



2008 TIA Marketing Guide

Exhibitor/Sponsor Planning Guide for 2008

Dear Industry Partners,

In order to help you plan your involvement with TIA in 2008 at Bally's Las Vegas, we have developed the following guide. We realize many organizations start planning in the later part of the year for the following year's budget, so we want to be sure you can include TIA in your planning!

We have listed the major communications tools that we have developed to help you reach our membership and the events we are currently developing for 2008. There are various ways you can include us in your marketing mix throughout the year, and if something is not listed that you find of interest, please call to discuss!

Important note: We will be taking reservations for our 2008 convention at this show! Please see this year's enclosed details as we will honor the 2007 rates for 2008 up to 30 days after the convention! This will allow you to lock in today's rates and help you budget for next year, avoiding any potential price increase that we may need to pass on.

Thank you for your support this year! As you can see we are working to get ahead of the curve on providing you tools to help target our membership and improve communications within the industry. Please include TIA in your 2008 planning and budgeting!

Best Regards,

Jim

Jim Kabbani
Executive Director

Sponsoring and exhibiting gives your organization the edge in reaching tortilla industry producers and suppliers likely to purchase your products and services.

TIA's annual convention has become recognized as the most important event for tortilla producers, suppliers and everyone involved in the industry to attend. This convention provides the only annual trade show featuring materials, equipment, and services exclusively for the tortilla industry with all the major contacts to network with in one place. Unique business lectures and keynote speakers will provide knowledge to impact your bottom line!

See the latest in equipment and components, ingredients, packaging and systems and learn about advances in tortilla technology and supplies at the only national one-stop shopping venue for the tortilla producer. Your sponsorship will provide your organization with maximum exposure and great return on your marketing dollar.

TIA 2008 CONVENTION

Your sponsorship advantages include:

- Obtain sales leads and resources from sponsored event networking
- Your organization's name in the convention program and proceedings
- Prominent signage at your sponsored event
- Advertisement in the convention program

Your benefits of exhibiting:

- 2 complimentary registrations for the convention (entertainment banquet not included)
- Exhibit fees include space rental, standard pipe & drape
- Listing in the Convention Program
- (1) 7"x44" booth identification sign
- Exhibitor service manual, post-show attendance roster for sales calls

TIA NEWSLETTER

Target date(s): Four times a year, end of each quarter.

½ page color ad	\$500
Full page color ad	\$1,000
Exclusive issue ad	\$3,000

TIA 2008 MEMBERSHIP DIRECTORY & BUYER'S GUIDE

Target date(s): 2nd quarter.

½ page color ad	\$1,400
Full page color ad	\$2,500
In/Out side covers	\$3,000 (Same as 2007)

2008 SPRING TECHNICAL SEMINAR

May 12-15, 2008 Doubletree Paradise Valley Resort Scottsdale, AZ

After a few years of rest, we are bringing back our Tech Training Seminar! As done in past years, this will be a unique opportunity to interact with industry leaders and experts through interactive sessions on a wide variety of topics. We have had numerous requests to provide a forum with greater detail and topics than we have had at our annual convention. This and more will be detailed very soon on the TIA web site.

Prices:

Registration	\$250 Members	\$375 Non Members
Table-top displays	\$399 Members	\$500 Non Members
Golf (if scheduled)	tbd- visit www.Tortilla-Info.com for details...coming soon.	

Sponsorships: Packages available; call TIA to discuss 703-610-9036

(Sponsor packages can include: Receptions, breakfasts, lunch/speakers, breaks, registration materials etc...)

TIA 2008 Convention Sponsorship Levels

** Only these packages can be split with another organization*

*** TIA Convention Gala \$18,000 SOLD**

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page with your logo
5-min. for organization leader to speak at gala opening
One-page flyer inserted in each conference bag
Cocktail napkins with company logo

*** Opening Cocktail Reception \$12,000**

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page
5-minutes for organization leader to speak at reception
Cocktail napkins with company logo

*** Luncheons \$6,000**

(Tuesday & Wednesday in exhibit hall; buffet)
Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

*** Morning Business Sessions \$6,000**

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

Private afternoon sponsored session (1 hour) \$5,000

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

Conference Tote Bags \$4,000 SOLD

(with your organization's logo)
Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

T-Shirts \$3,500

(with your organization's logo included)
T-shirts will be included in all full registrant's tote bags;
others will be for sale
Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

Coffee Break \$3,000

Recognition with prominent signage during event
Listing in the convention program
Listing on the convention web page

Pre-Banquet Reception \$5,000

Recognition with prominent signage during event
Listing in the convention program
Listing on the convention web page
Cocktail napkins with company logo

Registration Lanyards \$2,500

Conference Bag Insert \$600

CONVENTION PROGRAM ADVERTISING

Outside Back Cover	\$2,500	SOLD
Inside Front Cover	\$2,000	
Inside Back Cover	\$1,000	
Full Page	\$750	
Half Page Horizontal	\$600	

GOLF LEVELS OF SPONSORSHIP

Monday, September 29, 2008

Eagle Sponsor \$5,000

Beverage cart sponsor
One drink ticket provided to each player
Opportunity to supply own organization shirt
One full page advertisement in convention program
One foursome
Choice of one tee **and** one green
Recognition with prominent signage during the event
Listing in the convention program
Recognition at opening reception
Listing on the convention web page

Birdie Level \$3,500

Opportunity to supply own organization golf (tote) bag
One half page advertisement in convention program
One foursome
Choice of one tee **and** one green
Recognition with prominent signage during the event
Listing in the convention program
Recognition at opening reception
Listing on the convention web page

Tee Level \$2,500

Opportunity to supply own organization golf tees
One half page advertisement in convention program
Choice of one tee **and** one green
Recognition with prominent signage during the event
Listing in the convention program
Recognition at opening reception
Listing on the convention web page

Green Level \$1,500

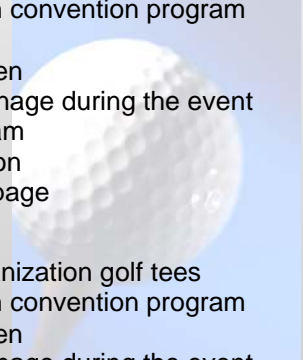
One half page advertisement in convention program
Choice of one tee **and** one green
Opportunity to supply organization flyer to all golfers
(in golf bag)
Recognition with prominent signage during the event
Listing in the convention program
Recognition at opening reception
Listing on the convention web page

Tee Sponsor \$300

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page

Green Sponsor \$300

Recognition with prominent signage during the event
Listing in the convention program
Listing on the convention web page





TIA 2008 Sponsorship Application

If you need more information or would like to discuss sponsorship opportunities, please contact TIA Meetings: 703-610-9036 or e-mail Info@Tortilla-Info.com.

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

E-mail: _____

Web site: _____

Visit www.Tortilla-Info.com for more information.

Payment Information

Credit Card: Visa MasterCard American Express

Check #: _____ Amount: \$ _____

Sponsorship Level(s): _____

CC#: _____ Exp. Date: _____

Signature: _____

Print Name: _____

If you are paying by check please send application and payment to:

Tortilla Industry Association
8201 Greensboro Drive, Suite 300
McLean, Virginia 22102
Ph: 703-610-9036 Fax: 703-610-9005
McLean, Virginia 22102



2008 APPLICATION AND CONTRACT FOR EXHIBIT SPACE

19th Annual Tortilla Industry Association Convention and Trade Exposition
September 29 – October 1, 2008 Bally's Las Vegas, Nevada USA

TORTILLA INDUSTRY ASSOCIATION

8201 Greensboro Drive, Suite 300 McLean, Virginia 22102 Phone: 703-610-9036 Fax: 703-610-9005
Email: Info@Tortilla-Info.com Web Site: www.Tortilla-Info.com

PLEASE TYPE OR PRINT CLEARLY. THIS INFORMATION WILL APPEAR IN THE Convention Program.

Exhibiting Company Name (limit 40 characters) _____ TIA Member? Yes [] No []

Street Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Fax _____ E-Mail _____

Company representative to receive exhibit correspondence:

Name _____ Email _____

DESCRIPTION of Products to be Displayed (for use in the Convention Program), limit 10 words or less:

CATEGORIES of Products to be Displayed (for use in the Convention Program, please check all that apply):

- Ingredients Machinery Packaging Publications Raw Materials Snack Food
- Testing Other (please explain) _____

1. HOW MANY 10'x10' BOOTHS? _____ WHAT ARE THE TOTAL DIMENSIONS OF YOUR EXHIBIT? _____ x _____

2. SPECIAL REQUIREMENTS (please check all that apply): Compressed Air Electrical Hook-up

WILL YOU BE SERVING OR WARMING FOOD SAMPLES DURING THE SHOW? [] Yes [] No Exhibiting companies that plan to serve or warm food samples in the exhibit hall must obtain any required Special Use Permits from the local Fire Authorities, and also comply with all fire regulations, as outlined in the Exhibitor Service Manual that will be shipped to you in Spring 2008.

3. BOOTH ASSIGNMENT:

Assignment and confirmation of booth location will be based on the following factors:

- * Membership in the *Tortilla Industry Association*
- * Past exhibits, sponsorships and participation in the Tortilla Industry Association Annual Conventions
- * Order of receipt of completed application, properly signed and accompanied by a deposit in the form of a check or money order, in US\$, in an amount as called for in 5. Remittance (below) for each booth contracted
- * Number of Booths, and configuration of exhibit space requested

Booth Location REQUESTED 1st Choice _____ 2nd Choice _____ 3rd Choice _____

4. **EXHIBIT FEES:** Exhibit fees include space rental, standard pipe & drape, 7"x44" booth identification sign, listing in Convention Program, exhibitor service manual, post-show attendance roster, and 2 complimentary registrations for the convention (exclusive of the entertainment banquet).

Surcharge for Island Booths is 20%; Surcharge for Corner Booths & Peninsula Booths is 10%

Tortilla Industry Association Members: (*Registration Deadline: June 20, 2008*)

** \$1,800 per 10'x10' booth (includes 2 complimentary registrations, exclusive of the entertainment banquet, for each 10'x10' booth)

Non-Members:

** \$2,300 per 10'x10' booth (includes 2 complimentary registrations, exclusive of the entertainment banquet, for each 10'x10' booth)

Surcharge for Island Booths is 20%; Surcharge for Corner Booths & Peninsula Booths is 10%

5. **REMITTANCE:** A deposit of at least 25% of the total exhibit space fees MUST be received within 30-days of receipt of contract. The balance of the Exhibit Space Fee will be due, in full, on or before *March 1, 2008*.

Please complete and mail this Application with credit card information or your check made payable to:

TORTILLA INDUSTRY ASSOCIATION
8201 Greensboro Drive, Suite 300 McLean, Virginia 22102 Phone: 703-245-8034 Fax: 703-610-9005
Email: Info@Tortilla-Info.com Web Site: www.Tortilla-Info.com

\$ _____ Amount of Payment enclosed or charged to credit card with this contract

VISA MasterCard American Express Card # _____ Exp Date _____

Cardholder Name (print) _____ Signature _____

6. **ACCEPTANCE:** This contract is subject to the Terms and Conditions as set forth (Basic Terms & Conditions) on the back of this application. Upon acceptance of this application by The Tortilla Industry Association, you will receive a confirmation of your exhibit space assignment.

Applicants Signature _____ Title _____ Date _____ rev 1/08



TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION Terms & Conditions

1. Contract This application, properly executed by Applicant (Exhibitor) shall upon written acceptance by the TORTILLA INDUSTRY ASSOCIATION for the 19th ANNUAL CONVENTION constitute a valid and binding contract. The Tortilla Industry Association reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition. It is further agreed that the conditions, rules and regulations as herein stated and as outlined in the exhibitor's manual are made a part hereof as though fully incorporated herein, and that the said exhibitor agrees to be bound by each and every one thereof.

2. Use of Space. The Tortilla Industry Association reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to person, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. Exhibitor's exhibit or product may not extend beyond the limits of the Exhibitor's booth and part of any exhibit or product may not extend into any aisle. No Exhibitor shall so arrange their exhibit so as to obscure or prejudice adjacent Exhibitors in the opinion of The Tortilla Industry Association. **No Exhibitor shall assign or sublet any part of his assigned space without prior written consent of The Tortilla Industry Association; "sharing" of exhibit space by companies not corporately related by a common ownership is strictly prohibited.** Any space not occupied by the time set for completion of installation of displays will be reassigned at the discretion of The Tortilla Industry Association. Deposits will be forfeited unless special arrangements have been approved by The Tortilla Industry Association. Exhibitor will keep his exhibit open and staffed at all times during the exhibit hours.

BOOTHS - Standard booth equipment (back and side wall draping, and identification sign) is provided by the TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION without additional cost to the exhibitor. If an Exhibitor plans to install a completely constructed display of such a character that the Exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. No display or its contents may exceed a height of 8' nor may the side walls be higher than 8' within a distance halfway between the backwall and aisle. Maximum height of the displays in the balance of the area is four feet. Raw wood, cardboard or similar material for wings to booths must be covered or painted if they are visible in adjacent booths.

Failure to comply with the rules and regulations of this contract and as stated in the exhibitor's manual will result in the alteration or removal of the booth at the exhibitor's expense. Rental fees for services and exhibit space are not refundable.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities, having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held. It is understood that TIA follows all IAEM exhibit standards.

3. Cancellation REFUND POLICY - Exhibitors canceling before May 21, 2008 forfeit 50% of the total rental fee. No refund after this time.

It is agreed that if the Exhibitor fails to comply in any respect with the terms of the agreement, then The Tortilla Industry Association shall have the right without notice to sell or offer for sale the exhibit space covered by this contract, said Exhibitor to be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, which loss or damage Exhibitor agrees to pay the exhibition upon demand together with reasonable expenses and costs incurred by reason thereof.

It is further agreed that actual occupation of the exhibit space by an Exhibitor is of the essence thereof, and that should the Exhibitor be unable to occupy the exhibit space as herein provided, the Tortilla Industry Association is then expressly authorized to occupy or cause said space to be occupied in such manner as it may deem in the best interest of the event, without any rebate or allowance whatsoever to the Exhibitor and without in any way releasing said Exhibitor from any liability hereunder, and said Exhibitor expressly agrees to pay the Tortilla Industry Association the full sum as herein set forth.

In the event that the premises in which the TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION is conducted shall become, in the sole discretion of The Tortilla Industry Association, unfit for occupancy, or substantially interfered with by reason of any cause or causes not reasonably within the control of The Tortilla Industry Association, this agreement may be terminated by The Tortilla Industry Association. For this purpose, the term "cause or causes" shall include, but not by way of limitation, fire, flood, epidemic, earthquake, explosion or accident, blockade, embargo, inclement weather, governmental restraints, restraints or orders of civil defense, or military authorities, act of public enemy, riot or civil disturbance, strike, lockout, boycott or other labor disturbances, inability to secure sufficient labor, technical, or other personnel, failure, impairment or lack of adequate transportation facilities, inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment, local state or federal law, ordinance, rule, order, decree or regulation, whether legislative, executive, or judicial, and whether constitutional, or act of God. Should The Tortilla Industry Association terminate this agreement pursuant to the provisions of this paragraph the Exhibitor waives any and all claims for damages and agrees that The Tortilla Industry Association may, after computing the total amount of TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION's costs and expenses in connection with its preparation for and conducting of the Show, (including a reasonable reserve for claims and other contingencies), refund to the exhibitor, as and for complete settlement and discharge of all said Exhibitor's claims and demands, an amount which bears the same relationship to the space rental fee paid by said Exhibitor as the total refundable amount as computed above bears to the total amount of space rental fees paid by all exhibitors.

4. Insurance. Exhibitors are required to carry worker's compensation, commercial general liability including products and completed operations, independent contractors, personal injury and blanket contractual liability insurance with limits of at least \$2,000,000 per occurrence, \$2,000,000 aggregate. Exhibitors must have a Certificate of Insurance at least 30 days before the proposed exhibit date naming the TORTILLA INDUSTRY ASSOCIATION, ASSOCIATION MANAGEMENT GROUP, AND MEETINGS MANAGEMENT GROUP as additional insureds. It is strongly recommended that Exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibit site.

The TORTILLA INDUSTRY ASSOCIATION, ASSOCIATION MANAGEMENT GROUP, MEETINGS MANAGEMENT GROUP and BALLY'S LAS VEGAS, assumes no liability for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. While the exhibition may provide security guards, it is solely done as an accommodation to Exhibitors. The Exhibitor expressly agrees to defend, indemnify, and hold harmless the TORTILLA INDUSTRY ASSOCIATION, ASSOCIATION MANAGEMENT GROUP, MEETINGS MANAGEMENT GROUP, and BALLY'S LAS VEGAS, their subsidiaries and affiliates, and each of their officers, Directors, representative and employees from any and all claims, liabilities and losses for injury to persons (including death) or damage to property arising in connection with Exhibitor's use of the exhibit space. Each party must be listed as additional insureds on insurance policies.

5. Available Services On behalf of the Exhibitors, the TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION has designated official Exposition contractors to provide the following: drayage, cartage, furniture, booth and floor decorations, signs, photographs, telephone services, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged for at the then prevailing rates. Contractors and rates will be listed in the Exhibitor Service Manual to be issued separately. The Tortilla Industry Association assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing persons, parties, and organizations. Arrangements for these services and payments are to be made between Exhibitors and official Exposition Contractors. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the regulations.

6. Protection of Facilities Nothing shall be posted on, or tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, or other parts of the convention hall exhibit area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention hall manager or their assistants. Exhibitors agree to abide by all terms & conditions of Policies and Procedures as set forth by BALLY'S LAS VEGAS

7. Installation and Dismantling The specific requirements as to time for installation and dismantling of exhibits shall be set forth in the Exhibitors Service Manual supplied to each Exhibitor for this particular exhibition. Such requirements shall be binding upon the Exhibitor as though fully set forth herein.

8. Copyrights Each exhibitor will assume all costs arising from the use of patented, trademarked, franchised or copyrighted music, materials, devices, and/or dramatic rights used in or incorporated in the TORTILLA INDUSTRY ASSOCIATION 19th ANNUAL CONVENTION. Exhibitors agree to indemnify, defend and hold harmless TORTILLA INDUSTRY ASSOCIATION, ASSOCIATION MANAGEMENT GROUP, AND MEETINGS MANAGEMENT GROUP from any claims, damages or costs, including legal fees, which might arise from use of such material. This includes the acquiring of and compliance with A.S.C.A.P., B.M.I., licenses and copyrights.

I have read, and agree to, the Terms & Conditions above.

Applicants Signature

Title

Date

rev 1/08