

PREPARED FOODS

R&D Applications Seminar

August 14–15, 2013 | Renaissance, O'Hare, IL **CHICAGO**

LOOKING FOR AN EFFECTIVE PLATFORM TO EDUCATE YOUR R&D CUSTOMERS?



- Educate your customers
- Demonstrate your ingredient's applications
- Engage potential customers in future projects
- Share ideas
- Connect with key decision makers
- Presentations can be viewed online by thousands of formulators worldwide

WHAT IS THE 2013 R&D APPLICATIONS SEMINAR?

Prepared Foods' 2013 R&D Applications Seminar Chicago is a 2 day, classroom style, applications-oriented event specifically created to help educate your R&D customers and prospects.

This 9th annual event provides food & beverage formulators with practical, "how to" solutions to specific formulation challenges and to better understand the functionality of a wide range of ingredients.

The Seminar's extensive educational program features over 40 individual technical sessions. All sessions feature a supplier-led presentation designed to help educate product developers on an ingredient's functionality in a specific application.

For presentation, sponsorship/exhibit and registration information, please visit

www.RDSeminarChicago.com

Join These Companies Supporting The R&D Seminar Chicago!

ADM
 Ajinomoto Food Ingredients
 Almond Board of California
 American Egg Board
 Barry Callebaut Inc.
 BASF Corporation
 Breiss Malt & Ingredients
 California Raisin Marketing Board
 Caravan Ingredients
 Cargill
 CFB-Budenheim
 The Cherry Marketing Institute
 Chr. Hansen
 Colloids Naturels
 Comax Flavors
 Danisco USA
 David Michael & Co.
 DD Williamson
 Decagon Devices
 Decas Cranberries
 DSM
 Edlong Dairy Flavors
 FONA International
 Fonterra
 Glanbia Nutritional
 GNT USA
 Gum Technology
 Herbstreith & Fox
 Hormel Foods
 IFC
 IFF
 Ingredient Solutions
 Innophos
 iTi Tropicals
 J. Rettenmair
 Jungbunzlauer
 Loders Crocklaan
 Main Street Ingredients
 MGP Ingredients
 National Starch Food Innovation
 Newly-Weds
 Nu-Tek Salt LLC
 Ocean Nutrition Canada
 Pharmachem Labs.
 P.L. Thomas
 Purac America
 Puratos
 Research Chefs Association
 Roquette America
 Roxlor International
 Sensient Color Group
 Silliker Labs
 Speciality Minerals
 SunOpta Ingredients
 Synergy
 Takasago Flavors
 TIC Gums
 Tree Top
 United Soybean Board
 Virginia Dare
 Vegetable Juices
 Ventura Foods
 Wild Flavors
 Wixon Flavors
 Z Trim



SUPPLIER PRESENTATIONS

Prepared Foods invites you to submit up to 2 application presentations for the **2013 R&D Applications Seminar**. The presentations are an excellent opportunity to position your company as a technical resource and a superb chance to network with hundreds of your R&D customers & prospects.

The Seminar features concurrent tracks each day. Each track will focus on a particular topic [i.e. beverage, baking, emerging ingredients, etc]. Each track will host up to 5, 40-minute, educational, non-commercial, supplier presentations. Presentation tracks will fill up quickly, so submit yours today!

SUPPLIER PRESENTATION SUBMISSION PROCESS

Online submission of your **2013 R&D Seminar Chicago** presentation outline is quick and easy.

1. Visit **www.RDSEminarChicago.com**
2. Click **"Call for Presentations"** tab. Scroll to the bottom of this page for helpful advice and click on the Presentation Submission Form.
3. Complete the **Presentation Submission Form** and simply click **"Submit."** Your proposal will be emailed to the Seminar Advisory Board for review, possible editing, and approval.
4. Don't delay, there are only a limited number of presentations available. Submit early and increase your selection of tracks. The 2013 presentation submission **deadline is Friday, March 8, 2013. Submit yours today!**

APPLICATION LABS

Application Labs are designed to provide suppliers and processors with a more hands-on, interactive and sophisticated learning experience. This format encourages suppliers to feature a series of culinary demonstrations highlighting ingredients and/or finished consumer products to convey functionality or applications more effectively. Each 75-minute, Lab session promotes conversations and questions between attendees and presenters.

The **2013 R&D Seminar Chicago** will feature **Applications Lab** sessions:

- On Wednesday and Thursday morning and afternoon.
- Each **Applications Lab** session can accommodate a maximum of 50 attendees.
- Suppliers will have immediate access to kitchen facilities to assist in preparation.
- Reservations for an **Applications Lab** session will be accepted on a first-come format, subject to the Advisory Board's approval.

- **Price: Wednesday \$5,500 (net)**

Thursday \$5,500 (net)

WEDNESDAY, AUGUST 14, 2013					
7:30-8:30am	Breakfast Buffet				
8:30-9:10am	Keynote Speaker				
9:15-9:55am	Flavors & Colors	Product Development Advances	Healthful Foods & Beverages	Emerging Ingredients	Beverages & Prepared Foods
10:00-10:25am	Refreshment Break				
10:30-11:45am	Applications Lab A:				
	Applications Lab B:				
11:50-12:30pm	Ingredient Systems for Weight Management	Product Development Advances	Healthful Foods & Beverages	Emerging Ingredients	Beverages & Prepared Foods
12:30-1:30pm	Lunch Break				
1:30-2:45pm	Applications Lab A:				
	Applications Lab B:				
2:50-3:30pm	Ingredient Systems for Weight Management	Product Development Advances	Healthful Foods & Beverages	Emerging Ingredients	Beverages & Prepared Foods
3:35-5:00pm	R&D Applications Seminar Chicago Expo and Networking Reception				

THURSDAY, AUGUST 15, 2013					
7:30-8:30am	Breakfast Buffet				
8:30-9:10am	Keynote Speaker				
9:15-9:55am	Baked Goods	Healthful Foods & Beverages	Meats & Marinades	Flavors & Flavor Enhancers	Starches, Gums & Fiber
10:00-10:25am	Refreshment Break				
10:30-11:45am	Applications Lab A:				
	Applications Lab B:				
11:50-1:00pm	Lunch Break				
1:00-2:15pm	Applications Lab A:				
	Applications Lab B:				
2:20-3:00pm	Product Development Advances	Healthful Foods & Beverages	Meats & Marinades	Confections	Proteins
3:05-3:45pm	Product Development Advances	Healthful Foods & Beverages	Prepared Foods	Heart Health	Starches, Gums & Fiber

TABLETOP EXHIBITS

A tabletop exhibit is an economical way to further educate key formulators in a learning environment.

The **R&D Seminar Chicago Expo** will be open during breakfast, breaks, lunch and the Expo Networking Reception on Wednesday, August 14th. See back page for Expo Hours.

TABLETOP RATES

Early Bird Discount \$ 795.00* (net)
 (payment in full by May 31, 2013)

Standard \$ 995.00 (net)
 (payment in full by June 3, 2013)

NEW! TABLETOP FEE INCLUDES 1 SEMINAR REGISTRATION

The fee includes **1 Seminar registration**, carpet, a 6' skirted table, 2 chairs, wastebasket and an exhibitor sign. A confirmation will be sent to the contact person listed on the reservation form after receiving contract and payment. No refunds after Friday, June 28, 2013.

The tabletop fee does include 1 Seminar registration.

All other tabletop personnel must be registered for the Seminar.

QUESTIONS?
 Please contact Marge Whalen
 at whalenm@bnpmmedia.com.

REGISTRATION

The **R&D Seminar** was created to provide the food & beverage industry's with an economically priced, non-commercial, educational venue to help further their learning on the practical use of ingredients in specific applications.

To achieve this goal, the **R&D Seminar** uses an untraditional business model that strives to provide exceptional value at modest registration fees, thereby maximizing formulator participation.

The supplier community benefits from this business model with higher formulator attendance, access to all the technical presentations, meals and networking providing greater exposure with your customer base.

- Registration fee is \$595 per person.
- If two or more attend from the same company the fee is only \$495 per person
- Presenter fee is \$295

SPONSORSHIP OPPORTUNITIES

Sponsorships at the **R&D Applications Seminar Chicago** provide suppliers an opportunity for enhanced visibility among this group of influential formulators.

Showcase your ingredients by incorporating into the meals served at Breakfast, Refreshment Breaks, Lunch or the Expo Networking Reception.

Sponsorships are moderately priced and give R&D professionals the opportunity to learn more about your ingredients, thus reinforcing your brand.

Wednesday Breakfast Buffet \$ 4,000.00 (net)

A buffet breakfast offers a superb opportunity for suppliers to gain exposure by incorporating your ingredients into the meal.

Email Café \$ 4,000.00

Attendees can conveniently check their e-mail during breaks and at lunch. The Email Café will be located in a high traffic area.

Wednesday A.M. Expo Refreshment Break \$ 2,000.00

30-minute break held in the Expo includes coffee, tea, soda, and optional snack item.

Wednesday Luncheon Buffet \$5,000.00

Sponsorship of the lunch buffet is an excellent opportunity to gain additional exposure by infusing your ingredients into the meal.

Wednesday Expo Networking Reception \$ 4,000.00

After a busy day of learning, the networking reception offers one supplier a premium opportunity to gain visibility and network with R&D attendees.

Thursday Breakfast Buffet \$4,000.00

A buffet breakfast offers enhanced name recognition for one sophisticated supplier.

Thursday Continuous Coffee in between Sessions \$ 3,500.00

Increase your brand awareness by incorporating flavors into beverages.

Thursday A.M. Expo Refreshment Break \$ 2,000.00

30-minute break held in the Expo includes coffee, tea, soda, and optional snack item.

Thursday Luncheon \$ 5,000.00

The lunch buffet is a premier sponsorship that provides high visibility and the opportunity to integrate your ingredients into the menu.

Seminar Tote Bags \$ 4,000.00

All attendees will be given a tote bag silk-screened with your company's logo for lasting brand recognition long after the Seminar is over.

Seminar Binder \$ 5,000.00

All attendees will receive a hardbound R&D Seminar binder to insert copies of the presentations to reference back at the office. Sponsor's logo printed on the cover and spine.

Evening In-Room Gift(s)

A thoughtful gift delivered to the attendees' room at the end of an invigorating day of learning will be valued and provides exposure for years to come.

Tuesday Evening Gift \$1,500.00
Wednesday Evening Gift \$1,500.00

Lanyards \$ 1,800.00

Badge holders/lanyards distributed to all Seminar attendees with your company's logo.

Water Bottle (12 oz) with your Customized Label \$ 2,000.00

Print your logo on the label of 12 oz. water bottles distributed to each attendee. Includes cost of printing label and water bottle.

Hotel Key Cards \$ 2,500.00

Your company's logo on the hotel key cards.

Daily Newspaper Delivery/Bellyband \$ 3,000.00

Wrap your sales message around a USA Today bellyband delivered daily to attendees.

Seminar Note Pads \$2,500.00

Seminar logo and your logo custom printed on 50 sheet note pads.

Application Labs Limited to 8, 75-minute sessions \$5500.00

The Application Lab Track is designed to provide ingredient suppliers with an interactive venue to demonstrate their ingredient's functionality or its application in a finished consumer product or model system. Attendance is limited to 45 formulators. Reservations accepted on a first-come, first-served basis.

Wednesday	10:30 – 11:45AM 1:30 – 2:45PM
Thursday	10:30 – 11:45AM 1:00 – 2:15PM

CUSTOMIZED SPONSORSHIP

We're eager to customize a sponsorship just for you. For more information contact Marge Whalen at 847-405-4071 or whalenm@bnpmedia.com

SPONSOR BENEFITS

FREE 1-page ad in Prepared Foods for sponsorships \$5,000.00 or greater.**

Your logo in R&D Seminar advertisements, brochure and web site.*

Free Company Profile page in the Seminar Proceedings Packet.

FREE use of the **R&D Seminar** registration list.

- Network with an elite group of 200 industry leaders.
- Discounted registration for your customers, we'll provide you with a customized email html.
- Signage prominently placed at your sponsored event.
- Your PowerPoint presentation posted to **Prepared Foods' Technical Solutions Resource Center** web site FREE.

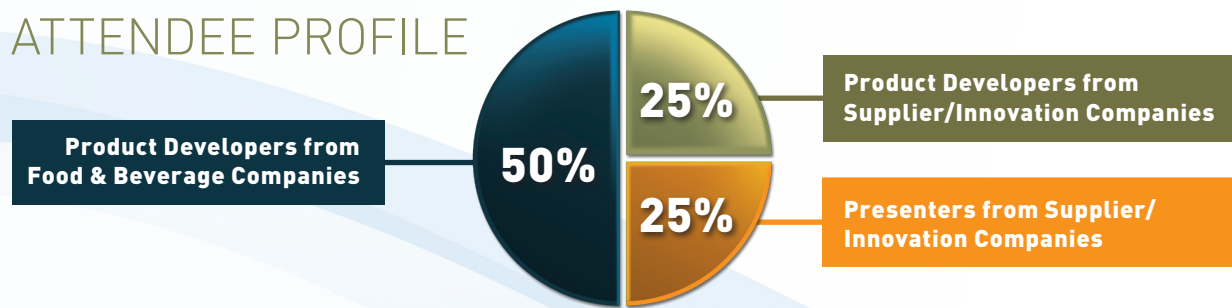
No refunds on Sponsorship cancellations after April 5, 2013.

* Subject to deadlines for printing of brochure and Seminar advertisements.

** Must be in addition to your regular scheduled ads and run in 2013.

2012 Sponsors have right for first refusal on their sponsorship until January 11, 2013.

ATTENDEE PROFILE



WHO SHOULD ATTEND

Corporate VP of Technical Services
Culinary Scientist
Director of Product Development
Director of Research Development
Director of Sales
Flavor Chemist

Food Technologist
R&D Project Manager
Innovation Manager
Manager of R&D
Manager of Technology
Principal Scientist

Product Development Manager
Product Development Technologist
QA Director
R&D Project and Innovation Manager
Senior PD Technologist
Senior Vice President

JOIN THESE PAST ATTENDING COMPANIES

Abbott Nutrition
Advanced Brands
Alberto-Culver Company
American Foods Group
Amway
Armano Foods
Baja Foods
Bama Pies
Basic American Foods
Bay Valley Foods
Berner Food & Beverage
Better Baked Foods, Inc.
Birds Eye Foods, Inc.
Boar's Head
Brachs
Butterball Farms Inc.
Butterfield Foods
Campbell Soup Co.
Canada Safeway
Cott
Crest Foods Co.
Del Monte Foods
Diageo
Dr. Pepper
East Balt/Bakery, LLC
Edlong Dairy Flavors
Ed Miniat Inc.
Enjoy Life Natural Brands

Foremost Farms
Frito-Lay
Gorton's
H.C. Brill
Hain Celestial Group
Heinz North America
Highland Baking Co.
High Liner Foods
Hormel Foods
HP Hood LLC
Imperial Sugar Company
Insight Bevearges
JBS, Swift Brands
Keystone Foods
Knouse Foods
Kozy Shack
Kraft Foods
Kroger Foods
Love and Quiches Desserts
Maple Grove Farms of Vermont
Maple Leaf Consumer Foods
McCain Foods
McCormick & Co.
McGee Foods Corp.
McIlhenny Company
McKee Foods Corporation
Mead Johnson and Company
Morningstar Foods

Nestle
Nestle USA Baking
Old Home Foods, Inc.
Orval Kent Foods
Park 100 Foods, Inc.
Parmalat Canada
Pecan Deluxe Candy Co.
PepsiCo Beverages & Foods
Perdue Farms
Perr Foods Group
Pinnacle Food Products
Publix Super Markets
Quaker Foods & Snacks
Ralston Foods
Rich Products Corp.
Sara Lee Corp.
Slim Fast Foods Company
Smithfield Innovation Group
Starbucks Coffee Company
Stonewall Kitchen
Sunrich Food Group
Trident Seafoods Corp.
The Hershey Company
Vienna Beef
Wawona Frozen Foods
Wm Wrigley Jr. Company

97% OF 2012 ATTENDEES FELT

"The seminar information will be useful in their job"

95% OF 2012 ATTENDEES FELT

"The seminar provided good value"

IMPORTANT DEADLINES

March 8, 2013

Presentation Outline submission deadline

March 15, 2013

Advisory Board will notify presenters as to whether or not their presentation(s) have been accepted.

May 31, 2013

Payment due in full for Tabletop fee. Cost is \$795 (net). On June 3rd, the space rental fee is \$995 (net). Rental fee does include 1 Seminar registration..

May 31, 2013

Tabletop confirmations and additional Expo information will be mailed.

June 28, 2013

Last day for refunds on Tabletop Exhibit Fees. Exhibitor personnel must register separately for the Seminar.

July 22, 2013

PowerPoint presentation(s) are due to the Advisory Board. (Note: *Prepared Foods* will have copies of presentations available, at the Seminar, only if the final version of the presentation is received by July 6, 2012.)

July 15, 2013

The special discounted rate of \$159.00 plus tax per night at Renaissance Chicago O'Hare is subject to change.

EXHIBIT SPACE

Set-Up: Tuesday, August 13, after 6:00 pm or
Wednesday, August 14, 6:00 - 7:15 am

Tear Down: Thursday, August 15, 2:00 - 4:00 pm

EXPO HOURS

Wednesday, August 14, 2013

7:30-8:30 a.m.,
10:00-10:30 a.m.,
12:30 - 1:30 p.m.,
and 2:45 - 4:30 p.m.

Thursday, August 15, 2013

7:30-8:30 a.m.,
10:00-10:30 a.m.,
and 12:00-2:00 p.m.



HOTEL AND RESERVATION INFO

OFFICIAL HOTEL

RENAISSANCE CHICAGO O'HARE is conveniently located minutes from O'Hare airport. The hotel also provides a free shuttle to and from the airport for enhanced accessibility.

Prepared Foods has arranged a **special discount rate of \$159.00** plus tax per night for attendees. The cut-off date for discounted room reservations is July 15, 2013

FOR RESERVATIONS

RENAISSANCE CHICAGO O'HARE

8500 W. Bryn Mawr, Chicago, IL
Toll Free: 800-468-3571 • Phone: 773-380-9600

To reserve your **2013 R&D Applications Seminar Chicago** supplier presentation, tabletop or sponsorship please contact the seminar manager or *Prepared Foods* salesperson:

Marge Whalen, Senior Event Manager
847-405-4071 or whalenm@bnpmmedia.com

Michael Leonard, Group Publisher
847-405-4024 | leonardm@bnpmmedia.com

Greg Szatko, Mid-West & Southeast
630-699-3638 | szatkog@bnpmmedia.com

Ray Ginsberg, East Coast & Europe
856-802-1343 | ginsbergr@bnpmmedia.com

Wayne Wiggins, Jr., West Coast & Southwest
415-387-7784 | wwiggins@wigginscompany.com

For presentation, sponsorship/exhibit and registration information, please visit

WWW.RDSEMINARCHICAGO.COM