

EXPO & SHOWCASE OF PROCESSED FOODS

CALIFORNIA



League of Food Processors

est. 1905



EXHIBITOR PROSPECTUS

FEBRUARY 2 & 3, 2010
SACRAMENTO CONVENTION CENTER

EXHIBIT

Dear Exhibitors,

Centrally located, unique and geared specifically to California's food processing industry, the CLFP Expo and Showcase of Processed Foods, February 2 – 3, 2010, is being held at the Sacramento Convention Center, allowing for a broad and deep attendance from processing facilities throughout the region.

This annual tradeshow includes two days of exhibit time, informative and timely industry meetings, workshops, seminars, and All-Industry activities. Together, these events provide exhibiting suppliers unparalleled access to key industry representatives and decision makers from food processing facilities throughout the state. Participants include representatives from over 30 states and 11 countries.

Enhanced Efforts

- Marketing within and beyond fruit and vegetable processing
- Hot topic breakfast sessions with comedian and industry speaker
- Education sessions with industry experts
- Back again... Tomato Processing School - Full-day pre-Expo workshop

Who Should Exhibit

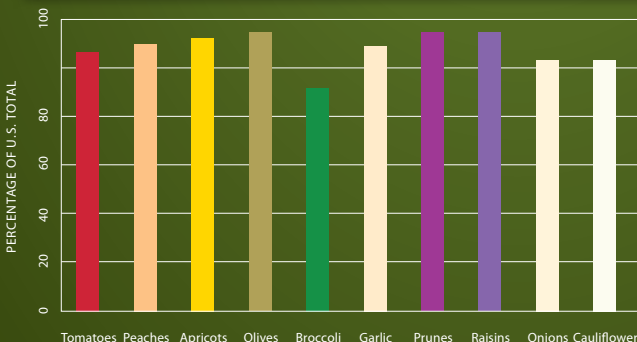
Industry Suppliers interested in opportunities to:

- Influence the buying power of food processor representatives
- Expand client base and company sales
- Unveil new technology, machinery and equipment
- Showcase valuable services and supplies
- Gather together and get connected with key decision makers and industry representatives

We thank you for your interest in exhibiting at the 2010 CLFP Expo and Showcase of Processed Foods, and I encourage your participation.

Sincerely,

Ed Yates
President & CEO
California League of Food Processors



California's Food Processors rank 1st among states in the processing of tomatoes, peaches, apricots, olives, broccoli, garlic, prunes, raisins, onions and cauliflower.

Ranks 2nd among states in the production of processed pears, mushrooms, carrots, sweet cherries, and oranges.

HOW TO EXHIBIT

In an effort to lessen our impact on the environment, we've opted to put all exhibiting forms online.

To download all forms and for more information, visit www.clfp.com.

Booth space opens August 10th to all exhibitors.

Forms to be completed:



- ☐ Exhibitor Application & Contract form with payment (Required)
- ☐ Company Description/Product Listing (Required)
- ☐ Sponsorship - Increase your exposure (Optional)
- ☐ Program Advertisement - Increase your exposure (Optional)
- ☐ CLFP Affiliate Membership - Save money on your booth rate and become a member! (Optional)

Sign and return completed Exhibitor Application & Contract form with payment to:

Alissa Dillon, Meeting Planner
California League of Food Processors
1755 Creekside Oaks Dr., Suite 250
Sacramento, CA 95833
Ph: (916) 640-8150
Fx: (916) 640-8156
Email: Alissa@clfp.com

For further booth sales and sponsorship information, see contact information above.

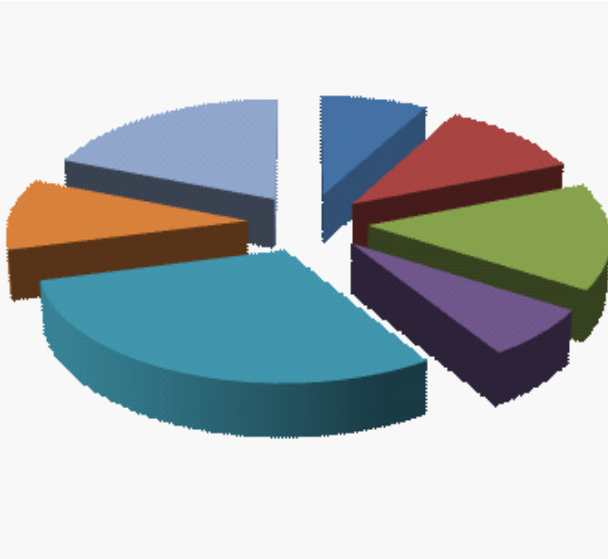
NOTE: Exhibitors will receive an email with instructions on how to register for badges online. All booth personnel must be registered.

 Printed on Recycled Paper
 Printed with Soy Based Ink



Printed on Forest Stewardship Council-certified recycled paper using soy-based ink.

ATTENDEE PROFILE



- 8% - Administration
- 11% - CEO/Owner
- 15% - Engineering/Research & Development
- 7% - Field Operations
- 30% - Production/Plant Operations
- 10% - Quality Assurance
- 19% - Sales & Marketing

FOOD PROCESSOR COMPANY ATTENDEES

- | | | |
|--|--------------------------------|-----------------------------------|
| ABBOTT NUTRITION | FILLO SALES | NEWSTAR FRESH FOODS |
| AMERICAN FRUITS & FLAVORS | FRENCH'S | OLAM INTERNATIONAL |
| AMERICAN LICORICE CO. | FURMANO FOODS | ONE SOURCE FOOD SOLUTIONS, LLC |
| ANTONIO PETTI FU PASQUALE SPA | G. L. MEZZETTA, INC. | * PACIFIC COAST PRODUCERS |
| ATOIGUE'S FINE FOODS | THE GARLIC COMPANY | * PATTERSON VEGETABLE COMPANY LLC |
| B & R FARMS | * GILLS ONIONS, LLC | PROVISIONS FOODS |
| BAY VALLEY FOODS | * GILROY FOODS & FLAVORS | READY ROAST NUT COMPANY, LLC |
| * BELL-CARTER FOODS, INC. | GOLD COAST PACKING, INC. | RED GOLD LLC |
| BLUE DIAMOND GROWERS | GOLDEN STATE FOODS | RIVERWEST PROCESSING COMPANY |
| BLUE SKY FOODS | GOLDRIVER ORCHARDS, INC. | * SABROSO COMPANY |
| BRAINCHILD NUTRITIONALS | GRIMMWAY FARMS | SAFEWAY, INC. |
| CAL PACIFIC SPECIALTY FOODS | * H.J. HEINZ COMPANY | * SATICOY FOODS CORP. |
| CALIFORNIA CONCENTRATE COMPANY | HAWAIIAN ISLAND DISTILLING CO. | * SENECA FOODS CORPORATION |
| CALIFORNIA FAMILY FOODS | * HILL VIEW PACKING CO., INC. | * SENSIENT DEHYDRATED FLAVORS LLC |
| * CALIFORNIA FRUIT AND TOMATO KITCHENS | HIRZEL CANNING CO. | SNOKIST GROWERS |
| CALIFORNIA FRUIT PROCESSORS | * INGOMAR PACKING COMPANY | SPORTSMAN CANNERY |
| CALIFORNIA NATURAL PRODUCTS | * J.G. BOSWELL COMPANY | STANISLAUS FOOD PRODUCTS |
| CALIFORNIA NATURAL TOMATO PRODUCTS | JUANITA'S FOODS | * STAPLETON-SPENCE PACKING CO. |
| * CAMPBELL SOUP SUPPLY COMPANY | * KAGOME, INC. | * SUN-MAID GROWERS OF CALIFORNIA |
| CEBRO FROZEN FOODS | KENNFODS USA/LATITUDE 1° | * SUNOPTA |
| COFCO-TUHNHE | KEY FOODS | SUNSWEEP GROWERS |
| COMPAGNIA MERCANTILE D'OLTREMARE SRL | * KRAFT FOODS | * TAYLOR BROS. FARMS |
| CON.SAR S.R.L. | KRUGER FOODS | TIP TOP CANNING COMPANY |
| * CONAGRA FOOD INGREDIENTS | L'ESPRIT DE CAMPAGNE | TOMATEK |
| * CONAGRA FOODS | * LIBERTY PACKING COMPANY | * TOPNOTCH FOODS, INC. |
| CORTO OLIVE | LIDESTRI FOODS | UNILEVER SUPPLY CHAIN, INC. |
| * CULINARY FARMS | LITTLE LADY FOODS | * US FOODSERVICE |
| CYTOSPORT | * LOS GATOS TOMATO PRODUCTS | VALLEY VIEW PACKING CO. |
| * DEL MAR FOOD PRODUCTS CORP. | LUNDBERG FAMILY FARMS | VSP PRODUCTS, INC. |
| * DEL MONTE FOODS | MAD WILL'S FOOD COMPANY | * WAWONA FROZEN FOODS |
| DIAMOND FOODS, INC. | * MARIANI PACKING CO. INC. | * WEST COAST PRODUCTS |
| * DIANA FRUIT CO. | MID VALLEY NUT COMPANY | * WHITE OAK FROZEN FOODS |
| DINAPOLI SPECIALTY FOODS | * THE MORNING STAR COMPANY | WILBUR PACKING COMPANY, INC. |
| DUDA FARM FRESH FOODS | MPK SONOMA CORPORATION | * WILD RICE EXCHANGE |
| E & J GALLO WINERY | * MUSCO FAMILY OLIVE CO. | WINDMILL VINEYARDS |
| * ESCALON PREMIER BRANDS | NATIONAL RAISIN COMPANY | |
| FARMINGTON FRESH | NATURE ZONE | |
| FIG GARDEN PACKING, INC. | * THE NEIL JONES FOOD COMPANY | |

* CLFP Food Processor Member

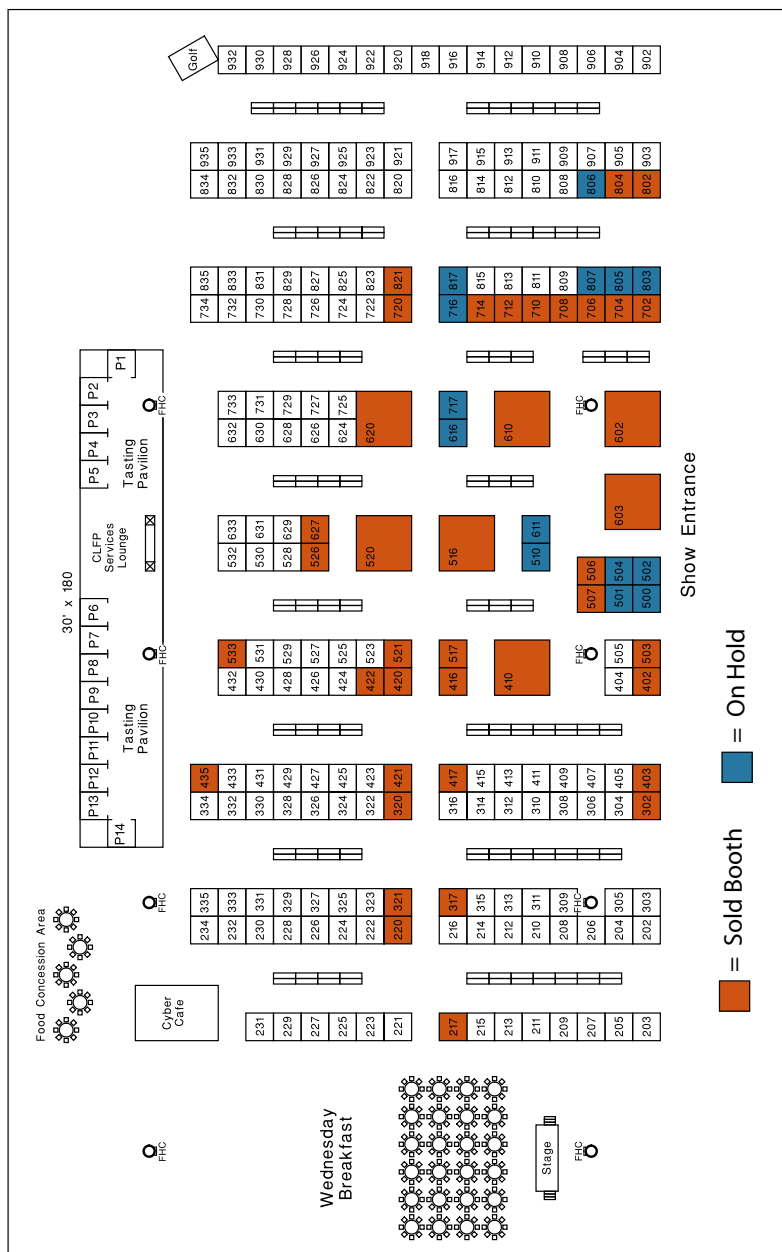
TYPES OF EXHIBITORS

AIR CONDITIONING
AIR POLLUTION CONTROL
ARCHITECTURE
BANK/FINANCIAL INSTITUTION
BOILER EQUIPMENT & SERVICES
BUILDING/CONSTRUCTION
CHEMICAL COMPANIES
COATING/ADHESIVES
COLD STORAGE
COMPRESSORS
COMPUTER/SOFTWARE/INTERNET
CONSULTANTS
CONTAINERS
EDUCATION
EMPLOYMENT STAFFING SERVICES
ENERGY SERVICE/SUPPLIERS
ENGINEERING
ENVIRONMENTAL
ENZYMES
EQUIPMENT INSTALLATION
EQUIPMENT & SUPPLIES
FABRICATORS
FARM EQUIPMENT
FLOORING
FLOW SYSTEMS
FOOD INGREDIENTS & MIXES
INSPECTION SERVICES
INSTRUMENTATION
INSURANCE
KNIVES & SAWS
LABORATORY SERVICES
LUBRICATION
MATERIAL HANDLING
METAL DETECTORS
ORGANIC CERTIFICATION
PACKAGING CODING/LABELING
PACKAGING EQUIPMENT
PEST CONTROL
PIPE RESTORATION
PROCESSING EQUIPMENT
PUMPS
RADIO FREQUENCY IDENTIFICATION
RESEARCH SERVICES
SAFETY EQUIPMENT & TRAINING
SANITATION

SCALES
STERILIZATION/PRESERVATION
STORAGE SYSTEMS
TRANSPORTATION
VALVES & CONTROL SYSTEMS
WAREHOUSE
WATER MANAGEMENT & TREATMENT
WASTE MANAGEMENT
WASTEWATER TREATMENT

FLOORPLAN

To view available booths, visit www.clfp.com



EXHIBITOR FACTS

EXHIBIT SHOW HOURS AND SCHEDULE

Tuesday, February 2, 2010 10:00 am – 4:00 pm

Wednesday, February 3, 2010 10:00 am – 2:00 pm

SET-UP SCHEDULE

Sunday, January 31, 2010 2:00 pm – 6:00 pm *Exhibitors with 400 sq. ft or more (Required)

Monday, February 1, 2010 8:00 am – 5:00 pm *All remaining exhibitors

DISMANTLING SCHEDULE

Wednesday, February 3, 2010 2:00 pm – 8:00 pm (No exceptions to 8:00 pm time)

EXHIBITOR SERVICE KIT

STL will mail all exhibitors a service kit approximately six to eight weeks prior to the tradeshow or you may download a service kit at www.clfp.com beginning December 2009.

BOOTH INFORMATION

Exhibit Space Assignments

Companies who participated in the prior year's show will have the first opportunity to reserve booth space, which will be assigned based on the order of when Exhibitor Application & Contract form and payment are received and time-stamped by CLFP. Assignments will be made with due regard to preference of exhibitor. CLFP does not guarantee any company will receive the same location assigned in previous years. CLFP reserves the right to make final determination of all space assignments in the best interest of the show.

Exhibit Space Includes

Pipe and drape (8' back, 4' side), company identification sign, company description listing in convention program, name badge identification, 5 free passes per each 10' x 10' space, 24-hour security, post-conference roster of attendees, and private exhibitor reception hosted by the CLFP Board of Directors.

Exhibit Booth Rates

CLFP Member Exhibit Rates			Non-Member Exhibit Rates		
\$12.00 sq ft.	\$ 1,200	10' x 10' Booth	\$14.00 sq ft.	\$ 1,400	10' x 10' Booth
\$11.50 sq ft.	\$ 2,300	10' x 20' Booth	\$13.50 sq ft.	\$ 2,700	10' x 20' Booth
\$11.50 sq ft.	\$ 3,450	10' x 30' Booth	\$13.50 sq ft.	\$ 4,050	10' x 30' Booth
\$11.00 sq ft.	\$ 4,400	20' x 20' Booth	\$13.00 sq ft.	\$ 5,200	20' x 20' Booth
\$10.50 sq ft.	\$ 6,300	20' x 30' Booth	\$12.50 sq ft.	\$ 7,500	20' x 30' Booth
\$10.50 sq ft.	\$ 8,400	20' x 40' Booth	\$12.50 sq ft.	\$10,000	20' x 40' Booth

EXPOSURE OPPORTUNITIES

- Sponsorships – give attendees a way to remember you long after the show is over!
- Advertising – place an ad in the show program which will be viewed by thousands!
- Company Name listed on the CLFP website!
- Company Name and Description listed in the show program!
- Become a CLFP Affiliate Member!

Visit www.clfp.com to download detailed exhibitor information and materials.

PRELIMINARY SCHEDULE OF EVENTS

Sunday, January 31

2:00 pm - 6:00 pm

Exhibitor Move-In (400 sq. ft. or more only)

Monday, February 1

8:00 am - 5:00 pm

Exhibitor Move-In and Registration

8:30 am - 4:30 pm

Pre-Expo Workshop - Tomato Processing School

3:00 pm - 5:00 pm

CLFP Board of Directors' Meeting

5:00 pm - 6:30 pm

EXCLUSIVE CLFP Board & Exhibitor Reception

Tuesday, February 2

7:00 am - 4:00 pm

Registration Open

8:00 am - 10:00 am

Kick-off Breakfast - Comedian Will Durst

10:00 am - 4:00 pm

Tradeshow Exhibits Open

Market Sample Display

Members' Tasting Pavilion

10:00 am - 1:00 pm

World Processing Tomato Council

Meeting & Lunch (Tentative)

12:00 pm - 2:00 pm

Northern California Institute of Food Technologists (NCIFT) luncheon w/ speaker (Tentative)

5:00 pm - 7:00 pm

CLFP Supplier Host Council
Reception & Silent Auction

Wednesday, February 3

8:00 am - 2:00 pm

Registration Open

8:30 am - 10:00 am

Breakfast Session w/ industry speaker (TBD)

10:00 am - 2:00 pm

Tradeshow Exhibits Open

Showcase Sample Display

Members' Tasting Pavilion

Educational Session



EVENTS & SESSIONS



PRE-EXPO WORKSHOP

TOMATO PROCESSING SCHOOL

Monday, February 1, 8:30 am - 4:30 pm

The objectives of this course are to provide employees of tomato processing companies, and individuals affiliated with the tomato processing industry, with an overview of tomato processing, from raw product receiving to shipment of the final product to the customer. This workshop is designed to increase knowledge of individual tomato processes so that each employee will better understand how they fit into the "big picture" and how they contribute to the success of their company.



KICK-OFF BREAKFAST WITH COMEDIAN WILL DURST

AMERICA'S PREMIER POLITICAL COMIC

Tuesday, February 2, 8:00 am - 10:00 am

Start your day with a belly full of laughs from "America's Premier Political Comic," Will Durst. A five-time Emmy nominee, Durst is "a man with the aim, strength and style to swat the partisan political piñatas upside their heads...Durst may mock, scoff and taunt, but he does it with taste."

POPULAR NETWORKING EVENTS



Exclusive CLFP Board of Directors & Exhibitor Reception

Exhibitors, meet top-level executives from our California food processor member companies.



Supplier Host Council Reception and Silent Auction

Socialize with your new contacts in a fun and relaxed environment while raising money for the CLFP Scholarship Fund.



Breakfast sessions with comedic and industry expert speakers

Start both days off with a good laugh and a fresh look at current issues.

CONTACT INFORMATION

Show Management

California League of Food Processors
1755 Creekside Oaks Drive, Suite 250
Sacramento, CA 95833
(916) 640-8510
(916) 640-8156 Fax
Alissa Dillon, Meeting Planner
alissa@clfp.com
www.clfp.com

General Service Contractor

STL, Ltd.
(916) 447-5000
(916) 447-1133 Fax
expo@stlltd.com

Sacramento Convention Center

1400 J Street
Sacramento, CA 95814
(This address does not accept shipments, contact STL)
(916) 808-5291



Sheraton Grand Sacramento (Host Hotel)

1230 J Street
Sacramento, CA 95814
(916) 447-1700
(916) 341-3600 Fax
Group rate is \$186.00/night
Reserve early, rooms will sell out.



WWW.CLFP.COM