

17th Annual Exposition of the Tortilla Industry Association

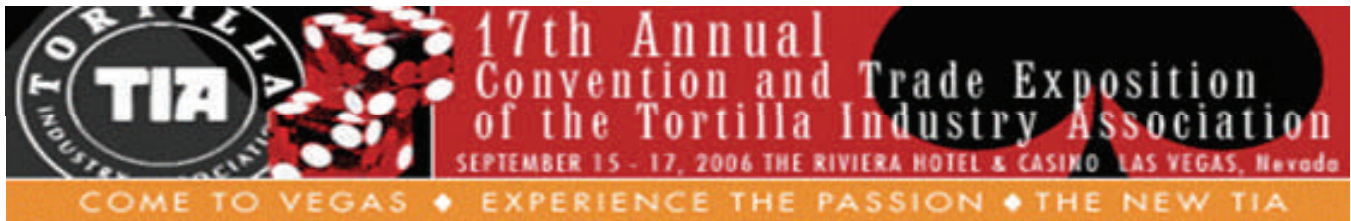
THE ONLY NATIONAL ONE-STOP SHOPPING VENUE FOR THE TORTILLA PRODUCER



SEPTEMBER 15 - 17, 2006
THE RIVIERA HOTEL & CASINO
LAS VEGAS, NV



S P O N S O R P R O S P E C T U S



Join Us As a Sponsor!

COME TO VEGAS ♣ EXPERIENCE THE PASSION ♣ THE NEW TIA

TIA's annual convention, a major, growing event for tortilla producers and suppliers, has become recognized as the most important event to attend. The convention provides the only annual trade show featuring materials, equipment, and services exclusively for the tortilla industry, plus programs and training sessions to assist in improving your business and personal knowledge.

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.



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

Some of the advantages of sponsorship include:

- ♣ Your organization's name in the convention program and proceedings
- ♣ Signs at your sponsored event
- ♣ Advertisement in the convention program
- ♣ Golf Hole sponsored
- ♣ Listing on the conference web page, with a link to your organization's web site

Business Sessions

"You know how to make a tortilla – we'll help you run a business"

TIA Convention 2006 will feature business sessions on Saturday and Sunday mornings. These presentations will provide useful information on a variety of topics to help ensure your success. We will address business specific concerns such as valuing your business and transitioning from family business.

FOR MORE TIA CONVENTION INFORMATION

Web Site: www.Tortilla-Info.com

E-mail: Info@Tortilla-Info.com



Levels of Sponsorship

Note: more than one organization can sponsor the same golf hole



Royal Flush \$15,000

- Entertainment Banquet
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page with your logo
- 5-minutes for organization leader to speak at banquet opening
- One-page flyer inserted in each conference bag
- Cocktail napkins with company logo

Four of a Kind \$10,000

- Opening Cocktail Reception
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page
- 5-minutes for organization leader to speak at reception
- Cocktail napkins with company logo

Full House \$5,000

- Luncheons: (Saturday & Sunday in exhibit hall; buffet)
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page



Straight \$5,000

- Morning Business Sessions
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program

Jokers Wild \$5,000

- Private afternoon sponsored session (1 hour)
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page

Aces \$3,500

- Conference Tote Bags (with your organization's logo)
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page

Kings & Queens \$2,000

- Coffee Break
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page

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Conference Program Advertising 2006



Jacks

\$2,000

- Pre-banquet Reception
- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page
- Cocktail napkins with company logo

Wild Card

\$1,000

- Lanyards (with organization's logo)
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page

Deuces Wild

\$500

- Conference Bag Insert
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page

High Roller

\$250

- **Golf Hole**
- Recognition with prominent signage during the event
- Listing in the conference program
- Listing on the conference web page
- Cocktail napkins with company logo

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

All ads can be B&W as well as color. Cover ads and full-page ads will be approximately 8½ x 11 and half page ads will be approximately 8½ x 5½. All ad space reservations and ad materials must be received no later than **August 1, 2006**.

All ads are sold on a first-come, first served basis. Cover positions are confirmed upon receipt of full payment. Copy is due to TIA on or before **August 1, 2006**. TIA reserves the right to reject any advertising which, in the opinion of the TIA Board of Directors, is deemed inappropriate or not in keeping with the overall theme of the convention.

Advertising Cancellation Policy
100% refund if cancelled in writing by **August 4, 2006**.



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Schedule At A Glance

**Times are subject to change*

Friday, September 15	All day	Exhibit Hall Set-up
	1:00 – 5:00 pm	Golf Scramble <i>Silverstone Golf Club</i>
	6:30 – 8:30 pm	Opening Reception
Saturday, September 16 <i>*Mexican Independence Day</i>	8:30 am – 12 Noon	Business Sessions
	12 Noon	Buffet Lunch
	12 Noon – 5:00 pm	Open- Exhibit Hall
	7:00 – 7:30 pm	Reception
	7:30 pm – 10:30 pm	Dinner and Entertainment
Sunday, September 17	8:30 – 11:00 am	Business Sessions
	12 Noon	Buffet Lunch
	11:00 am – 3 pm	Open- Exhibit Hall
	3:00 – 8:00 pm	Exhibit Move-Out

Travel Information

Riviera Hotel and Casino

The Entertainment Center of Las Vegas
2901 Las Vegas Blvd.,
Las Vegas, Nevada 89109
702-794-9412 Hotel
1-800-634-6753- Reservations
www.RivieraHotel.com

A room block has been reserved at the Riviera Hotel and Casino for this convention. The group rate is \$99 per night, plus taxes. Please refer to TIA 2006 when making your reservation.

Hotel Reservation Deadline: Tuesday, August 15, 2006

Airline Information

TIA has negotiated group rates with United Airlines for this convention. Attendees will receive a **2-10% discount**, with a larger discount given for reserving tickets in advance. Reservations can be made by calling United at 1-800-United-1 and using the **Meeting ID of 537TG** when booking your flight.

Ground Transportation

Airport shuttles to the Riviera cost approximately \$4.00 each way. Taxi service is also easily accessible and on average costs between \$11 and \$15 to travel between the airport and the hotel.

TIA has arranged for a group discount with AVIS if you wish to rent a car. Reservations can be made by calling 1-800-331-1600 or online at www.avis.com. Please refer to the **AWD Number D188938** to receive the discounted rate.

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Past TIA Exhibitors

21st Century Grain Processing
 A.C. Horn & Company/Cantrell
 A.M. Manufacturing Company
 ADM
 Advanced Flexible Composites, Inc
 Agroindustrias Integradas del Norte
 American Institute of Baking
 ARR-Tech Inc
 Ashworth Bros., Inc
 Azteca Milling, L.P.
 B.C. Williams Company
 Baking & Snack Magazine
 Baking Management Magazine
 Bartlett Grain Company, LP
 Cain Food Industries, Inc.
 Caravan Products Co., Inc
 Cargill
 Casa Herrera
 Cereal Food Processors, Inc
 Chem-Mex Industries, Inc
 Chester-Jensen Co.
 CII Laboratory Services
 Clabber Girl Corporation
 Custom Ingredients, Ltd
 Danisco USA, Inc
 Dipix Technologies, Inc
 Edible Oil Services, Inc
 EDT and Graphalloy
 Elway Industries, Inc
 F.E.I., Inc
 Fleischmann's Yeast
 Foremost Farms USA
 Fredman Bag Company
 Genpak
 Greenbelt Industries
 Gum Technology Corporation
 H&B Conditioning, LLC
 Heat and Control, Inc
 Honeyville Grain, Inc
 Horizon Milling
 Hurst & Associates
 HydroCal, Inc
 Independent Bakers Association
 Industrial Magnetics, Inc.
 Ingredients Unlimited, Inc
 Innophos, Inc
 Innoseal Systems, Inc
 Intralox, Inc



J Rettenmaier
 J.C. Ford Company
 J.R. Short Milling
 Kaak Group North America
 Kaman Industrial Technologies
 KB Systems Inc
 Kemin Food Ingredients, Inc
 Kwik Lok Corporation
 L.A.B.S./Galliator
 Lawrence Equipment, Inc
 Lumsden Belting
 Maquinas Tortilladoras Celorio
 Medallion Laboratories/General Mills
 MGP Ingredients, Inc
 Minsa Corporation
 Mobile Tech Systems, Inc
 Moline Machinery Ltd
 Murzan Inc
 Nilfisk-Advance America
 O'Malley Grain, Inc
 Pendleton Flour Mills
 Picsa de Mexico Internacional, SA de CV
 Plas-Ties
 Premier Pneumatics
 Quali Tech, Inc
 Rehrig Pacific
 Ross Computer Systems
 Shields Bag and Printing Co
 Smurfit-Stone Container Enterprises
 Snack Food & Wholesale Bakery Magazine
 Spray Dynamics, Ltd
 SunOpta Ingredients
 Sympak Inc, Stephan Division
 Taconic Plastics Ltd
 Tamlin Software
 The Henry Group
 The Peerless Group
 TIC Gums
 TNA North America, Inc
 U.S. Tsubaki, Inc
 Univar/Church & Dwight
 Wire Belt Company of America
 Zip-Pak



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Sponsorship Application

If you need more information or would like to discuss sponsorship opportunities, please call: 706-610-9036 or e-mail Info@Tortilla-Info.com. The deadline for reserving sponsorships and to be recognized in the conference program is July 21.

For payment purposes, use Tax ID Number: 46-0516994.

Organization: _____

Contact Name: _____

Title: _____

Address: _____

City: _____, **State:** _____, **Zip Code** _____

E-mail: _____ **Web site:** _____

*** Please e-mail your company logo for signage and TIA's conference web site to Info@Tortilla-Info.com. Visit www.Tortilla-Info.com for more conference information**

Payment Information

Credit ☐ **Check** ☐ **Cash** ☐

Credit Card Type: _____

Number: _____

Expiration Date: _____

Signature of Applicant: _____



If you are paying by check please send payment to:

Tortilla Industry Association
8201 Greensboro Drive Suite 300
McLean, Virginia 22102

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