

Midwest Professional Bakers Educational Conference
MARCH 25-27, 2007

Wyndham Hotel Northwest Chicago* • Itasca, IL

This market is built upon relationships...

Why exhibit at the Midwest Professional Bakers Educational Conference?

- Access to independent retail and multi-unit bakeries from the entire region
- 9 hours of dedicated exhibit time
- Demonstrations on the exhibit floor to keep customers in and moving around the hall
- Introduce your products to potential customers
- Reinforce your brand to existing customers

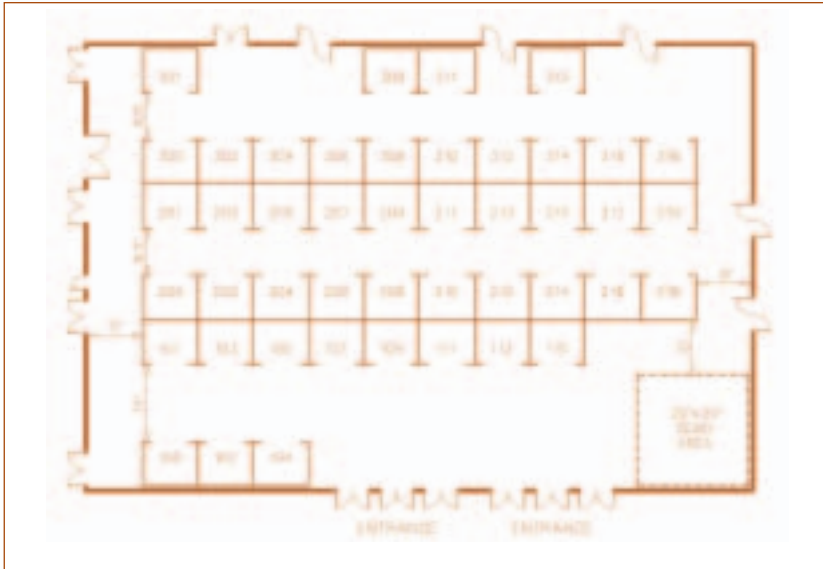
**In Mid-January the Wyndham Hotel will become a Westin property.*

Exhibitor Prospectus

Presented by:



Floor Plan



Refund and Cancellation Policy – All cancellations and reductions in space must be in writing and will only be accepted through February 22, 2007. All refunds will incur a \$75 processing fee. No refunds will be made after February 22, 2007.

Use of Space – Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing or distributing advertising matter outside of the exhibitor's rented space is not permitted.

Physical Rules and Restrictions

1. For all booth types, the term exhibit booth is considered to be contained in the space stated in the individual schematics set out within this prospectus, to the maximum heights stated. In no case is the exhibit hall ceiling, whether directly above the booth or not, considered to be part of the booth. No ceiling projection will be allowed.
2. Height restrictions are noted on the floor plan. The total height of a booth is measured from the floor to the highest point of the tallest object in a booth. The exhibitor will absorb all costs for this service. Please contact RBA with any questions.
3. All materials within the exhibit booth area including, but not limited to actual display unit, decorative items, furnishings, fabrics and floorings must meet and comply with all national, local and facility fire, electrical, plumbing, safety and hazardous material codes. Proper written certification must be available for viewing at the request of RBA.
6. Any item or items that do not comply are subject to immediate correction or removal at the discretion of RBA at the exhibitor's expense.
7. RBA reserves the right, with no liability whatsoever for damage, spoilage, or loss, to dismantle, dispose of, store or clear from the premises any display material, goods, property or merchandise of an exhibitor who has failed to comply with the aforementioned removal requirements and to order such work to be done at the sole expense of the exhibitor.

Installation and Dismantling of Displays – All displays must be erected and substantially ready for viewing by 2:45 p.m. the day of the official opening of the exhibition (03/25/07). RBA reserves the right to reassign any unoccupied space at this time, irrespective of any contracts made or payments received. Noisy or unsightly work in any exhibitor's booth area after the above deadline and/or during show open hours is prohibited. Teardown begins at 3:00 p.m. on the last day (03/26/07), exhibitors are not permitted to begin dismantling before the exhibition has been officially closed unless approved in writing and in

advance of the show's opening date by RBA. The deadline for removal of all materials from the exhibit hall will be enforced.

Storage of Boxes and Crates – Exhibitors will not be permitted to store boxes or packing crates in or behind booths. Boxes and crates must be removed from the exhibit floor one hour prior to the Exposition opening and will be placed in storage provided they are properly labeled for storage.

Care of Exhibit Space – The exhibitor must, at their own expense, vacuum, maintain, and keep the exhibit in good order along with the space, which has been contracted for the duration of the show. Booths located on the end of aisles, particularly those using elliptical telescoping backdrops, are required to dress the outside edge such that there appears to be a flush, finished appearance where one space abuts another.

Labor/Safety/Fire – Exhibitors will comply with all applicable statutes, ordinances, rules and requirements relating to health, fire, safety, and use of the premises. Booth decorations must be flame proofed and all hangings must clear the floor. Electrical wiring must conform to all federal, state, and municipal government requirements and the National Electrical Code Safety Rules. If inspection indicates that an exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, the right is reserved to cancel, at exhibitor's expense, all or such part of the exhibit as may be irregular.

Booth Personnel – Displays must be staffed during all Exhibition open hours. Badges must be worn at all times for admission to the Exposition.

Operating Restrictions – RBA reserves the right to restrict displays which for any reason become objectionable and to prohibit or remove any displays which, in the opinion of RBA detract from the general character, theme, purpose or appearance of the convention. The following activities are forbidden within any part of the exhibit facility unless approved in advance by RBA:

- Serving or distributing alcoholic beverages by exhibitors or their representatives within any part of the exhibit hall.
- Sponsorship of food or beverage event (other than those arranged or sanctioned by RBA) within the exhibit area, at the meeting hotels, or any facility used for the meeting, during meeting dates.

EXHIBITOR TERMS AND CONDITIONS

The following materials comprise the contract regulations set forth by The Retail Bakers of America for all organizations and their personnel exhibiting at the Midwest Professional Bakers Educational Conference.

Contract for Space – The "Exhibit Space Rental Agreement" must be completed in its entirety. Applications will not be processed or spaces assigned until both contract and payment are received at the Retail Bakers of America (hereinafter referred to as RBA) headquarters located at 8201 Greensboro Drive, Suite 300, McLean, VA 22102. The signed "Exhibit Space Rental Agreement" and subsequent notice of assignment constitute a contract between RBA and the exhibitor.

Floorplan – All measurements shown on the floor plan have been made as accurately as possible. However, RBA reserves the right to make such modifications as may be needed, making equitable adjustments with the affected exhibitors.

Assignment of Space – Booth space will be assigned at the discretion of RBA with due regard to the history of support for the conference and timeliness of "Exhibit Space Rental Agreement" submission. The decision of RBA with respect to booth space will be final and binding upon all exhibitors.

Subletting of Space – RBA prohibits exhibitors from assigning or subletting any part of their allotted exhibit space with another business or firm. Contracts for exhibit space are between RBA and each individual exhibitor, not between exhibiting companies. Therefore, the subletting of space is grounds for RBA's termination of any contract that exists.

Sound – Police your own booth to be sure that the noise level from any demonstrations or sound systems is kept to a minimum and must not interfere with others.

Giveaways/Prize Drawings – Samples, catalogues, pamphlets, souvenirs, etc. may be distributed by exhibitors and booth personnel within their booth. Exhibitors interested in conducting prize drawings, awards for signing of names, address, etc., must submit their intention in writing and receive written approval from RBA prior to publishing ads or any other notice of such giveaway or prize drawing. Signs showing the price of prize items must not be displayed.

Liability and Insurance – The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage, including that by fire and theft, to exhibitor's displays, equipment and other property brought upon the premises of the Wyndham Northwest Chicago and shall indemnify and hold harmless the Wyndham Northwest Chicago, RBA, CARBA and their agents, servants, employees, officers, directors, staff and members. Each participant, by signing the application for participation expressly understands that they release RBA from, and agree to indemnify it against any and all claims for such loss, injury or damage. If RBA shall be held liable for any event, which might result from a particular exhibitor's action or failure to act, such exhibitor shall reimburse and hold harmless RBA against any liability resulting therefrom. Exhibitors must adequately insure their materials, goods, wares and exhibits against loss or injury of any kind and must do so at their own expense; RBA and the Wyndham Northwest Chicago are not responsible for any loss (however caused) to any property of any exhibitor. Exhibitors are solely responsible for their own actions during the Midwest Professional Bakers Educational Series. RBA will provide security service during the official hours of installation, dismantle, overnight and exhibit hours. The furnishing of such service is in no case to be interpreted by exhibitors as guaranteeing them against loss or theft of any kind.

Amendment to Contract Regulations – Any and all points not covered specifically are subject to the decision of RBA. RBA may, in its sole discretion, make reasonable changes, amendments, or additions to contract regulations. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein.