



SERVICE SPECIALISTS SINCE 1904

McCLOUD SERVICES PRESENTS

PEST INVASION 2015

INTEGRATED PEST MANAGEMENT & FOOD SAFETY SEMINAR

Exhibitor & Sponsor Invitation

Tuesday April 21, 2015

Oakbrook, Illinois

www.mccloudservices.com | events@mccloudservices.com

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PEST INVASION 2015

INTEGRATED PEST MANAGEMENT & FOOD SAFETY SEMINAR

TUESDAY APRIL 15, 2014

DRURY LANE CONFERENCE CENTER - OAKBROOK, ILLINOIS

McCloud Services annual Pest Invasion Seminar brings together individuals from the entire food supply chain of custody, including food industry, pest management and environmental health professionals to network, study and learn industry best-practices.



Returning from a record year in 2014, we are expecting this year's attendance to be well over 300+ professionals from the food, pest management and environmental health industries.



As you look forward to the seminar, McCloud Services invites you to consider one of the enclosed sponsorship packages. By participating in Pest Invasion, your company will benefit from key exposure throughout the event and in post-event communications.

REACH YOUR AUDIENCE

Pest Invasion targets the most influential buyers and decision-makers in food safety, bringing you face-to-face with prospective and existing clients. Promote your brand, products and services in front of the audience you want to reach - attendees with purchasing power.

Become an exhibitor at McCloud's Pest Invasion Food Safety Seminar and increase awareness for your company's products and services and gain exposure for your newest advancements.

80% of 2014 attendees included c-level executives for major food supply chain companies including processors, manufacturers, distributors and suppliers.

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SPEAKER LINE UP

Debby Newslow

President - D.L. Newslow & Associates Inc.

Pest Invasion Topic: HACCP vs. HARPC

Debby Newslow is President of D. L. Newslow & Associates, Inc. Debby is the author of *The ISO 9000 Quality System: Applications in Food and Technology* released in February 2001. Debby is also the author of a HACCP-based chapter included in the 2003 release of the *Food Safety Compendium*. In 2013 Debby completed her second book, *Food Safety Management Programs - Applications, Best Practices and Compliance*.

Lance Reeve

Director of Global Innovation - AIB International

Pest Invasion Topic: Transporting Food Safely and Securely

Lance Reeve, Director, Food Safety Services Innovation, joined AIB in 1994. Before joining AIB, he worked as a health and safety officer conducting safety evaluations and industrial hygiene monitoring, teaching OSHA certification classes, and evaluating air monitoring surveys and safety data sheets. He has held a variety of roles at AIB, including food safety auditor, project coordinator, director of food defense, and global innovation manager.

Bobby Corrigan, Ph.D.

President - RMC Pest Management Consulting

Pest Invasion Topic: Rodent Update for the Food Industry

Dr. Bobby Corrigan is president of RMC Pest Management Consulting. He received his B.S., M.S. and Ph.D. degrees from Purdue University where for 15 years he conducted programs in urban pest management, emphasizing rodent control. Dr. Corrigan is the author of *Rodent Control: A Practical Guide for Pest Management Professionals*, and is contributing editor to *The Handbook of Pest Control*, 10th edition.

Rod Wheeler

Food & Facility Defense Specialist, AIB International

Pest Invasion Topic: Food Security & Food Defense

Rod Wheeler is the founder and president of Rod Wheeler & Associates, a criminal investigation firm. He also serves as a consultant to the food and agricultural industry on matters of homeland security.

James Campbell

Research Entomologist - USDA

Pest Invasion Topic: Stored Product Pests and Pheromone Based Monitoring and Control

James Campbell is a Research Entomologist with the USDAARS Center for Grain and Animal Health Research in Manhattan, KS. He received B.S. and M.S. degrees from Rutgers University and a Ph.D. in Entomology from the University of California-Davis. His research interests include the behavior of stored product insects and their natural enemies and how the use of behavioral information can improve the management of insect pests.

Doug Johnson

Extension Professor of Entomology and IPM Coordinator, University of Kentucky

Pest Invasion Topic: Insect Control from Farm to Fork

Dr. Doug Johnson joined the University of Kentucky faculty in 1980 as Extension Entomologist. His major emphasis has been work in the area of environmentally sound crop protection. His current applied research interests include developing this theme within the complex arenas of "insect vector / plant pathogen / host plant" systems. Currently he conducts research in the "soybean aphid + bean leaf beetle / multi soybean viruses / soybean" and the "cereal aphids / barley yellow dwarf viruses / wheat" systems.

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SPONSORSHIP OPPORTUNITIES

McCloud Services invites you to consider one of the enclosed sponsorship packages. By participating in Pest Invasion, your company will benefit from key exposure throughout the event and in post-event communications.

PREMIER SPONSORSHIP - \$7,500

EXCLUSIVE SPONSORSHIP TO THE McCLOUD SERVICES PEST INVASION SEMINAR

- **Co-branding of marketing materials with your company branding**
Event Invitation • Registration website • e-mail marketing (pre & post show emails)
Presentation slides • Name badges and lanyards • Event signage
- Sponsorship of one speaker with introduction from your company representative
- Company banners / signage placed throughout conference area
- Distribute sales literature / product samples to attendees during registration and breaks
- Exhibitor booth space in the Exhibit Hall
- Attendance for 4 guests

LUNCH SPONSORSHIP \$2,000 SPONSORSHIP FOR PEST INVASION LUNCHEON

- Company recognition at conference luncheon
- Company recognition on projection screens
- Exhibitor booth space in the exhibit hall
- Attendance for 1 additional guest

BREAK SPONSORSHIP \$1,600 SPONSORSHIP FOR PEST INVASION BREAKS

- Company recognition during breaks
- Company recognition on projection screens
- Exhibitor booth space in the exhibit hall
- Attendance for 1 additional guest

SPEAKER SPONSORSHIP \$1,600 EXCLUSIVE SPONSORSHIP FOR A FEATURED SPEAKER

- Company recognition during speaker introduction
- Company recognition on projection screens
- Exhibitor booth space in the exhibit hall
- Attendance for 1 additional guest

EXHIBIT ONLY - \$700 EXHIBIT SPACE IN THE EXHIBIT HALL

Contact McCloud today to reserve your sponsorship for Pest Invasion 2015

Mahi Kokkinos - Marketing Coordinator - Direct: 224-227-6550 - Email: mahikokkinos@mccloudservices.com

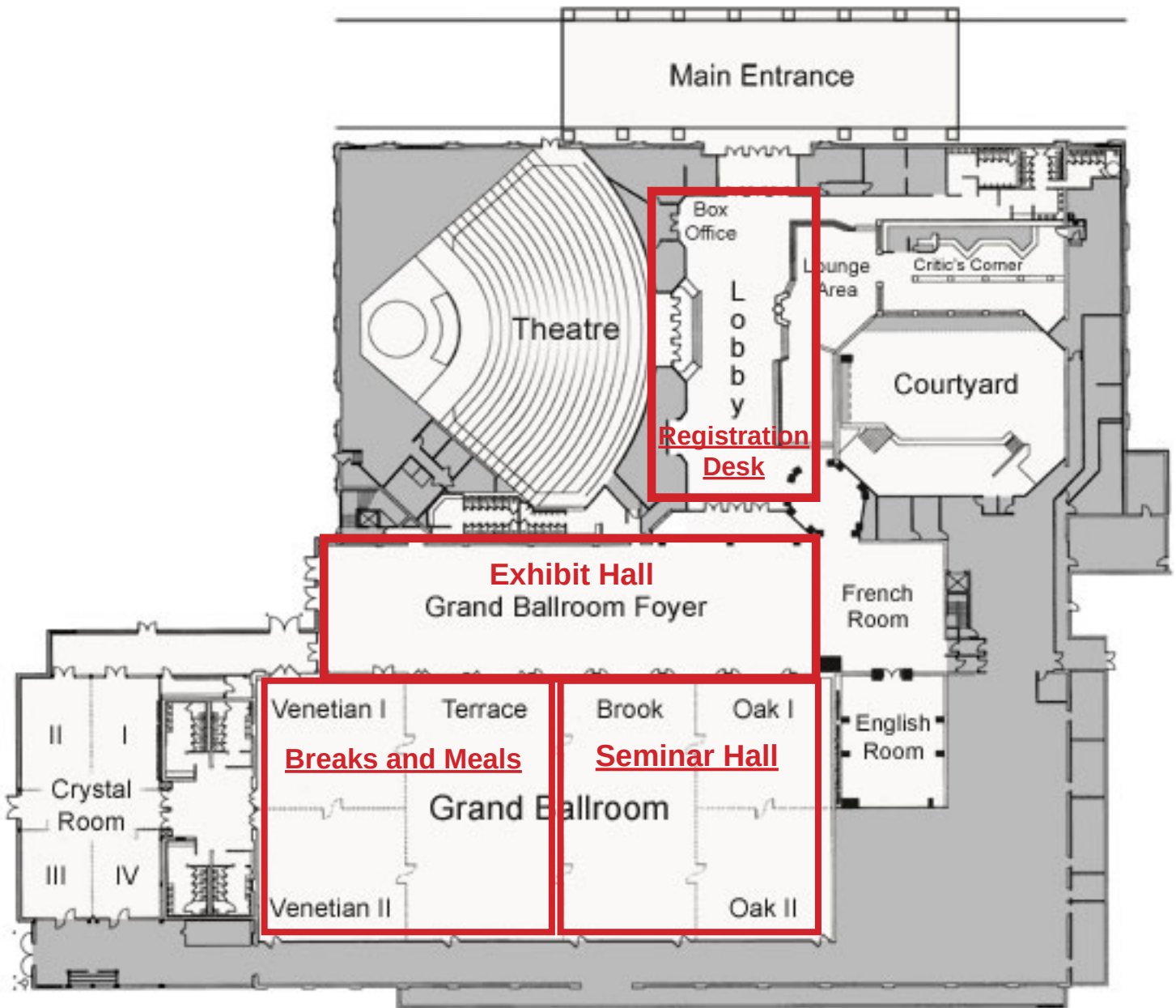
Patricia Hottel - Technical Director - Direct: 224-227-6528 - Email: pathottel@mccloudservices.com

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EVENT LAYOUT



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SPONSORSHIP REGISTRATION FORM

Sponsor / Attendee Information

| | |
|--|----------------------|
| Company Name: | Representative Name: |
| Email Address: | Phone Number |
| Company Address / Billing Address (Street, City, State, Zip) | |

Sponsorship Packages

| | | | | |
|--|--|--|--|------------------------------------|
| \$7,500 | \$1,600 | \$1,600 | \$2,000 | \$700 |
| <input type="checkbox"/> Premier Sponsor | <input type="checkbox"/> Speaker Sponsor | <input type="checkbox"/> Break Sponsor | <input type="checkbox"/> Lunch Sponsor | <input type="checkbox"/> Exhibitor |

Speaker Sponsorship (provide speaker name):

Payment Method

| | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Mastercard | Visa | Discover | Amex | Check |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

If paying by check, payment must be received by April 1, 2015

Make checks payable to:

McCloud Services Seminar Registration
1635 North Lancaster Road
South Elgin, IL 60177

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PRE-SEMINAR PLANNING

Hotel Accommodations

Hotel accommodations are available at the Hilton Garden Inn Oakbrook for the rate of \$115.00 per night.

Hilton Garden Inn Chicago / Oakbrook Terrace

1000 Drury Lane | Oakbrook Terrace, Illinois 60181

Phone: 630-941-1177

Group Name: McCloud Services

Group Code: MCLD

Exhibit Materials

Exhibits or product samples can be sent directly to the conference center in advance to:

Drury Lane Conference Center and Theater

100 Drury Lane | Oakbrook Terrace, Illinois 60181

*Shipments can arrive anytime between April 16 and Monday April 20

Shipping Instructions:

Attn: Your Name / McCloud Seminar

Drury Lane Conference Center and Theater

100 Drury Lane | Oakbrook Terrace, Illinois 60181

FOR QUESTIONS CONTACT

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