

Invitation to Exhibit in the Pennsylvania Booth for the Canadian Health Food Association Expo East

Toronto, September 9-10, 2006

PENNSYLVANIA: Due to the success of last year's initial participation in this trade show by the Pennsylvania Department of Agriculture [PDA], in conjunction with the Commonwealth's Representative Office in Toronto, PDA is again participating in this all-important show. [Please see "testimonial" below.]

PAVILION: The cost to a participating PA company is US\$300 – and is limited to four companies [two per booth]. Included in the fee, in addition to showcasing one's products, is the opportunity for each company to have pre-arranged, one-on-one appointments with distributors and brokers, attend a regulatory/customs and market briefing, and participate in a retail tour. In addition, participating exhibitors are invited to join PA's Department of Community & Economic Development [DCED] in a buyer's mission to Toronto and Montreal September 11-15. There is no participation fee for this mission. Companies are responsible for their lodging, transportation, and all other travel related expenses.

THE SHOW: This specialty organic health food conference and trade show is held annually and is one of the premier such trade events in Canada.

VENUE: Metro Toronto Convention Centre, North Building

DATES: Saturday & Sunday, September 9-10

VISITORS: In 2005 some 3,300 attendees were attracted to this annual trade event, to include Canada's leading organic and health food retailers, specialty foods stores, supermarkets, restaurants, mail-order, and other related businesses.

These attendees came to see more than five hundred exhibitors, particularly in view of the exponential growth in Canada's organic and health food sectors.

Business booms at this event in a unique decision-maker-to-decision-maker environment. An impressive percentage of all attendees either authorize or recommend purchasing decisions.

"We participated in the 2005 CHFA Show as a part of the PA booth. PDA's help, and that from the FAS Representative, enabled us to sign up a new broker, MTB Brokerage for Canada. MTB has already lined up a new distributor for us in Ontario. Now we have distribution through most of Canada. We are hoping to be able to participate in PDA's booth again this coming September."

Vijai Gupta, VP
Jyoti Natural Foods,
Sharon Hill, PA

CONTACT:

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**PENNSYLVANIA at CHFA 2006
Terms & Conditions**

As a duly authorized representative of _____ [company name], I have read, understand, and agree to the terms and conditions necessary to be a participating company in the PENNSYLVANIA booth at CHFA 2006.

1. Promote and display only products consisting of at least 50% agricultural and/or food ingredients or U.S. origin computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. The participating company must have an office and staff or manufacturing facility in Pennsylvania.
2. Pay the participation fee of US\$300.00 – a check payable to the PENNSYLVANIA DEPARTMENT OF AGRICULTURE – is due in full by Friday, August 11, 2006. Spaces will be available on a first-come, first-serve basis with registered, “PA Preferred” companies receiving first priority.
3. Be responsible for shipping product used for display and sampling, as well as any printed promotional material, to Toronto. Any return shipments are at the participating company’s expense.
4. Indemnify and release the Pennsylvania Department of Agriculture and their agents and officers from any liabilities for any losses as a result of participation in CHFA 2006. This includes losses related to product shipments, equipment, and supplies.
5. Complete an exit survey prior to completion of the trade show and provide confidential six-month follow-up sales information to the Pennsylvania Department of Agriculture. This is only for program justification purposes. Individual company sales estimates will not be published.
6. Any cancellation refunds will be subject to resale of your exhibit space.

I have read, understand, and agree with all provisions of the “Terms and Conditions” for participation in CHFA 2006.

Authorized Signature

Title

Date

Make check payable to the PENNSYLVANIA DEPARTMENT OF AGRICULTURE and forward to:

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