

Exhibit Prospectus



103RD AOCS ANNUAL MEETING & EXPO

APRIL 29—MAY 2, 2012 | LONG BEACH, CALIFORNIA, USA

Experience the science and business dynamics
driving the global fats and oils industries.

AnnualMeeting.aocs.org

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SAVE THE DATE!

The AOCS Annual Meeting & Expo is the global business and scientific forum on fats, oils, surfactants, lipids, and related materials. This annual event offers superior sales exposure to more than 1,600 corporate, academic, and government colleagues from 47 countries.

Showcase your company, generate sales leads, and strengthen existing business relationships!

AOCS provides a variety of opportunities to give suppliers maximum marketing exposure. Choose from exhibit booth opportunities, an exclusive sponsorship of the Expo Reception, badge lanyards, and much more.

Don't delay as space will sell out. Contact Liz Barrett at ebarrett@townsend-group.com or +1 301-215-6710 x114 to confirm your participation.

ORGANIZATIONS OFFERING THESE PRODUCTS AND SERVICES SHOULD EXHIBIT AND SPONSOR:

- **Instrumentation and Analytical Technology**
- **Food Technology and Ingredients**
- **Processing/Manufacturing: Equipment, Supplies, and Services**
- **Non-Edible Products: Supplies and Services**
- **Publishers**
- **Scientific or Trade Associations**
- **Consultants and Other Services**



Join us in Long Beach!

AOCS DELEGATE PROFILE*

AOCS Annual Meeting & Expo delegates represent a full range of the industry's most prestigious corporate, government, and academic institutions. More than 70% of the technical registrants at the Annual Meeting are AOCS members.

2011 Registration Count:

1,654 attendees
600+ participating organizations
79 exhibitors
45 countries represented

Registrants' Employee Affiliation:

Industry	57%
Academia	29%
Government	4%
Other	10%

Registrants' Geographic Representation:

North America	77%
Europe	10%
Asia/Pacific	7%
Central/South America	4%
Africa/Middle East	2%

Registrants' Areas of Interest:

AM = Agricultural Microscopy	4%
ANA = Analytical	26%
BIO = Biotechnology	24%
EAT = Edible Applications Technology	27%
FSFF = Food Structure & Functionality Forum	20%
H&N = Health and Nutrition	30%
IOP = Industrial Oil Products	28%
LOQ = Lipid Oxidation and Quality	25%
PCP = Protein and Co-Products	13%
PHO = Phospholipid	16%
PRO = Processing	30%
S&D = Surfactants and Detergents	27%

2011 Exhibitors

Active Spectrum, Inc.
ADF Engineering
Agmet LLC
Alfa Laval
American Emu Association
Anderson International Corp.
ANKOM Technology
Artisan Industries, Inc.
BASF
Battelle
Bioactives World Forum & Smart Short Courses
Filtration & Membrane World
Bruker
Buhler
Carlson Consulting Engineers, LLC
The Chemithon Corporation
Cosa + Zentaur
Cosun Biobased Products
CPM Roskamp Champion/NHM
Crown Iron Works
Danisco USA, Inc.
Desmet Ballestra NA
Dionex Corporation
The Dupps Company
Emery Oleochemicals
Euro Fed Lipid e.v.
Fenix Process Technologies PVT. LTD.
The French Oil Mill Machinery Company
GEA Westfalia Separator/GEA Process Engineering Genencor
Glas-Col, LLC
Grace Davison
Graham Corporation
Harburg-Freudenberger Maschinenbau GmbH
IKA Works, Inc.
InCon Processing, LLC
International Process Plants (IPP)
Jedson Engineering
Koerting Hannover AG
LCI Corporation
LEEM Filtration
Leica Microsystems
Long Beach Convention & Visitors Bureau
Lovibond Tintometer/ Orbeco-Hellige, Inc.
Mahle Industrial Filtration USA Inc./ Amafilter
Malaysian Palm Oil Board
Metrohm
Mikrolab Aarhus A/S
Myers Vacuum
Nealanders International Inc.
Novozymes
Oil-Dri Corporation of America
Oils & Fats International
Oleotek
optek-Danulat, Inc.
Oxford Instruments
Pattyn Packing Lines
Perten Instruments
Pittcon 2012
Pope Scientific, Inc.
POS Bio-Sciences
Process Plus
Purac
QTA - Cognis Corporation
Rhodia
Rotax
Rudolph Research Analytical
SCP Science
Solex Thermal Science
Springer
SPX Flow Technology
Surface Chemists of Florida, Inc.
Thermo Scientific
Thermphos USA
TMC Industries Inc.
United Soybean Board
Verenum Corporation
Wacker Chemical Corp.
Waters Corporation

*AOCS Annual Meeting & Expo Past Meeting Statistics & Information: 2011 Cincinnati

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THE EXPO HALL

WHERE THE DELEGATES CONGREGATE

The 103rd AOCS Annual Meeting & Expo will provide exhibitors with an array of opportunities to showcase their companies, introduce products or services, generate new sales leads, and strengthen existing business relationships.

EXHIBIT FEES

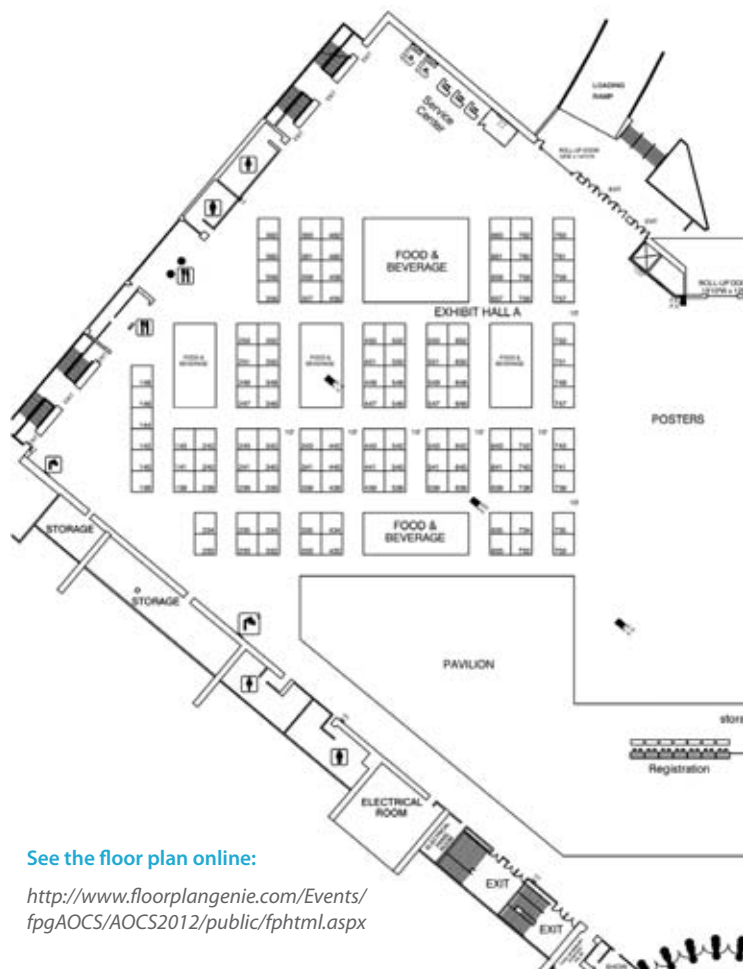
Exhibit space is limited and will sell out early. Book now for 2012! Prices quoted in US dollars.

	Early Rate (by Jan. 31, 2012)	Basic Rate
10' X 10' Unfurnished Booth	\$2,300	\$2,800
Corner Premium (per corner)	\$100	\$150
Furniture Package *	\$400	\$450

*The furniture package for a 10' X 10' booth includes carpet in show colors, a 6' skirted display table, two armchairs, and a wastebasket. The furniture package is not available after March 31, 2012.

EXHIBIT FEE INCLUDES:

- One complimentary technical registration valued at \$515 (pre-registration required)
- Complimentary expo passes for preferred customers (pre-registration required)
- Listing and description in the Expo Guide section of the Official Annual Meeting Program and in the online Expo Guide
- Complimentary pre-registration and post-show mailing lists
- Opportunity to make an oral presentation during an Exhibitor Showcase (space is limited)
- Free listing in *inform* magazine's pre- and post-conference editions
- Discounted exhibitor rates on advertisements in the Official Annual Meeting Program



See the floor plan online:

<http://www.floorplangenie.com/Events/fpgAOCS/AOCS2012/public/fphtml.aspx>

QUESTIONS?

Advertising, Exhibit, and Sponsorship Sales

Liz Barrett

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ebarrett@townsend-group.com

Exhibitor Relations and Sponsorship Fulfillment

Connie Hilson

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SPONSORSHIP OPTIONS*

Corporate Sponsors are those companies whose marketing goals go that extra mile to gain visibility and leadership status. With a Corporate Sponsorship, you gain global recognition as an industry leader and generate goodwill.

*Other sponsorship opportunities may be available. Please contact Liz Barrett for more information.

Business Luncheon and Keynote Address \$15,000 (two opportunities)

New to Monday's Annual Meeting Schedule—the AOCS Business Meeting and Luncheon with Keynote Address. Following The Forum on Emerging Technologies, AOCS will host a luncheon featuring the society's 103rd annual business meeting and passing of the gavel when the new AOCS President is inducted. Lunch will be followed by an influential keynote address.

Pen & Link

\$12,500 (one opportunity)

Give meeting attendees a free link to the web by sponsoring the wireless internet access in the Expo Hall, the networking hub for the Annual Meeting. In addition, get your company's logo and web address in every delegate's hand when they write with the Annual Meeting pen.

Your Logo is a Walking Billboard

\$12,500 (one opportunity)

Have your corporate logo seen a thousand-times over in the Long Beach Convention Center when you sponsor the Annual Meeting's portfolio bag. Each meeting attendee carries a portfolio bag featuring your corporate logo and containing the Annual Meeting Program and other meeting-related materials.

Social Networking—Real Time and Virtual \$10,000 (six opportunities)

When surveyed, past AOCS Annual Meeting attendees have stated the networking events are excellent. The attendee also wants to stay connected to their virtual world of emails and

social networking. Many do so by using the Email Stations in the Expo Hall. Branding one of these vital events and email services put your company's name in front of attendees all meeting long. Become a Social Networking Co-Sponsor for one of the following:

- Opening Mixer and Email Stations Co-Sponsor (two opportunities)
- Monday Dedicated Poster Viewing/ Expo Reception and Email Stations Co-Sponsor (two opportunities)
- Tuesday Dedicated Poster Viewing/ Expo Reception and Email Stations Co-Sponsor (two opportunities)

On the Way to The Forum

\$10,000 (four opportunities)

Be a Co-Sponsor of The Forum on Emerging Technologies—What's on the Horizon for the Fats and Oils Industries. The attendee's first morning at the Annual Meeting will begin with a continental breakfast in the Expo Hall and then on to The Forum for a morning of global discussions on matters that affect the future of our industries. As a co-sponsor of The Forum and the continental breakfast, you place your corporate identity with the future of the fats and oils industries and in the mind of the attendee.

Recharge and Refresh

\$10,000 (two opportunities)

Have you ever been at a meeting when your mobile battery is running low and there's no place to recharge anywhere? Become the champion of Annual Meeting attendees as the

co-sponsor of the Expo Hall Recharging Stations. In addition, with this sponsorship, your company would be a co-sponsor of the Tuesday afternoon Refreshment Break.

Newcomer Networking

\$7,500 (one opportunity)

After successful inaugural events in 2011, the Newcomer Networking Events will be held on Sunday and Monday of the Annual Meeting. On Sunday, the Newcomer Networking Hour features speed networking—a fun, fast-paced way for new attendees to meet AOCS members. The Newcomer Networking Breakfast features roundtable discussions where the newcomer can learn more about how to maneuver the Annual Meeting schedule.

Technology Brought to You By...

\$5,000 (five opportunities)

The technology to support this session is underwritten in part by (insert your company's name and logo here). Have your company's brand in every technical session room by becoming a technology underwriter for the Annual Meeting. Five session opportunities are available: Monday afternoon, Tuesday morning, Tuesday afternoon, Wednesday morning, and Wednesday afternoon.

Notepads

\$3,000 (one opportunity)

Every Annual Meeting attendee receives a notepad in their registration materials.

Advertising, Exhibit, and Sponsorship Sales

Liz Barrett

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ENHANCE ONSITE PRESENCE

AOCS offers multiple media platforms—in print and online—to help you gain exposure and target AOCS members and professionals throughout the year. Combine these opportunities and create an integrated marketing plan for the greatest impact and return on investment.

See the Application Contract on page 9 for rates.

EXPO-TO-GO

Expo-To-Go puts your unique marketing message directly in the hands of each attendee. You provide 1,800 printed pieces and AOCS will place that piece in the Expo-To-Go kit which will be given to every attendee at registration.

ANNUAL MEETING PROGRAM

Drive traffic to your booth! Distributed to every meeting attendee, the Official Meeting Program is the primary resource for information about the expo hall and technical sessions.

INFORM

Advertise in the April “Show” and July/August “Wrap-Up” issues, and reach 4,400 industry professionals, plus 1,600+ delegates who will be attending the Annual Meeting.

INFORM SMARTBRIEF

An AOCS weekly e-newsletter written and edited specifically for the oils and fats industry. Banner ads and text links available.

AOCS.ORG

AOCS offers premium banner ad sizes and positioning to help you achieve the highest viewer response rate possible.

AOCS NEWSLETTER

A monthly electronic newsletter sent to AOCS members and professionals worldwide. One AOCS Newsletter sponsorship is available per quarter.



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AOCS EXHIBITOR PACKAGES

Maximize your exposure and marketing dollars with an AOCS Exhibitor Package! New for 2012, packages combine a premium exhibit booth with the best of the Annual Meeting publications for greatest impact.

Advertising, Exhibit, and Sponsorship Sales

Liz Barrett

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ebarrett@townsend-group.com

Platinum Package: \$10,050

- 10' x 10' booth (premium placement)
- 4CFP Ad - *inform* Show and Post-Show Issues
- 4CFP Ad - Program Guide
- Sponsorship of *inform* SmartBrief (one month)
- Savings: \$2,950

Gold Package: \$7,950

- 10' x 10' booth (premium placement)
- 4CFP Ad - *inform* Show Issue
- 4CFP Ad - Program Guide
- Sponsorship of *inform* SmartBrief (one month)
- Banner ad on AOCS.org (three months)
- Savings: \$1,550

See you there!

AnnualMeeting.aocs.org



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Application Contract for Exhibit Space - Page 2

Terms of Payment

A DEPOSIT of \$1,000 USD per contracted booth space must accompany this application in order to assign booth numbers. PAYMENT OF THE BALANCE DUE must be received on or before March 31, 2012. **Cancellation Policy:** If the exhibitor notifies AOCS to cancel contracted booth space by January 31, 2012, the deposit minus a cancellation fee, equal to 25% of the exhibit rental, will be returned. If space is cancelled between February 1 and March 31, 2012, the deposit will be forfeited. If space is cancelled on or after April 1, 2012, the exhibitor will be liable for the entire rental fee. All cancellations must be made in writing to AOCS Exhibits Specialist.

Payment

Acceptable forms of payment are credit card, wire transfer, and check. All payments will be processed in US dollars.

- Check Enclosed:** Make checks payable to AOCS AM Expo12. Please send checks to AOCS.
- Wire Transfer:** Please remit wire transfers to Busey Bank, 100 W. University Avenue, Champaign, IL 61820 USA, Account Number: 1111508361, Routing Number: 071102568, Reference: AOCS-AMX12. After you have arranged the wire transfer with your bank, please fax a copy of the request with a copy of the application contract to AOCS.
- Credit Card:** (circle one) American Express MasterCard Visa Discover
 Card # _____ Amount to be charged \$ _____ USD
 Name on Card _____ Exp. Date _____ CSC _____
 Signature _____ Date _____

As the authorized representative of the company named above, I understand and accept the terms outlined in this application contract and in the online Exhibit Prospectus for the 103rd AOCS Annual Meeting & Expo (<http://AnnualMeeting.aocs.org>).

Signature _____ Date _____

Print Name _____ Title _____

EXPO-TO-GO

Expo-To-Go puts your unique marketing message directly in the hands of each attendee. It's like direct mail without the hassle and at a fraction of the cost. You provide 1,800 printed pieces and AOCS will place that piece in the **Expo-To-Go** kit which will be given to every attendee at registration. Be the **Expo-To-Go** Sponsor and in addition to having your printed piece distributed, your logo and name will be displayed prominently on the **Expo-To-Go** kit. Billing will be separate from Exhibit Fees with a payment term of net 30.

- Yes, we want to participate in **Expo-To-Go**. Rate: \$500
- We'd like to be the official **Expo-To-Go Sponsor**. Rate:\$2,000
Hurry! Only one sponsorship available.

Advertise in the Official Annual Meeting Program

Book your advertisement in the Official Annual Meeting Program with your exhibit application contract and save! Advertising will be billed separately from the exhibit rental fees with a payment term of net 30 days.

_____ Full page, 4-color ad \$1,170 USD

_____ Half page, 4-color ad \$1,020 USD

Choose one: Horizontal Vertical

For questions on advertising opportunities or specifications, contact The Townsend Group, by phone: +1 301-215-6710 or by e-mail: aocs@townsend-group.com.

Space Close Date: February 8, 2012

Materials Close Date: February 15, 2012

Exhibitor Packages

Select an option below for maximum savings and brand exposure!

- Platinum Package: \$10,050 (savings of \$2,950)**
 - 10' x 10' booth (premium placement)
 - 4CFP Ad - *inform* Conference & Post-conference Issues
 - 4CFP Ad - Program Guide
 - Sponsorship of *inform* SmartBrief (one month)
- Gold Package: \$7,950 (savings of \$1,550)**
 - 10' x 10' booth (premium placement)
 - 4CFP Ad - *inform* Conference Issue
 - 4CFP Ad - Program Guide
 - Sponsorship of *inform* SmartBrief (one month)
 - Banner ad on AOCS.org (three months)

A la Carte Pricing

- 4CFP Ad - *inform* \$3,275 *inform* SmartBrief \$1,700
- AOCS.org Banner \$1,000 AOCS Newsletter \$750

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EXHIBITION TERMS & CONDITIONS

PAYMENT, ALLOTMENT, CANCELLATION, AND INDEMNIFICATION

The deposit of the rental fee is to be forwarded with the space reservation, and any balance shall be due before March 31, 2012. Space contracted will be assigned on a first-come, first-served basis.

Preferences and priorities requested by the exhibitor as to location will be respected whenever possible. AOCS, however, reserves the right to make reasonable shifts as to the location of the exhibitor's booth space(s) for the benefit of the exhibitor and the betterment of the entire show.

No contract shall be in force until accepted by AOCS. It is explicitly agreed by the exhibitor that in the event an organization fails to install a product in the assigned exhibit space within the time limit set for opening exhibits, fails to pay the space rental at the time specified, or fails to comply with any other provisions concerning use of exhibit space, AOCS shall have the right to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event that it is found impossible to lease said space, AOCS reserves the right to utilize said space in any manner deemed expedient, in which case liquidated damages from the defaulting exhibitor shall be deemed to be the rental price of the space.

In case the exhibition is not held, for any reason whatsoever, then the rental and lease of space to the exhibitor shall be terminated. In such case, the limit or claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for space in the hall for this specific event.

If the exhibitor notifies exhibit management that he or she wishes to completely cancel reserved exhibit space on or before January 31, 2012, the deposit, minus a cancellation fee of 25% of the contracted booth rental, will be returned. If space is cancelled between February 1 and March 31, 2012, the deposit will be forfeited. If space is cancelled on or after April 1, 2012, the exhibitor will be liable for the entire space fee. All cancellations must be made in writing to the AOCS Exhibits Specialist.

LIABILITY AND SECURITY

All property of the exhibitor is understood to remain under the exhibitor's custody and control in transit to or from, or within the

confines of the exhibit facility, subject to the rules and regulations of the exhibition. Exhibitors are advised to carry floater insurance to cover exhibit material against damage and loss and public liability insurance against injury to the person and property of others. Every reasonable precaution will be taken to protect property during installation, show period, and removal. However, neither AOCS, the service contractors, nor the management of the Long Beach Convention Center, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft or damage by fire, accident, vandalism, or other causes.

AOCS shall not be responsible for any loss, damage, or injury that may occur to the exhibitor, exhibitor's employees, or property from any cause whatsoever prior to, during, or subsequent to the period covered by the exhibit contract; the exhibitor, upon signing the contract, expressly releases AOCS from, and agrees to indemnify same against any and all claims for such loss, damage, or injury.

USE OF SPACE

(a) All demonstrations or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet, or share the space allotted without the knowledge and consent of AOCS. Exhibitors must show goods manufactured or dealt in by them in the regular course of business. Direct sale of goods and services on the floor of the exhibition hall is not permitted. Any merchandising, advertising, or promotional scheme, which involves attracting visitors to an exhibitor's location by an inducement, which might be construed to be a lottery, is strictly prohibited. Under laws governing games of chance, lotteries and the like, every individual is charged with knowledge of national, state, and local legal restrictions on such operations.

(b) Distribution of circulars or promotional materials may be done only within the booth assigned to the exhibitor presenting such materials. Firms or organizations not assigned space in the exhibit hall will not be permitted to solicit business within the exhibit hall. No advertising circulars, catalogs, folders, or devices shall be distributed in the aisles, meeting rooms, or registration area.

(c) Exhibits which include the operation of musical instruments, radios, talking motion picture equipment, public address systems,

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or any noise-making machines must be operated or arranged so that noise resulting from the demonstrations will not annoy or disturb adjacent exhibitors or their patrons. Operators of noise-making exhibits must secure approval of operating methods before the exhibit opens.

(d) Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs, or other copyrighted material in the exhibitor's booth or display. No exhibitor will be permitted to play, broadcast, or have performed any music, or use any other copyrighted material, such as photographs or other artistic works, without first presenting satisfactory proof to AOCS that the exhibitor has or does not need a license to use such music or copyrighted material. AOCS reserves the right to remove from the exhibition hall all or any part of any booth or display which incorporates music, photographs, or other copyrighted material for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for and shall indemnify and hold AOCS, their agents, employees, and members, harmless from all loss, costs, claims, causes of action, suits, damages, liability, and expenses including reasonable attorney's fees arising from or out of any violation or infringement (or claimed violation or infringement) by the exhibitor or the exhibitor's agents or employees of any patent, copyright, or trade-secret rights or privileges.

(e) Exhibitors are required to observe published exhibit hours, including setup and dismantling. As a courtesy to all exhibitors, booths are to be staffed during published exhibit hours. Early dismantling is prohibited. Penalties including, but not limited to, fines and/or loss of priority points, will be exacted for failure to comply with published exhibit hours. Exceptions may be made if arranged with the AOCS Exhibits Specialist at least 15 days in advance of the conference, or for qualified emergency situations. AOCS, on a case-by-case basis, will evaluate such exceptions.

RESTRICTIONS ON CONSTRUCTION AND OPERATION OF EXHIBITS

The booths are limited to 10'x 10' or multiples thereof. The Exhibits Specialist, in writing, must approve any variation or unusual design 90 days in advance of the exhibit.

An exhibiting company's display cannot block the line of vision up and down the aisles. If a display is more than 1' higher than the 3' pipe and drape side rails, that display should not stand out more than 3' from the back wall of the booth.

To be advised of floor-load capacity, move-in and move-out restrictions and other considerations, companies planning to display heavy equipment or machinery must contact the Exhibits Specialist at least 90 days prior to the exhibition with display material weight and dimensions.

No combustible decoration, such as crepe paper, tissue paper, cardboard, or corrugated paper, shall be used at any time. All packing containers, excelsior, or wrapping paper must be flame proof, removed from the floor, and not stored under tables or behind displays. All flammable materials and fluids are to be kept in safety containers. Open flames, butane gas, oxygen tanks, etc., are not permitted without the permission of AOCS and the Long Beach Convention Center.

AOCS reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or any other reason, become objectionable and also to prohibit or to evict any exhibit which, in the opinion of AOCS, may detract from the character of the exhibition as a whole. This reservation includes persons, things, conduct, printed matter, or anything else of a character which management determines is objectionable to the exhibition.

Nothing shall be posted, tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Anything disrupting or interfering with the protection of the building, equipment, or furniture will be at the expense of the exhibitor.

QUESTIONS?

Connie Hilson
AOCS Exhibits Specialist
Phone: +1 217-639-4831
connieh@aoacs.org

AOCS SALES CONTACT

Liz Barrett
National Sales Manager
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AOCS

In 1909, recognizing the need to standardize methodology and foster new techniques, nine analytical chemists founded the American Oil Chemists' Society (AOCS). For over 100 years, the AOCS mission has been to be a global forum to promote the exchange of ideas, information, and experience; to enhance personal excellence; and to provide high standards of quality among those with a professional interest in the science and technology of fats, oils, surfactants, and related materials.