
Food Safety Conference*

Platinum Sponsor



Farm to Fork Quality Assurance

Platinum Sponsor



1926-2006

Gold Sponsor



EXHIBITOR INFORMATION

Where

Adam's Mark Hotel, Denver, Colorado

When

Tuesday, September 26, 2006

Setup: Noon to 5:00 p.m.
Conference Opening Reception
with Exhibits
6:30 to 8:00 p.m.

Wednesday, September 27, 2006

7:30 a.m. to 7:30 p.m.

Functions in Exhibit Hall

Continental breakfast
Morning and afternoon breaks
Poster sessions
Evening reception

Thursday, September 28, 2006

7:30 a.m. to 3:30 p.m.

Functions in Exhibit Hall

Continental breakfast
Morning and afternoon breaks
Poster sessions
Teardown: 3:30 to 7:00 p.m.

Exhibit Booth staffing is requested during Receptions, Breaks, and Poster Sessions.

Exhibit Fees

Full Exhibit Booth Price: \$400 (no registrations included)

Fee includes:

- ▲ One 8' x 10' draped exhibit booth space, with 3' side dividers
- ▲ One 6' clothed and skirted table
- ▲ One wastebasket
- ▲ Two side chairs
- ▲ One 7" x 44" identification sign
- ▲ One electrical outlet
- ▲ 24-hour peripheral security

Booths will be reserved upon receipt of the completed, signed contract and booth fee (\$400 per booth). Confirmation of the reservation will be sent as soon as the signed contract and payment are received. A complete Exhibitor Kit will be sent in June 2006.

Directory

Each exhibitor will receive a 50-word description in the conference program book to be distributed to every conference participant.

Non-Profit Exhibit Table Price: \$200, available only to registered 501(c)3/non-profit organizations (no registrations included)

Fee includes:

- ▲ One 6' clothed and skirted table
- ▲ One wastebasket
- ▲ Two side chairs
- ▲ One 7" x 44" identification sign
- ▲ One electrical outlet
- ▲ 24-hour peripheral security

Tables will be reserved upon receipt of the completed, signed contract and table fee (\$200 per table). Confirmation of the reservation will be sent as soon as the signed contract and payment are received. A complete Exhibitor Kit will be sent in June 2006.

Door Prizes

At the closing plenary session on Friday morning, exhibitor-donated prizes will be awarded to participants. Please indicate your intent to provide a door prize on the exhibit application.



Note: Conference registration is not included in the exhibitor fee. All exhibitor representatives must register for the conference. Register at www.fsis.usda.gov/denver2006.

EXHIBITION HALL FLOOR PLAN

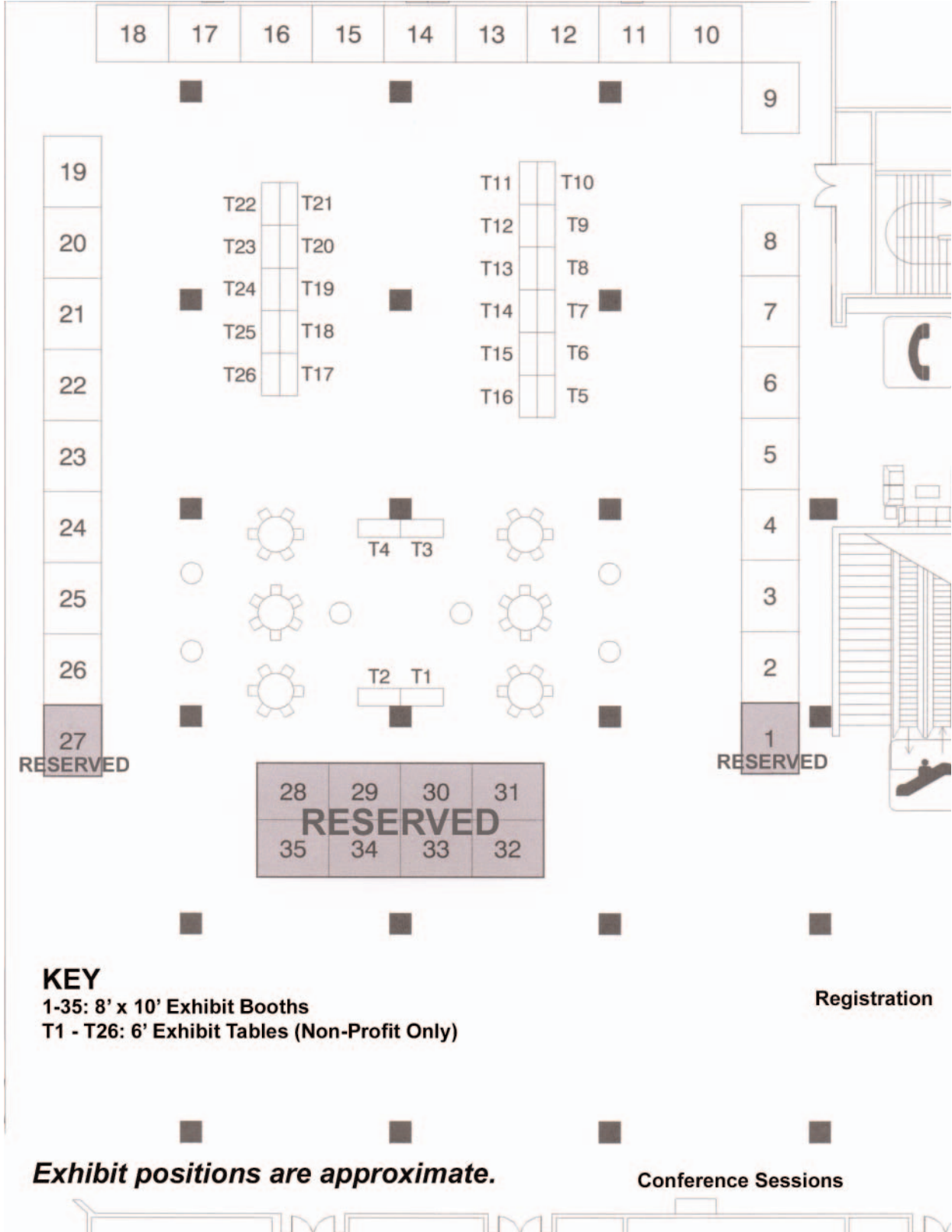


EXHIBIT APPLICATION

A. Organizational Information

Organization Name (as it will appear in the Exhibitor Directory) _____

Primary Contact Person: First Name _____ Last Name _____

Address _____ City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-mail _____ URL _____

Please provide a brief description of your organization. Please use complete sentences. **Limit to 50 words.**

- I/we will donate a door prize for the Friday closing plenary session.

Note: Conference registration is not included in the exhibitor fee. All exhibitor representatives must register for the conference. Register at www.fsis.usda.gov/denver2006.

B. Exhibit Reservation

I hereby authorize the 2006 Food Safety Education Conference to reserve exhibit space for use by the above organization during the conference. I also acknowledge receipt of and agree to abide by the Exhibit Rules and Regulations printed in this brochure and to all conditions under which space is leased to the Conference. I acknowledge that Exhibit Fees do not include Conference Registration.

Signature _____ Date _____

- Please reserve an 8' x 10' Exhibit Booth. My payment of \$400 is enclosed.
- Please reserve a 6' Exhibit Table. My payment of \$200 is enclosed. The above-named organization is a non-profit organization, registered as a 501(c)3.

Please indicate THREE booth/table choices, based on the enclosed floor plan. **Space will be assigned on a first-come, first-served basis.** Confirmation will be emailed immediately following receipt of your completed contract and payment. The Exhibit floor plan will be updated weekly as booths and tables are reserved. The updated floor plan will be available by visiting the Exhibitor page of the conference web site, at www.fsis.usda.gov/denver2006.

1st Choice Booth/Table: _____ 2nd Choice Booth/Table: _____ 3rd Choice Booth/Table: _____

C. Payment:

- Enclosed is a check or money order, made payable to NSF International/Food Safety Education Conference, in the amount of \$ _____
- Please charge my: Visa MasterCard Discover American Express

Account Number _____ Expiration Date _____

Authorized Signature _____

Please return this contract and payment to:

2006 Food Safety Education Conference
NSF International
Attn: Exhibits Manager
789 Dixboro Road
Ann Arbor, MI 48105

Phone: 1-800-NSF-Mark, ext 3816
Fax: 734-827-3878
Web: www.fsis.usda.gov/denver2006

Application deadline: August 1, 2006

EXHIBIT RULES AND REGULATIONS

1. The signed official application for exhibit space will constitute a contract for the right to use space only when acceptance is confirmed by the Exhibits Manager. All contracts are expressly subject to the terms of the Conference lease relating to the Exhibition Premises.
2. The charge is \$400 for an 8' x 10' exhibit booth or \$200 for a 6' exhibit table. When applying for space, the Exhibitor must submit the full exhibit fee with the application. All cancellations must be received in writing. If cancellation is received before July 1, 2006, a 75% refund will be made. After June 30, 2006, the exhibit fee will be kept as liquidated damages. Failure to occupy booth space does not release the Exhibitor from obligation to pay the full cost of booth or table rental. If booth space is not occupied by 4:00 p.m. on Tuesday, September 26, the Exhibits Manager reserves the right to use the space as he/she sees fit to eliminate empty space in the Exhibit Hall.
3. In the assignment of booths and tables, the Exhibits Manager will assign space on a first-come, first-served basis. In the absence of a legible postmark, the Conference will assign space according to the date the application and payment are received. The Conference reserves the right to shift space assignment after the contract is completed if it is found necessary to do so. No changes in assigned spaces will be made without prior notice.
4. Exhibitors may not sublease, reassign, or apportion all or any part of the space assigned without prior written permission from the Exhibits Manager.
5. The Exhibits Manager reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause, if exhibit is unsuitable or not consistent with the character of the Exhibition.
6. The Exhibition will be open from 6:30 to 8:00 p.m. on Tuesday, September 26; from 7:30 a.m. to 7:30 p.m. on Wednesday, September 27; and from 7:30 a.m. to 3:30 p.m. on Thursday, September 28.
7. Booth spaces and exhibit tables will be available for installation from noon to 5:00 p.m. on Tuesday, September 26. The installation of exhibits and removal of all boxes and crating must be completed by 5:00 p.m. Absolutely no exceptions will be made.
8. Exhibitors agree not to dismantle the booth or to do any packing before 3:30 p.m. on Thursday, September 28, and agree to have all material removed by 7:00 p.m., Thursday, September 28. Any material left on the floor after this time will be packed and stored, with charges at the prevailing rates billed to the Exhibitor. Large amounts of refuse (large crates, etc.) will be discarded with cartage rates applied.
9. The Exhibit Plan, as shown on the enclosed layout, is subject to change. In the event a change to the plan is necessary, any affected Exhibitor will be notified and given the option of selecting an alternative available space.
10. Exhibitors agree to arrange their exhibits so as not to obstruct the general view nor interfere with other exhibits. Booth displays may not exceed 8' in height along the back wall, nor exceed 3' in height along sidewalls. Table displays may not exceed a total height of 8' (including the height of the table) nor exceed the width of the table.
11. Each exhibit booth will include 8' back walls, 3' sidewalls, one 6' draped table, one wastebasket, two side chairs, one 7" x 44" identification sign, and one electrical outlet. Each exhibit table will include one 6' clothed and skirted table, one wastebasket, two side chairs, one 7" x 44" identification sign, and one electrical outlet. Any additional items desired by the Exhibitor will be available on a rental basis from the Decorator or the Hotel.
12. The Hotel does not provide space for storing Exhibitor equipment; receipt of such items will be refused. The official Exhibitor's Kit will include shipping and drayage information.
13. The Exhibits Manager reserves the right to refuse the distribution of souvenirs, advertising, printing material, or any other items considered objectionable. Distribution of allowed materials from any location other than the Exhibitor's booth or table is prohibited.
14. No food or beverage may be served by an Exhibitor in the Exhibit Premises.
15. Peripheral security will be provided by the Conference. Any Exhibitor wishing additional security must contract individually with the security vendor selected by the Conference; all charges will be billed to the Exhibitor directly by the vendor.
16. Exhibitors shall refrain from any action that will distract attendees from attendance at conference sessions.
17. Only Exhibitors may solicit business in or near the Exhibit Premises. Sales and order taking are permitted on Exhibit Premises. The Exhibitor shall be responsible for any state or local taxes that may be applicable. A sales receipt must accompany all merchandise delivered on the Exhibit premises.
18. Any portion of an Exhibit with speakers or other sound devices must be tuned to a conversational level that is not objectionable to neighboring Exhibitors. The Exhibits Manager reserves the right to restrict the use of glaring lights, objectionable lighting effects, or unacceptably loud sound devices.
19. Bottled gas or other type of open flame is not permitted. The Hotel, Decorator, Exhibits Manager, and Fire Department must approve the use of any flammable or related materials in advance. All decorations, draperies, table covers, etc. must be flame proof. All packing containers, excelsior, and wrapping paper are to be removed from the floor. Smoking is prohibited.
20. Exhibitors wishing to insure their goods must do so at their own expense.
21. With acceptance of exhibit space, the Exhibitor and its employees agree that they will not deface, injure, or mar the Exhibition Premises. Nothing shall be posted on, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Any damage done by an Exhibitor will be charged to that Exhibitor.
22. Neither the Conference, the Exhibits Manager, Decorator, Hotel, nor others associated with the management of the Conference will assume responsibility for the safety of the property of the Exhibitor, its officials, agents, or employees from theft or damage by fire, accident, or other causes. The Conference, the Exhibits Manager, Decorator, Hotel, and others associated with the management of the Conference shall use reasonable care to protect against such loss. It is agreed that the Exhibitor shall indemnify and hold harmless the Conference, the Exhibits Manager, Decorator, Hotel, and others associated with the management of the Conference from all liability, which might result from any cause whatsoever. The Conference, the Exhibits Manager, Decorator, Hotel, and others associated with the management of the Conference shall not be liable for non-fulfillment or commitment for delivery of space by reason of the Hotel being damaged, destroyed or rendered unusable by fire, accident, acts of nature, or public enemy, strike, authority of law, or any other cause. In the event that the conference cannot be held or space delivered to that purpose, the Conference's sole liability shall be to reimburse the Exhibitor pro-rata on monies actually paid in by such Exhibitor.
23. These rules and regulations are subject to revision by the Conference and all points not covered herein are subject to the decision of the Conference. These rules have been formulated for the best interests of the Exhibitors, the Conference, the Decorator, and the Hotel. Exhibitors are respectfully requested to observe all rules. The Exhibits Manager shall be the final authority on any question regarding the interpretation of these rules and regulations.