



September 13-15, 2010  
Dallas Convention Center  
Dallas, TX

**4 Ways to Book**

[www.dairyshow.com](http://www.dairyshow.com)     [dairyshow@onpeakevents.com](mailto:dairyshow@onpeakevents.com)

(866) 401 4836 US Toll-free  
(312) 527 7300 Local

(888)726 9290 Fax

**1 Contact Information**

You can expect to receive a confirmation within 72 hours. If you do not, please contact us.

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_  
 ZIP/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**2 Category**

- VIP     Exhibitor     Attendee     Staff     Speaker     Student

**Official Hotels, Rates & Map**



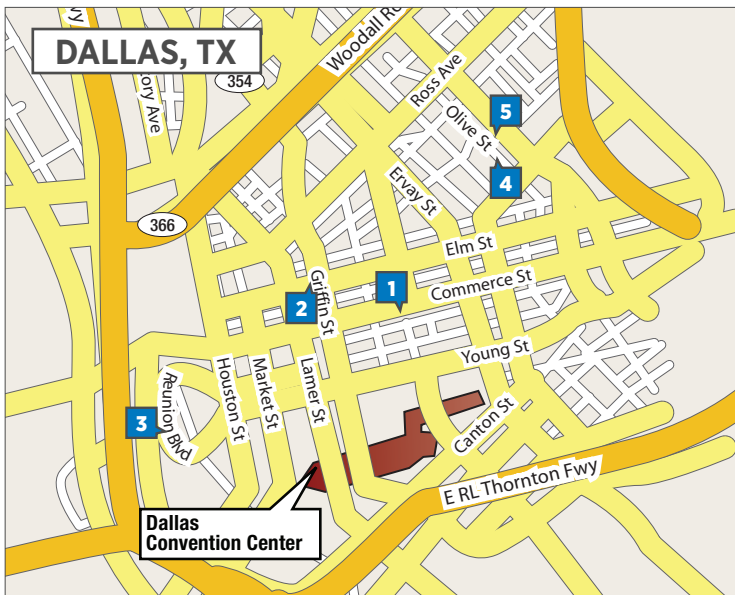
Within the competitive climate of the travel industry, our priority is to serve you best and provide the lowest hotel rates available for your stay by:

- ▶ Securing an exclusive rate agreement with the official event hotels
- ▶ Continually monitoring prices offered on other travel websites
- ▶ Negotiating further discounted rates at event hotels when necessary
- ▶ Automatically reconfirming existing bookings with the lower rates

If you find a lower rate, please contact us.

- |   |  |
|---|--|
| <p><b>1 The Adolphus</b> 1321 Commerce St<br/>Single/Double: \$189</p> <p><b>2 Crowne Plaza Dallas</b> 1015 Elm St<br/>Single/Double: \$145</p> <p><b>3 Hyatt Regency Dallas</b> 300 Reunion Blvd <br/>Single \$189, Double \$199</p> | <p><b>4 Sheraton Dallas</b> 400 North Olive St <br/>Single/Double: \$169</p> <p><b>5 Westin City Center Dallas</b><br/>650 North Pearl St<br/>Single/Double: \$169</p> |
|---|--|

Rates do not include current tax of 16.75% or applicable surcharges, subject to change.



Map used to indicate approximate locations only.

**3 Hotels**

Reservations are by request and will be processed on a first-come, first-served basis. Enter your hotel choices in order of preference.

1: \_\_\_\_\_ Rewards Number \_\_\_\_\_  
 2: \_\_\_\_\_ Rewards Number \_\_\_\_\_

**Special Requests**

- I am in need of an ADA-accessible room; I may need special assistance from my hotel in the event of an emergency.  
 I am interested in discounted airfares or car rental rates.

**4 Booking Details**

Name: \_\_\_\_\_  Non-Smoking

Company: \_\_\_\_\_  Smoking

This is an Individual Booking 1 Room \_\_\_\_\_

Arrival Date: \_\_\_\_\_ MM/DD/YY     Departure Date: \_\_\_\_\_ MM/DD/YY

Name of person(s) sharing the room: \_\_\_\_\_

Room Type:  Single     Double 1 Bed     Double 2 Beds     Triple     Quad

This is a Group Booking 2+ Rooms \_\_\_\_\_

Use this grid to indicate your room type(s) and number of rooms you are requesting per night. For more space, attach an additional page — or log on to [www.dairyshow.com](http://www.dairyshow.com) where you can easily make your group booking through our online system.

Room Type	Thurs, Sept 9	Fri, Sept 10	Sat, Sept 11	Sun, Sept 12
Room Type	Mon, Sept 13	Tues, Sept 14	Wed, Sept 15	Thurs, Sept 16

Names can be added to rooms at a later time. Please note that all names must be provided by July 23, 2010.

**5 Payment Information & Cancellation Policy**

**Payment Guarantee:** No charges are incurred at the time of booking, however, a payment guarantee is required to hold your reservation in the amount of one night's stay at the confirmed hotel plus current tax of 16.75%; subject to change. The hotel will charge payment to the credit card provided upon check-in. Please refer to your confirmation for full details, which may vary per hotel.  
**Cancellation Policy:** Reservations cancelled less than 7 days from the confirmed check-in date or not cancelled at all (no-show) are subject to loss of deposit. Please refer to your reservation confirmation for full policy details, which may vary per hotel.

**Payment Method**

Credit Card

Card Type: \_\_\_\_\_  
American Express, Diners Club, Discover, MasterCard and Visa cards are accepted

#: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ MM/YY

Name: \_\_\_\_\_  
As it appears on card

Signature: \_\_\_\_\_

Check

#: \_\_\_\_\_ \$ \_\_\_\_\_  
Check Enclosed

Credit Card information *must* be provided to guarantee reservation until check arrives. Check must arrive no later than **August 12, 2010**. Make check payable to onPeak. Add current tax of 16.75%, subject to change. Mail to onPeak: International Dairy Show 2010 c/o onPeak; 350 N Clark St, Ste 200; Chicago, IL 60654.