

2010
International Cheese
Technology Exposition

Hosted by
Wisconsin Center
for Dairy Research
and
Wisconsin Cheese
Makers Association

April 20-22, 2010
Alliant Energy Center
Madison, Wisconsin, USA

Website
www.cheeseexpo.org



NEWS RELEASE

For more information, contact: Wisconsin
Cheese Makers Association, (608) 828-4550

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50% of booths sold for 2010 International Cheese Technology Exposition

Early Bird reduced booth price ends October 19

Madison—Fifty percent of available booth space has been reserved for the 2010 International Cheese Technology Exposition (ICTE) to be held April 20-22 in Madison, Wisconsin.

“The ICTE is the best, most convenient venue for dairy processors to see the newest technologies and latest products,” says John Umhoefer, executive director of Wisconsin Cheese Makers Association. “The 2010 ICTE will be the largest exposition dedicated to the cheese, butter and whey industries,” notes Umhoefer. WCMA, in partnership with the Wisconsin Center for Dairy Research, hosts the International Cheese Technology Exposition in even-numbered years.

The 2010 ICTE will offer seminars, exhibits and events for nearly 2,000 attendees traveling from around the world. Exhibitors are reminded to sign up and pay for exhibit space prior to October 19 to receive “early bird” booth rental rates. In addition, ICTE previous exhibitors are reminded to sign up before October 19 to receive priority booth placement. Complete ICTE information is available at www.cheeseexpo.org. Interested exhibitors may also contact WCMA’s Judy Keller at 800-999-2454 or jkeller@wischeesemakers.org.



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