

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

For Immediate Release

ICTE offers larger size island booths; free registration passes for all exhibitors

Madison, Wis. – New, larger size premium island booth space is available for the 2010 International Cheese Technology Exposition, to be held April 20-22 at the Alliant Energy Center in Madison, Wisconsin.

The ICTE, co-hosted by Wisconsin Center for Dairy Research and Wisconsin Cheese Makers Association, will be the year's largest gathering devoted solely to the multi-billion dollar market for cheese and related dairy products.

"New this year, the centrally located premium island booth size will expand to 20' x 40' to allow exhibitors to showcase their largest equipment." said Judy Keller, WCMA Event Coordinator. In addition, the show floor will offer more premium 20' x 20' peninsula booths, and the largest show floor in the history of the show with 323 booth spaces.

Also new: Unlimited Exhibits Only passes for Exhibitors. Each booth purchased will allow exhibitors an unlimited number of free passes for their company personnel working in the booth. Exhibiting companies will also receive the following number of free Full Registrations:

- 1 Booth – 1 Free Full Registration
- 2 Booths – 1 Free Full Registration
- 3 Booths – 1 Free Full Registration
- 4 Booth Island or 4 Booth Peninsula – 2 Free Full Registrations
- 8 Booth Island – 4 Free Full Registrations

Complete information will be available beginning September 9 at www.cheeseexpo.org. 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. Interested exhibitors may also contact WCMA's Judy Keller at 800-999-2454 or jkeller@wischeesemakers.org.



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