



# Sixth Annual ILLINOIS PRODUCTS EXPO... A FOOD AND COOKING EXTRAVAGANZA



## What is the "Illinois Products Expo...A Food and Cooking Extravaganza"?

A showcase of Illinois food products designed to allow Illinois food companies, agricultural groups and other agricultural entities the opportunity to promote, sample and/or sell Illinois food products. New uses of agricultural products will also be available.

Who is coordinating the Expo? Illinois Department of Agriculture, Bureau of Marketing and Promotion, Springfield, IL

Who is sponsoring the Expo? Illinois food companies, farm organizations and agricultural groups, governmental entities, other interested parties **We are currently soliciting sponsors!**

Where will the Expo be held? Orr Building, IL State Fairgrounds, Springfield, IL

Who will attend the Expo? Consumers and special food buyers from the entire state

## What is the previous history of the "Illinois Products Expo... A Food and Cooking Extravaganza"?

- ★ 1<sup>st</sup> Illinois Products Expo (1999): 48 entities (32 food companies, 11 agricultural groups and others) participated. 725 individuals (ages 13 and older) attended.
- ★ 2<sup>nd</sup> Illinois Products Expo (2000): 46 entities participated. Over 1,900 individuals (ages 13 and older) attended. 48 food buyers representing retail grocery stores, food distributors, food brokers, school food service purchasing, State of Illinois food purchasing personnel and other special food buyers attended.
- ★ 3<sup>rd</sup> Illinois Products Expo (2001): 59 entities participated; 3,423 individuals (ages 13 and older) attended
- ★ 4<sup>th</sup> Illinois Products Expo (2002): 88 entities participated; 5,084 individuals (ages 13 and older) attended
- ★ 5<sup>th</sup> Illinois Products Expo (2003): 90 entities participated; 7,681 individuals (ages 10 and older) attended

Who can exhibit at the Expo? Illinois food companies, agricultural food groups and companies who produce, process, package, and/or manufacture food or agricultural-based products.

What is the cost to exhibit at the Expo? 10 ft. x 10 ft. manned exhibit space - \$150 (Electricity and two draped 5 ft. tables provided) \*\* NOTE: Exhibitors will need to receive a public health permit, but will **not** be charged for the permit.

## What are the exhibit hours for the Expo?

The hours are as follows:

- ★ Friday, March 5: 2:00 p.m.– 4:00 p.m. (for special food buyers only),  
4:00 p.m.-7:00 p.m. (open to the public);
- ★ Saturday, March 6: 10:00 a.m.–5:00 p.m. (open to the public);
- ★ Sunday, March 7: 11:00 a.m.– 4:00 p.m. (open to the public).

### What other activities will be held during the Expo?

- ★ We will invite retail store food buyers, food brokers, food distributors, State of Illinois food purchasing agents, buyers from our local hospitals and other food procurement personnel to a “**closed session for buyers only**” on Friday March 5, from 2:00 p.m. – 4:00 p.m.
- ★ An “**Illinois Products Cook-Off Contest...Featuring Media Personalities**” will be held on Saturday, March 1, during the Expo.
- ★ The “**Illinois Wine & Cheese Garden**” will be the location of Illinois wine and cheese companies. Samples of wine and cheese will be provided. Illinois wine will be sold by the bottle and by the glass.

Can my company help to sponsor the Illinois Products Expo? **YES!** Levels of sponsorship include \$5,000, \$3,000, \$1,000, \$500 & \$300. Your participation at any of these levels of sponsorship will allow you **complimentary exhibit space plus additional benefits.** (You can also help to sponsor and not exhibit if time/manpower is a problem.)

How will my sponsorship monies be used? Monies received from sponsors will be used to purchase television, radio and print advertising. We will also utilize an Internet promotional campaign.

### What do previous Expo participants say about the Illinois Products Expo?

**Mr. Doug Hilsenbeck, National Sales Manager-Retail, Archer Daniels Midland Company/Soy Foods, Decatur, IL** *“I have personally been involved this past year in several Ag. Dept. functions. The most enjoyable and the most exhausting was the Illinois Products Expo held in Springfield where I met thousands of existing and potential new customers from the Central Illinois area.”*

**Mr. Dan Reynolds, Owner, Bartlow Bros., Inc., Rushville, IL** *“This was our first year to exhibit at the Illinois Products Expo. To say that we were impressed with the turnout would be an understatement. You definitely have a good thing going...keep it up!”*

**Ms. Toni Wells, Marketing Coordinator, Chilliman Chili, Litchfield, IL** *“Chilliman Chili has been a proud sponsor of the Illinois Products Expo for the past four years. We are extremely impressed with the consumer attendance growth. The IL Dept. of Agriculture does an outstanding job promoting this event. We are looking forward to attending as a sponsor next year and being a part of this event.”*

**Mr. Jeff Zivney, Zivney Cheese, Inc., Minonk, IL** *“This was our first time at this show. It was unbelievable. Next year, we will bring more people to provide more types of samples and sell a few more products. I would like to see this type of expo in other cities. We are definitely coming back.”*

Who can I contact for more information? Larry Aldag, Bureau of Marketing and Promotion, Illinois Department of Agriculture, State Fairgrounds, P.O. Box 19281, Springfield, IL 62794-9281 (telephone - 217/524-3012; fax - 217/524-5960; e-mail - [laldag@agr.state.il.us](mailto:laldag@agr.state.il.us)).

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