

## OREGON DAIRY INDUSTRIES

517 N. 19<sup>th</sup> St.  
Philomath, OR 97370

Sept, 2010

Dear Supplier:



Next April is Oregon Dairy Industries 100<sup>th</sup> Annual Conference.

As a long time supporter of ODI, we wanted to make sure you were again invited to exhibit at the upcoming Conference.

There are 15 booths available and 10 table tops available. We need to hear from you very soon in order to reserve a spot for you.

Next year's conference will again be held at the Salem Conference Center in Salem, Oregon on April 12<sup>th</sup> and 13<sup>th</sup>. We feel that your attendance is important and we wanted to offer you the chance to display. This is your one opportunity, to reach the most important people in the Dairy Industry, here in the Pacific Northwest.

In addition to getting a chance to rub shoulders with the finest folks in the Dairy Industry, you will also be able to mingle both Monday and Tuesday evenings at the open bar Supplier-sponsored hospitality suite.

The Vendor displays are being offered on a first-come basis. So, do not delay in registering.

### COSTS

- **Table Top Display** is \$550 (if received by March 25<sup>th</sup>), \$650 after that. This includes ONE exhibitor conference registration. The Conference Registration includes lunch and beverage breaks both days and one cheese tray ticket.
- **Curtained Booth** Full 8 x 10 booth plus skirted table is \$725 (by March 25<sup>th</sup>), \$825 after that. This also includes ONE exhibitor conference registration. The Conference Registration includes lunch and beverage breaks both days and one cheese tray ticket.
- Anyone manning the exhibit is required to register to attend the conference functions and lunches. The cost for the 2<sup>nd</sup> through 5<sup>th</sup> person is \$225 (\$250 after March 25<sup>th</sup>). The 6<sup>th</sup> and subsequent persons are at \$205/ea. (\$230 after March 25<sup>th</sup>).
- **ODI Supplier Membership** Your company must be an ODI Supplier Member in order to display. The cost for yearly ODI Supplier Member dues is \$200.00.
- **Hospitality Suite Sponsorship** If you display, it is strongly recommended that you show your support for the Supplier Hospitality Suite. The cost for Hospitality Suite Sponsorship is \$160.00. All sponsoring company names appear on a poster at the suite.
- **ODI Sponsorship** See the Membership and Sponsorship Information flyer. There are 4 levels of sponsorship available ranging from \$500 to \$2000.

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To pre-register and hold your exhibit space for 2011, we must receive your registration and \$200 deposit. Full payment must be received by January 31<sup>st</sup> on all pre-registered spaces. A 50% cancellation fee would apply. Full registration packets will be sent out in late January 2011. An ODI 100<sup>th</sup> Annual Conference Registration form, a Membership and Sponsorship flyer, exhibit space map, and a Lodging Reservation Form are included with this letter in case you want to pre-register now to hold your space.

Logistics:

- Load in and set up is on Monday evening, April 11<sup>th</sup> or prior to 7:00 am on Tuesday morning, April 12<sup>th</sup>.
- Specify your need of power.
- Specify 1<sup>st</sup> and 2<sup>nd</sup> choice of exhibit space. See diagram.
- Spaces 16-25 are for 8 ft table top displays only
- Spaces 1-15 are for full curtained booths only
- Plan on lots of giveaways – like hats, key chains, etc.
- Please provide printed literature on your products

The display dates are:

- Set up on evening of April 11<sup>th</sup>, 2010
- Display all day on April 12<sup>th</sup> and 13<sup>th</sup>, 2010
- Tear down is at 5:00 pm on April 13<sup>th</sup>, 2010

With your attendance, we encourage you to set up your exhibit with various literature, products displays and giveaway items like hats, pads, etc. Also, be ready to answer lots of questions from industry end-users. The table top and booth fees help to support this conference and cover facility rental expenses. In return for your support, you will have access to all breaks for networking.

To register your company, please contact Reitha McCabe and she will get you signed up and ready to go with everything you'll need. Please don't delay, as our vendor space is limited.

Registration, setup and logistics contact info:

email – [reitha@oregondairy.org](mailto:reitha@oregondairy.org)  
[www.oregondairyindustries.org](http://www.oregondairyindustries.org)  
541-929-4020 office  
541-929-4091 fax  
541-760-6424 cell  
Oregon Dairy Industries  
517 N. 19<sup>th</sup> St.  
Philomath, OR 97370

If you have any set up or logistics questions regarding the ODI Exhibit Show at the Annual Conference, feel free to give us a call. We look forward to seeing you there!

Reitha McCabe  
Executive Secretary

541-929-4020 phone  
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