



IOWA STATE UNIVERSITY
University Extension

Value Added Agriculture Program

Iowa State University invites the agri-business community, government agencies, and research collaborators to participate in the Food and Traceability Conference to be held June 9 and 10, 2009 in Des Moines, Iowa, United States.

The goal for the conference is a solutions-based conference on the state-of-the-art and future directions in the traceability of bulk commodity goods in food chain quality management and traceability standards.

Conference content and agenda items will be directed towards addressing four questions.

1. Why adopt traceability?
2. What are the risks and rewards of traceability?
3. What factors influencing traceability, such as standards or legislation, will affect my business?
4. What management and related processes are available to assist me in meeting traceability goals?

Approximately 200 attendees are expected from the following areas:

1. Agricultural policy makers
2. Processors and handlers of food and agricultural products
3. Food and agri-business retail professional
4. Food and agricultural regulatory officials
5. Food chain suppliers and distributors
6. Food and agricultural researchers and educators

Event organizers are putting out a call for exhibitors. Products and services which support and encourage agricultural and food traceability systems are welcomed. Exhibits will be located in public areas of the conference and attendees will have multiple opportunities to view the exhibition stands.

If you wish to be considered as an exhibitor, please send the following information to Haley Cook (hcook@iastate.edu) via email or fax (515-231-6716) before **May 10, 2009**:

- ✓ Name of company with contact name
- ✓ Description of the product or service (in 100 words or less)
- ✓ Description of the company (in 50 words or less)

The following pages provide information regarding the costs of exhibiting and payment options. Once you receive confirmation of acceptance, return the attached form.

Exhibition spots are limited and will be assigned on a first come, first served basis.

Food and Agricultural Traceability Conference

June 9 and 10, 2009

Des Moines, Iowa, USA

Exhibition show fax confirmation

Please print or type:

Company:	
Contact Person:	
Address:	
City, State, Country	
Postal Code, Zip	
Telephone Number	
Email	
Fax Number	

Fee¹:

Exhibition Fee:	Number of Slots/People	Cost
Booth Fee \$450 (includes one registration)		
Additional Exhibitor Fee \$300		
Total:		

¹Exhibition fee includes covered table top (4 ft x 8 ft table measurements)

Payment Options:

Credit Card: (MC, Visa, Discover)	
Card Number:	
Expiration Date:	
² Check	
Total Amount Enclosed:	

²Make checks payable to Iowa State University