

SHOW ATTENDEE STATS

78% Serve Soft Serve Ice Cream

79% Serve Food Items

82% Serve Hand Dip Ice Cream

82% Say the Show influenced their decision

82% Say the Show influenced their Vendor selection

83% Are Company decision makers

Who Should Exhibit?

Proactive businesses interested in growing their book of business in the ice cream and fast food industry.



Real People, Real Opportunities

Five FREE Opportunities

You Can Capitalize on by

Exhibiting at the Great Lakes Ice Cream + Fast Food Show

Exhibitors can introduce or spotlight existing product lines and enhance customer relations. Included in your booth package are the following opportunities at traffic building and business development.

1. Web link from GLIC+FFA to your site
2. Exposure on GLIC+FFA website Supplier page
3. Promoted through eblasts to store operators
4. Directory Listing in the "Show Program"
5. Hospitality Room Access to connect with Store Operators

Exhibit Booth Features

- 10' x 10' Space
- **Demonstrations Available Upon Approval****
- $200 deposit per booth required to secure exhibit space
- Carpet, pipe and drape, (2) chairs, booth sign & waste-basket.
- Free refrigeration and freezer storage

Five Goals you can reach by Exhibiting at the Great Lakes Ice Cream + Fast Food Show

1. Meet customers from all segments of the ice cream and the fast food industry
2. Ensure your company/brand is represented targeting the Midwest.
3. Market and sell items that you are seeking placement in the industry
4. Network and discover new business opportunities
5. Showcase new products, technologies, and supplies

Basic Booth Pricing	Early Price Before 11/23/26	Price After 11/23/26
Inside Booth	$945	$1,145
Each Additional Inside Booth	$750	$850
Corner Booth	$995	$1,195
Each Additional Corner Booth	$850	$950

NOTE Freight Handling Fee: $100, Electricity, Table, and Membership Dues (required) not included.

Move In:
Thursday, February 11, 2027
8:00 A.M. - 5:00 P.M.
Friday, February 12, 2026
8:00 A.M. - 11:00 A.M.

Show Floor Hours:
Friday, February 12, 2027
12:00 P.M. - 4:00 P.M.
Saturday, February 13, 2027
12:00 P.M. - 4:00 P.M.

Move Out:
Saturday, February 13, 2027 4:00 P.M. - 9:00 P.M.

Going Beyond The Booth

- ***NEW* Advertise in the Convention Program - Half and Full Page Opportunities**
- GLIC+FFA website presence
- Show Directory Listing
- GLIC+FFA Marketing Opportunities

Exhibiting at the Great Lakes Ice Cream + Fast Food Show Made Easy



- FREE Exhibitor parking
- Set up your own booth
- Hand carts available
- Hand carry materials to booth

Attendee Demographics

Soft Serve and Hand Dip Ice Cream Parlours
Pizza Operators • Deli & Quick Serve
Convenience Stores
Hospitals • Campgrounds
College/Universities • Entertainment Theaters

Contact Cherie Hime

Exhibit Sales/Sponsorships @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Diamond Sponsor - 1 Available - $4,950 Host Fee

Sponsor of Friday Founders Dinner includes:



- **1** Exhibit Corner Booth
- Early move in for booth set up
- Recognition on Sponsor sign
- Sponsor logo displayed on Exhibit Hall digital board
- Recognition Badges with Sponsor Ribbons
- Sponsor Logo on e-convention correspondence with link to Sponsor website
- Full page color ad in the Show Directory
- Attendee list provided before the Convention for use to send e-advertisements
- 2 Minute Sponsor Message at Founders Dinner
- (1) VIP table for 8
- Listing on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- FB Post “Thank You ” with all Sponsors and link to Sponsor FB page
- Post e-advertisement on behalf of Sponsor to attendees, provided by sponsor
- News magazine feature article, provided by sponsor
- Listing in quarterly newsletter Marketplace Directory
- *__NEW__* Hospitality Room Access in Arena

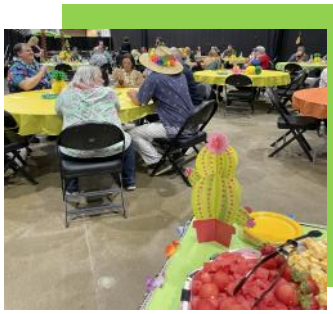


Gold Sponsor - 1 Available - $4,250 Host Fee

Sponsor of Thursday’s Welcome Reception includes:



- **1** Exhibit Corner Booth
- Early move in for booth set up
- Recognition on Sponsor sign
- Welcome Reception Door Prize on behalf of Sponsor
- Sponsor logo displayed on Exhibit Hall digital board
- Recognition Badges with Sponsor Ribbons
- Sponsor Logo on e-convention correspondence with link to Sponsor website
- Full page color ad in the Show Directory
- 1 Pre-Convention e-advertisement sent to attendees on Sponsor behalf
- **2** Minute Sponsor Message at Welcome Reception
- 4 tickets to the Founders Dinner
- Listed on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- Listed on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website
- FB Post “Thank You ” with all Sponsors and link to Sponsor FB page
- News magazine feature article, provided by sponsor
- Listing in quarterly newsletter Marketplace Directory



Exhibitor Sales @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Silver Sponsor - 4 Available - $2,950 Host Fee

Sponsor one of the following Meals: Friday or Saturday Breakfast; Friday or Saturday Lunch.

1 Exhibit Booth
Early move in for booth set up
Recognition on Sponsor sign
Sponsor logo displayed on Exhibit Hall digital board
Recognition Badges with Sponsor Ribbons
Half page color ad in the Show Directory
1 Pre-Convention e-advertisement sent to attendees on Sponsor behalf
2 tickets to the Founders Dinner
2 tickets to the sponsored meal
1 Minute Sponsor Message at Event
Listed on the Sponsor page of GLIC+FFA website with Sponsor logo & link to Sponsor website
Listed on the Supplier page of GLIC+FFA website with Sponsor logo & link to Sponsor website
FB Post "Thank You " with all Sponsors and link to Sponsor FB page
One Newsletter feature article, provided by sponsor
Listing in quarterly newsletter Marketplace Directory
__NEW__ Hospitality Room Access in Arena



Bronze Sponsor – 2 available - $1,000 Host Fee

Sponsor one of the following; Friday or Saturday Educational Seminars

Early move in for booth set up
Recognition on Sponsor sign
Sponsor logo on Exhibit Hall digital reader board
Recognition Badge with Sponsor Ribbon
Quarter page ad in the Show Directory
FB Post "Thank You " with all Sponsors and link to Sponsor FB page
1 Minute Sponsor Message at Seminars or Breakout Sessions
Listed on the Sponsor page of the GLIC+FFA website with Sponsor logo & link to Sponsor website
Listed on the Supplier page of the GLIC+FFA website with Sponsor logo & link to Sponsor website
Listing in quarterly newsletter Marketplace Directory
__NEW__ Hospitality Room Access in Arena



Exhibitor Sales @ 608-354-7110 or info@glicffa.org

Sponsorship Opportunities

Coffee Station - ALL SPONSORED

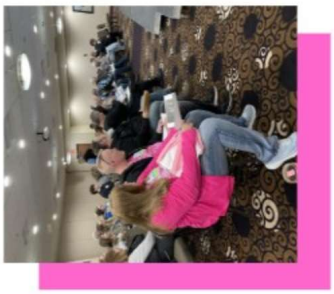


Coffee Station for Friday and Saturday in Arena and includes:
- Sponsor recognition sign displayed at Coffee Station, provided by sponsor
- Sponsor recognition on Sponsor sign
- Sponsor brochures available at Coffee Station, provided by sponsor
- Sponsor recognition logo displayed on Exhibit Hall digital board
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listed on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listed on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in quarterly newsletter Marketplace Directory

Hospitality Room - 1 Available - $750 Host Fee

Hospitality Room in the Exhibit Hall is open Friday and Saturday and includes:
- Sponsor recognition on Sponsor sign
- Sponsor brochures available in Hospitality room, provided by sponsor
- Sponsor recognition logo on Exhibit Hall digital board
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listed on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listed on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in quarterly newsletter Marketplace Directory

Lanyards - 1 Available - $1,000



- Sponsor logo on Name badge and Neck Lanyard
- Sponsor recognition on Sponsor sign
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in quarterly newsletter Marketplace Directory

Anniversary Pins - 1 Available -$400

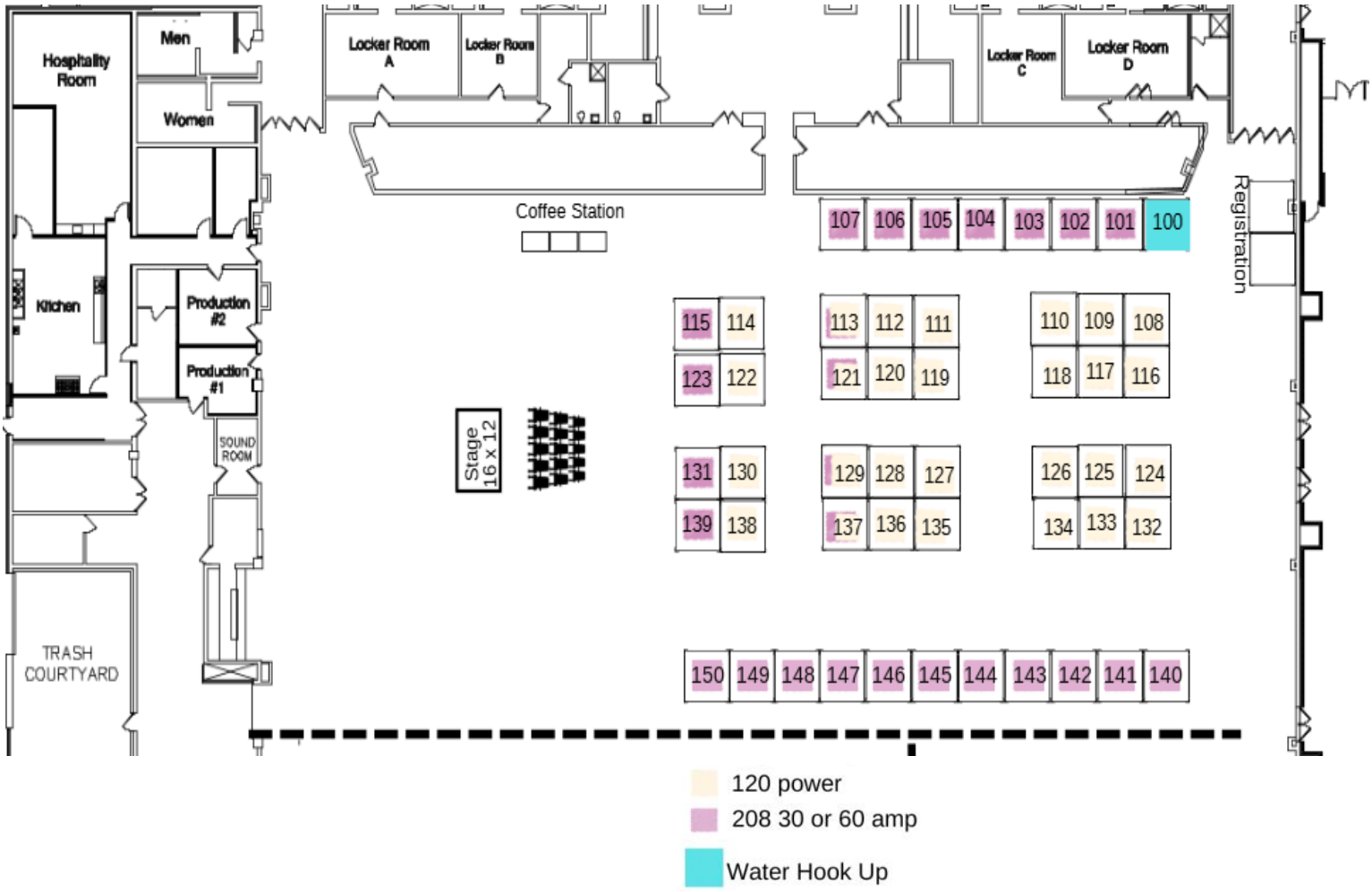
- 200 - 1.5" Hard enamel pins
- Sponsor recognition on Sponsor sign
- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with link to Sponsor website
- Listing in the quarterly newsletter Marketplace Directory

Spotlight Sponsor - $400

- Sponsor logo on all e-convention correspondence with link to Sponsor website
- FB Post "Thank You " with all Sponsors and link to Sponsor FB page
- Listing on the Sponsor page of GLIC+FFA website with link to Sponsor website
- Listing on the Supplier page of GLIC+FFA website with link to Sponsor website
- Recognition on Sponsor sign

Exhibitor Sales @ 608-354-7110 or info@glicffa.org

Kellogg Arena
Exhibit Hall



Exhibitor Booth Includes

- 10’ x 10’ Space includes carpet, waste basket, pipe & drape
- Exhibitor Identification sign with company name
- Booth carpet cleaned daily
- Forklift service
- Ground level access
- Hand carts available
- Free wi-fi
- Free Refrigeration & freezer storage
- Complimentary Ice
- Dishwashing area & grease disposal
- (2) Chairs
- Set up of your own booth
- Hand carry materials to booth
- Discounted rates on official show services
- Free Exhibitor parking
- Complimentary Exhibitor name badges
- Discounted hotel rate
- Use of official event logo
- Exclusive Access to Hospitality Room
- Electronic Listing of Attendees & Members
- Exhibitor listing in Show Program & GLIC+FFA website

**Additional Fees apply for: Electricity, Table, more than (2) chairs, Freight Handling

Exhibitor Sales @ 608-354-7110 or info@glicffa.org

GLIC+FFA 2027 Convention Utilities and Furniture Costs



Furniture:



Two (2) chairs are included with your booth. If you need additional chairs, please order. Tables are not included with booth registration.

Meal Options are individually priced below:

- **Breakfast per day: $25**
- **Lunch per day: $30**
- **Reception/Banquet: $55**
- **Hospitality Room per day: $25**
- **Thursday Welcome Reception: $30**

Register for meals online through this link.

February 12-13, 2027

Exhibitor Application

***NEW* ONLINE OPTION HERE**



Exhibitor/Company _____Contact Person _____

Address _____City_____State_____Zip _____

Phone (_____)_____Email _____Website_____

List products/service information as it should appear in the Trade Show Directory - 20 words or less _____

_____

_____

Competitors from whom we desire booth separation _____

Location Preference on Show Floor 1st Choice _____ 2nd Choice _____

Booth Pricing	Early Price Before 11/23/26	Price After 11/23/26	
Inside Booth	$945	$1,145	= $ _____
Each Additional Inside Booth	$750	$850	= $ _____
Corner Booth	$995	$1,195	= $ _____
Each Additional Corner Booth	$850	$950	= $ _____

(4) badges included with each booth

Advertise in Convention Program: **Full Page (8"H x 5.25"W) $150 / Half Page (4"H x 5.25"W) $75** = $ _____

Sponsorships Levels: **Diamond $4,950 Gold $4,250 Silver $2,950** = $ _____

Bronze $1,000 Coffee Station $500 Lanyards $1,000 = $ _____

Hospitality Room $750 Anniversary Pins $400 Spotlight $400 = $ _____

Membership **Dues** $ 155.00 (Separate, required)

Total = $ _____

Amount **Enclosed** = $ _____

By signing below, I acknowledge that I have read and agree to the Exhibitor terms and conditions (page 2).

Exhibitor Signature _____Title _____ Date _____

CREDIT CARD: (3.5% processing fee will be added) Card # _____

_____

Name on card (Please print) Signature Expiration CCV Zip code of CC

Register ONLINE or Return this completed contract by email to - **info@glicffa.org**

OR mail with payment to - **Great Lakes Ice Cream + Fast Food Association, 3980 River Rd, Wisconsin Dells, WI 53965**

A deposit of $200.00 for each booth must accompany your contract. Early Price must be paid in full by December 31, 2026 to qualify. All balances are due by January 12, 2027. Contracts received after that date must be accompanied by payment in-full. Only certified checks or money orders will be accepted for payments made after January 12, 2027. Exhibitors must be paid-in-full before permitted to set up. Exhibitor cancellations, whole or in part, must be in writing and subject to cancellation fees outlined on the Rules, Regulations & Information page. Any space not occupied by show opening may be subject to resale with no refund.

Great Lakes Ice Cream + Fast Food Trade Show - Exhibition Rules, Regulations & Information

1. **Defined Terms.** The term "show" means the Great Lakes Ice Cream + Fast Food Trade Show, scheduled to be held **February 12 - 13, 2027** at the Kellogg Arena in Battle Creek Michigan. The Show and all portions thereof, is owned, produced, and managed by the Great Lakes Ice Cream + Fast Food Association, 3980 River Rd, Wisconsin Dells, WI, 53965. The term "GLIC" means Great Lakes Ice Cream + Fast Food Association. The term "show management" means GLIC show management, the Executive Director, agents, affiliates, and assigns, etc. unless the context requires otherwise. The term "exhibitor" means, collectively, the company or person that applied for exhibit space and agreed to enter into the contract upon acceptance by Show Management in the manner stated. The terms "facility" or "facilities" means the venues where the show will be held and any other venues used by Show Management for the Show.
2. **Contract Acceptance.** The contract shall become effective when it has been signed by a duly authorized representative of the exhibiting company and submitted with a deposit of exhibitor booth(s). Show management to confirm contract with Exhibitor.
3. **Qualifications of Exhibitor.** GLIC show management reserves the right to determine eligibility for the show prior to, or after, execution of the Application. Products and services displayed must be industry related and are intended for and generally used in a manner that conform to Federal, State, and other applicable laws or regulations. No other product can be displayed or advertisements distributed for a product which infringes upon the registered trademark, copyright or patent of another company, as has been determined by a court of competent jurisdiction. Product comparisons using product or written materials of companies other than the contracted exhibitor are prohibited. GLIC show management in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products which are in violation of these Exhibition Rules or do not meet the Trade Show objectives.
4. **Space Assignment and Show Compliance.** Although GLIC show management will attempt to accommodate Exhibitor requests for specific booths, no guarantees can be made that the Exhibitor will be assigned the specific booth(s) requested. Exhibitor acknowledges that he/she is not contracting for a specific booth(s), but rather for the right to participate as an Exhibitor at the Trade Show. GLIC show management makes no representations for warranties with respect to the demographic nature and/or number of exhibitors and/or attendees. The method of determining space assignment shall be established by GLIC show management and may be changed from time to time without notice to exhibitors in order to accommodate what GLIC show management perceives as the best interest of the Trade Show. Official Exhibitor Trade Show badges will be provided to contracting exhibitor's reps and **MUST** be worn in the exhibit hall at all times.
5. **Use of Space.** Each Exhibitor agrees to exhibit only products which it represents. Exhibitor shall not assign, sell its rights, sublet, share, or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own company in the said exhibit space without the written consent of GLIC show management.
6. **Cancellation of Participation.** Cancellation of all or a portion of any exhibit space must be in writing via certified mail, return receipt requested. GLIC shall withhold $100.00 of total booth cost for administered fee for any cancellation of confirmed exhibit space, on or before **December 31, 2026**. After **January 12, 2027**, GLIC shall withhold $200.00 for administered fee and liquidated damages. A 100% cancellation fee will be charged after **January 29, 2027,** for any reason whatsoever. Refunds and liquidated damages are based on full exhibit space rental costs and not the deposit. Any refund due an Exhibitor in accordance with terms will be payable within 60 days following the Trade show.
7. **Downsizing by Exhibitor.** An Exhibitor may be required to move to a new location if the Exhibitor requires a downsizing of space.
8. **Exhibit Space Occupancy.** Any Exhibitor failing to occupy its assigned space 30 minutes prior to the Trade Show opening, or who leaves his/her space unattended during the Trade Show hours, forfeits their rights to the space. All exhibits must be open for business during Trade Show hours. Exhibitors may not dismantle their display until the official closing time or until the Trade Show is officially closed by GLIC show management.
9. **Exhibitor Breach: Cancellation of Exhibit Space.** If an Exhibitor fails to make required payments as described in the exhibit space contract, or any other material breach, GLIC show management may terminate the Exhibitor's participation in the Trade Show without further notice and without obligation to refund monies previous paid. Exhibitors may not move-in until full payment is received.
10. **Cancellation of the Trade Show.** If GLIC show management cancels the Trade Show due to circumstances beyond the reasonable control of GLIC show management (such as Acts of "God", Act of War, governmental emergency, labor strike or unavailability of the exhibit facility), GLIC show management shall refund to each Exhibitor its exhibit space rental payment previously paid, minus a share of costs and expenses incurred in full satisfaction of all liabilities.
11. **Exhibit Design and Inclusions.** Exhibitor agrees to abide by exhibit display and construction guidelines published by GLIC show management and included in the Exhibitor Service Manual. All Exhibitors must remain within the confines of their own space and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, possible injury, or disadvantageously affect the display of other Exhibitors.
12. **Character of Displays: Use of Aisles and Common Areas.** Distribution of samples and printed matter of any kind, and any promotional material, is restricted to the exhibit booth. All exhibits shall display products or services in a tasteful manner. The aisles, passageways, and overhead space remain strictly under the control of GLIC show management and no signs, decorations, banners, advertising, material and special exhibit will be permitted in the aisles. Employees must remain within the booth occupied by their employers. Any and all advertising distribution must be made from the Exhibitor's booth space. Stickers are prohibited in the exhibit area. Handouts with gummed backing that adhere or cause adhesion are considered stickers.
13. **No Suitcasing Policy.** Any company or representative that did not pay Exhibit Fees for an Exhibit Space is prohibited from canvassing, exhibiting, distributing materials, and taking photos or videos of any kind within the exhibit hall.
14. **Listing and Promotional Materials.** By exhibiting at the Trade Show, Exhibitors grant GLIC show management a fully-paid, perpetual non-exclusive license to use, display, and reproduce the name of Exhibitors in any directory listing the exhibiting companies at the Trade Show and to use such names in promotional materials. GLIC shall not be liable for any errors in any listing or descriptions or for omitting any Exhibitor from the directory or other lists or materials. Exhibitors may use the GLIC corporate logo and/or the use of the official event logo for marketing purposes.
15. **Copyrighted Materials.** Exhibitors shall not play or permit the playing of, performance of, or distribution of any copyrighted materials at the Trade Show unless it has obtained all necessary rights and paid all required licenses, royalties fees or other payment, etc. Sounds of any kind must not be projected outside the exhibit booth.
16. **Safety, Fire and Health.** Federal, State and City laws must be strictly observed. **NO ONE** will be permitted to enter the **exhibit hall** during non-show hours, unless an emergency and escorted by show management.
17. **Contractor Services.** GLIC show management has contracted with official contractors, to provide both exclusive and non-exclusive services at the Trade Show. While exhibitors may utilize exhibitor-appointed contractors for non-exclusive services at the Trade Show within certain guidelines, exhibitors other than official contractors may not solicit exhibitors to provide products or services at the Trade Show. A complete listing of official exclusive and non-exclusive contractors will be provided.
18. **Exhibitor Representatives.** Exhibitor reps are limited to personnel employed by the Exhibitor listed on the contract and its named participants who have been deemed appropriate and representative of the exhibiting company.
19. **Care of Exhibit Facility.** Exhibitor shall promptly pay for any and all damage to the Exhibit Facility or associated facilities, booth equipment or the property of others caused by the exhibitor or any of its employees, agents, contractors, or representatives. GLIC show management is not responsible for any exhibitor items left behind, damaged, or inbound/outbound shipping.
20. **Taxes and Licenses.** Exhibitor shall be solely responsible for obtaining any licenses, permits, or approvals under Federal, State, or local law applicable to its activities at the Trade Show. Exhibitor shall be solely responsible for obtaining any necessary tax identification numbers and permits and for paying all taxes, license fees, use fees, or other fees, charges or penalties that become due to any governmental authority in connection with its activities at the Trade Show. It is understood and agreed that this contract constitutes a non-assignable license and privilege only advertisement is not, under any circumstances, intended to continue a lease or any other conveyance of real property and partnership, employment agreement or joint venture between the parties.
21. **Observance of Laws.** Exhibitor shall abide by and observe all Federal, State, and local laws, codes, ordinances, rules and regulations of the Exhibit Facility, including any union labor work rules. Without limiting the foregoing, Exhibitor shall construct its exhibits to comply with the American with Disabilities Act (ADA).
22. **Assumption of Risks: General Liability Insurance-Mandatory.** Each Exhibitor **MUST** make available a Certificate of Insurance evidencing Commercial General Liability insurance upon request. Commercial General Liability insurance must show the following: combined single limit of liability in the amounts of $1,000,000.00 per occurrence /$2,000,000.00 general aggregate. The additional insured should be listed as GLIC and the Kellogg Arena. Exhibitor assumes all risk associated with, resulting from, or arising in connection with, Exhibitor's participation or presence at the Trade Show, including, without limitation, all risks of theft, loss, harm or injury to the person (including death), property, business or profits of Exhibitor, whether caused by negligence, intentional act, accident, Act of God or otherwise. Exhibitor has sole responsibility for its property or any theft, damage or other loss to such property (whether or not stored in any courtesy storage areas), including any subrogation claims by it's insured. The Exhibitor agrees to carry appropriate insurance to cover these risks. Neither GLIC nor the Kellogg Arena accepts responsibility, nor is a bailment created, for property delivered by or to the Exhibitor. Neither GLIC nor the Kellogg Arena, or any of their respective officers, directors, representatives or assigns, shall be liable. Exhibitor hereby releases all parties from liability and agrees not to sue any of them with respect to, any and all risks, damages and liabilities described in this paragraph.
23. **Exhibitor Service Order.** Approximately 8 weeks before the Trade Show a link to the electronic Exhibitor Service Order will be sent to the contact person listed on the paper contract. The online Exhibit registration includes the Exhibitor Services to order and may be purchased with the booth if the online platform is used. The Exhibit Service form will include information integral to your company's participation at the Trade Show, including but not limited to; any additional Exhibitor Rules, Regulations and Information, additional services order form, meal registration, shipping and drayage, utilities and building services, decorator information if applicable, A/V, exhibitor display rules, and move-in/move-out schedules.
24. **Incorporation of Rules and Regulations.** Any and all matters pertaining to the Trade Show not specifically covered by this contract and the rules and regulations as described in the Exhibitor Service Order, shall be subject to determination by GLIC show management. GLIC show management may adopt rules or regulations from time to time governing such matters, and may amend or revoke them at any time, upon reasonable notice to the Exhibitor.
25. **Right to Offset.** GLIC shall have the right to offset the amount of any obligation due and owing to GLIC from the Exhibitor whether under this agreement or any other agreement between GLIC and the Exhibitor. GLIC may cancel this contract in the event that the Exhibitor is past due on any amounts due to GLIC for any reason.

Annual Convention & Trade Show

February 11-13, 2027
DoubleTree and Kellogg Arena
BATTLE CREEK, MI

2027 Tentative Agenda

Thursday, February 11

7:00 am – 4:30 pm	**Exhibitors set up - Kellogg Arena**
5:00 – 6:30 pm **6:30 – 10:00 pm**	**Registration / Welcome Reception (Hotel Atrium)** **Appetizers/Cocktails * Live Auction * Meet and Greet** **Outside Activity (TBD)**

Friday, February 12

7:00 am – 11:00 am	**Exhibitors set up – Kellogg Arena**	
8:30 – 9:30 am	**Continental Breakfast**	
9:00 – 11:45 am	**Education Sessions**	
Stratus Ballroom	**Beginner Sessions** **9:00 – What Should I Buy?** **10:00 – Food Costing** **11:00 – The Struggle Years,** *Joe Ericksen, Heavenly Creamery*	**Experienced Sessions** **9:00 – How to Expand Beyond Ice Cream** **10:00 – Planning Your Exit Strategy,** *Stan Stitton, Green Mountain Flavors*
12:00 pm	**Trade Show Ribbon Cutting – 60 Years!**	
12:00 – 4:00 pm	**Trade Show (Free admission)**	**Cash drawings**
12:15 – 1:15 pm	**Lunch in Arena**	
1:15 – 2:15 pm	**Session on the show floor or Hospitality Room**	
2:30 – 4:00 pm	**Vendor Demonstrations**	
5:00 - 6:00 pm	**Cocktail Reception (**DoubleTree Stratus Ballroom)	
6:30 pm (DoubleTree)	**Banquet Dinner** **Scholarship Awards * The Andy Trophy and Other Live Auctions** **Open Networking and Games**	

Saturday, February 13

8:30 – 9:30 am	**Registration** **Continental Breakfast with Ice Cream** (DoubleTree)
9:00 am **Stratus Ballroom**	**Annual Business Meeting** **Board of Directors Election**
9:30 – 12:00 pm	**Education Sessions**
Stratus Ballroom **9:30 am** **10:45 am**	**KEYNOTES** **AI Marketing,** *Marko Sosa, Terra Verde Coffee* **A Year in AI,** *Joe Ericksen, Heavenly Creamery*
12:00 – 4:00 pm	**Trade Show (Free admission)**
1:00 – 4:00 pm	**Vendor Demos / Attendee Competitions**
CONVENTION CONCLUDES ~ SEE YOU NEXT YEAR!	