

Alimentaria Food Show PLUS!

June 6-8, 2006

Sponsored by the Kansas Department of Commerce, Wisconsin Department of Agriculture and the Mid-America International Agri-Trade Council (MIATCO)

PARTICIPATION AGREEMENT

Thank you for your interest in MIATCO's Alimentaria Food Show PLUS! Below you'll find the terms and conditions of this activity accompanied by a registration form. To register, simply read the information below and return the completed form to MIATCO.

Registration Fee:

Affiliation with Northeast or Midwest Region

Before **March 20, 2006** Early Registration: \$200

Before **April 11, 2006** Deadline: \$300

*Out of Region companies will be admitted on a space available basis

*Non Affiliation with Northeast or Midwest Region

Before **March 20, 2006** Early Registration: \$300

Before **April 11, 2006** Deadline: \$450

Contact Information:

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

Web site Address: _____

Participation Terms and Conditions

MIATCO agrees to:

1. Conduct a competitive products survey for one of your products.
2. Translate your company profile into Spanish and include in our show brochure.
3. Provide access to Spanish interpreters during show hours.
4. Provide pre-arranged one-on-one meetings with interested foodservice and retail buyers.
5. Provide seminar on Mexican foodservice market trends and retail labeling requirements.
6. MIATCO is NOT responsible for lodging, transportation to the show, seminar or exhibit table or the cost of shipment of your products to the show and any other related expense. Other services desired or negotiated with a third party are not a part of this agreement.

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Participating Company agrees to: (please initial each statement)

- Pay registration fee and submit a completed Participation Agreement no later than the Registration Deadline of April 11, 2006. Registration costs for this activity are not reimbursable under the Branded Program. **[No-shows will be billed].**
- Provide an adequate supply of product and promotional materials including company profiles, brochures, etc. for display and sampling. Sale of samples is strictly prohibited.
- Promote only those products manufactured in the US with a minimum of 50 percent US-origin agricultural content, by weight. MIATCO has the authority to remove any non-U.S. Products from the activity.
- Arrange and pay for all travel and shipping costs to show location.
- Indemnify MIATCO, the Kansas Dept. of Commerce and Wisconsin Dept. of Agriculture from any financial loss or other claims resulting from participation in this activity.
- Upon completion of this activity, complete an evaluation and provide information regarding increased export sales in this target market or otherwise resulting from this activity.

The information contained on this page will be kept in strict confidence and is collected for statistical purposes only.

Company Profile

1. Type of Business (check where appropriate):

Manufacturer/Processor Wholesaler Agent/Broker Distributor Consolidator
 Producer/Grower Export Management Company Other _____

2. Products your company produces: _____

3. Markets you are interested in exporting to: _____

4. Please write your booth number here: _____

5. Signature _____ Date: _____

I have read, understand and agree to the conditions stated above.

Fax the completed agreement to MIATCO at (312) 334-9230

Participation fee should be made payable to MIATCO. (Please reference G5ALI) Original participation agreement and payment must be received no later than April 11, 2006. Send payment and completed participation agreement to:

MIATCO 309 W. Washington Suite 600 Chicago, IL 60606

This meeting is open to all persons without regard to race, ethnicity, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or family status. Person with disabilities who require alternative means of communication or language interpretation should contact MIATCO or Food Export USA-Northeast at least 15 days before the meeting.

For more information, please contact Becki Rhoades, Kansas Department of Commerce
(785) 296-1847 or e-mail at brhoades@kansascommerce.com