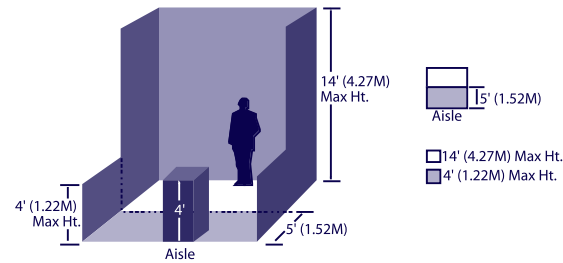


Exhibit Construction Guidelines

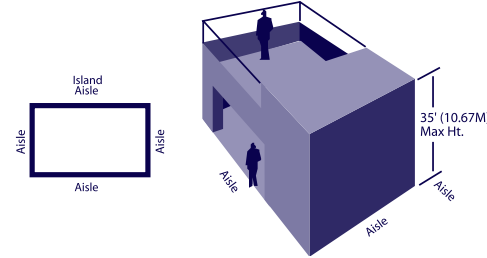
PERIMETER WALL BOOTH

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor.



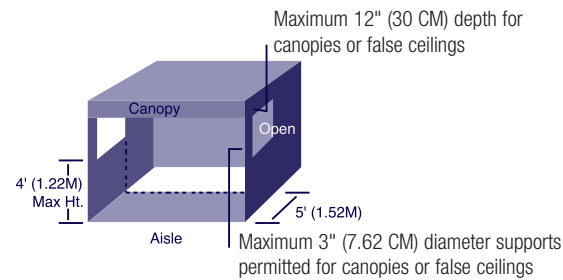
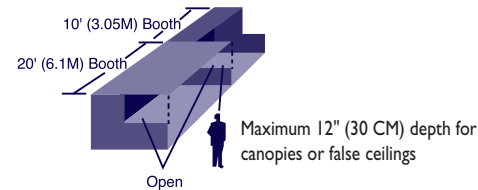
ISLAND BOOTH

Definition: Island-Exhibit with aisles on four sides.



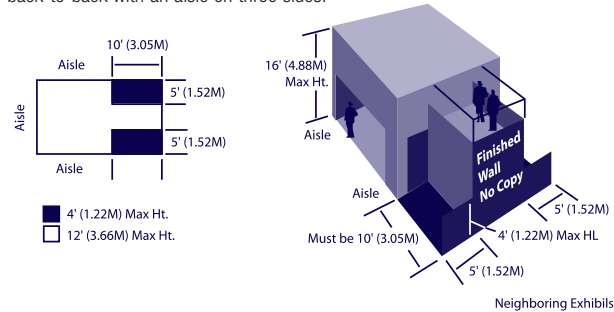
CANOPIES AND CEILINGS

Definition: An exhibit component supported over an exhibitor's space for decorative purposes only.



PENINSULA BOOTH

Definition: Exhibit with one or more display levels in four or more standard units back-to-back with an aisle on three sides.



HANGING SIGNS/BANNERS

Hanging signs, banners, flags or any other exhibit components that must be suspended from the ceiling must adhere to the specific construction and height requirements set forth for each booth type.* This applies to the entire sign, banner, or exhibit component so that its top must either be at or below the following height:

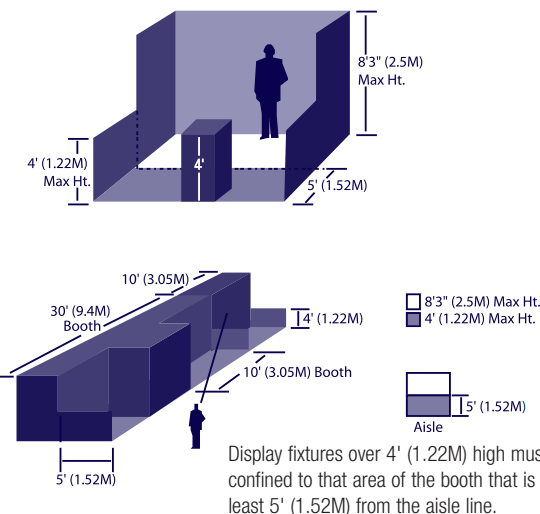
- Island Exhibits.....35'
- Peninsula Exhibits.....16'
- Perimeter Exhibits.....14'

*Please note: Hanging signs and/or banners are not permitted in standard back-to-back booths due to the 8'3" height limitation.

Set back at least 25% of the booth's width dimension from the back line of the booth. Length of sign not to exceed 50% of the corresponding dimension of the booth.

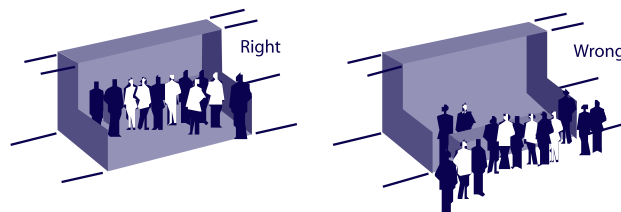
BACK-TO-BACK BOOTH

Definition: One or more standard units in a straight line (minimum booth size is 10' x 10' = 100 square feet).



DEMONSTRATIONS/SAMPLING

Definition: The part of the exhibit program involving the interaction of exhibit personnel and their audience through corporate presentations, product demonstrations or sampling.



MACHINERY/EQUIPMENT

Machinery and equipment may be displayed in a manner comparable to actual industrial utilization, but should be positioned so as to minimize interference with sightline into neighboring booths and shall be no closer than 12" (30 cm) from the aisle.



Your Recommended Global Serving



May 6-8, 2007 :: McCormick Place :: Chicago, IL, U.S.A.

PRODUCT CATEGORY LIST

0001 BEVERAGES

- 0010 ALCOHOL
- 0020 BEER
- 0030 BOTTLED WATER
- 0040 COCKTAILS: PREPARED
- 0050 COCOA
- 0060 COFFEE
- 0070 DRINK MIXES
- 0075 JUICES: CITRUS
- 0078 JUICES: NON-CITRUS
- 0080 JUICES: SHELF STABLE
- 0090 MINERAL WATERS
- 0100 NON-ALCOHOLIC BEVERAGES
- 0110 SOFT DRINKS
- 0120 TEA
- 0121 SPECIALTY TEAS
- 0130 WINE/WINE COOLERS
- 0140 FLAVOURED/COLOURED SALTS & SUGARS

1300 FROZEN

- 1310 BAKED GOODS: FROZEN
- 1320 DESSERTS: FROZEN
- 1330 FOODS: FROZEN
- 1340 FRUITS: FROZEN
- 1350 ICE CREAM
- 1360 ICE CREAM NOVELTIES
- 1370 MEATS: FROZEN
- 1380 PIZZA: FROZEN
- 1390 POULTRY: FROZEN
- 1400 SEAFOOD: FROZEN
- 1410 VEGETABLES: FROZEN
- 1420 YOGURT: FROZEN

1600 GROCERY PRODUCTS

- 1610 BAKING MIXES & SUPPLIES
- 1620 BASES: SOUP & GRAVY
- 1630 BULK FOOD MERCHANDISE
- 1640 CEREALS
- 1645 CHOCOLATE & CHOCOLATE PRODUCTS

1650 COATING MIXES, FOOD

- 1660 CONDIMENTS & RELISHES
- 1670 CONFECTIONERY
- 1680 COOKIES, CRACKERS
- 1690 DIPS: CHIPS, ETC.
- 1700 DRESSING, SALAD
- 1710 FATS & SHORTENING
- 1720 FILLINGS: CAKE, PIE
- 1730 FOODS: BABY
- 1735 FOODS: CAJUN
- 1740 FOODS: CANNED
- 1750 FOODS: DRY
- 1760 FOODS: ETHNIC
- 1765 FOODS: GIFT
- 1768 FOODS: HALAL
- 1770 FOODS: HEALTH
- 1775 FOODS: ITALIAN
- 1780 FOODS: KOSHER
- 1785 FOODS: MEXICAN
- 1790 FOODS: NATURAL/ ORGANIC
- 1800 FOODS: NON-DAIRY
- 1805 FOODS: ORIENTAL
- 1810 FOODS: SNACK

- 1820 FOODS: SPECIALTY
- 1825 FRUITS, CANNED
- 1830 JAMS, JELLIES, MARMALADES & PRESERVES
- 1850 MACARONI & PASTA
- 1855 MEATS: PROCESSED
- 1860 NUTS & DRIED FRUITS
- 1870 OILS: COOKING
- 1890 PEANUT BUTTER
- 1900 PET FOODS
- 1905 POPCORN
- 1910 PRIVATE LABEL FOODS
- 1920 RICE
- 1925 SALSA
- 1930 SAUCES
- 1940 SEAFOOD: CANNED
- 1945 SOUPS & STEWS
- 1948 SOYBEAN & SOY PRODUCTS
- 1950 SPICES & FLAVORINGS
- 1960 SUGARS/SWEETENERS
- 1970 TOBACCO PRODUCTS
- 1980 VEGETABLES: CANNED

2900 PERISHABLES

- 2910 FLORAL
- 2920 FRUITS: FRESH
- 2930 MEATS: FRESH
- 2935 MEATS: SPECIALTY
- 2940 PIZZA PROGRAMS
- 2950 POULTRY: FRESH
- 2960 SAUSAGE PRODUCTS
- 2970 SEAFOOD: FRESH
- 2980 VALUE ADDED/ PREPARED FOODS
- 2990 VEGETABLES: FRESH

3600 SERVICES

- 3605 ASSOCIATION
- 3615 EXPORTING/IMPORTING SERVICES
- 3625 INFORMATION & CONSULTING SERVICES
- 3627 MARKET RESEARCH & DEVELOPMENT
- 3629 STATE DEPARTMENT OF AGRICULTURE