

# EARLY BIRD REGISTRATION

## EARLY-BIRD SPECIAL

When you provide your hotel confirmation # to us prior to July 31, you are eligible to win **FREE REGISTRATION** to the PFAC Conference. A \$500.00 value. Just call the Intercontinental Hotel to book your reservation to qualify!

**AND**

REGISTER for the PFAC Conference by July 31 and receive a **SPECIAL DISCOUNT OF 20%** – A savings of \$100.00! See registration form for details.

## PROGRAM LINEUP!

- **½ day Symposium: Going Green**
  - Green Packaging
  - Green Branding
  - What consumers are saying and buying
  - Energy conservation programs
- **Dr. Bonnie Beaver:** The Link between behaviour and palatability
- **Mr. Raymond Nadeau,** author of "Living Brands"
- **Consumer Trends Data:** North American Trends, including pet food recall data; Euromonitor
- **Regulatory Update:** Doing Business in Canada: What's Changed, What's about to Change
- **Crises Management:** When Bad Things Happen to Good Companies: Jane Shapiro, Fleishman Hillard

**Program schedule: Thursday 9:00-4:00 p.m.  
Friday, 7:30 a.m.-2:00 p.m.**



## PET FOOD ASSOCIATION OF CANADA FALL CONFERENCE



**October 25, 26, 2007**

**Hotel Intercontinental – Yorkville –  
Toronto, Ontario**

### HOTEL RESERVATIONS!

Limited room block at special rates. Deluxe King Guestroom \$255.00 single/double.  
**But only for a limited time! Book now to avoid disappointment!**  
Last day to receive room block rates is Monday, September 17, 2007.

# REGISTRATION FORM AND RATES

## PET FOOD ASSOCIATION OF CANADA FALL CONFERENCE OCTOBER 25 & 26, 2007

Hotel Intercontinental – Yorkville – Toronto, Ontario

### REGISTRATION PACKAGES

#### Package A\*

**Educational sessions: Thursday, October 25/07 & Friday, October 26/07**

Group Networking activity Thursday

Breakfast (AGM) Friday

Lunch Thursday and Friday

Nutrition Breaks both days

Before July 31: **\$450.00 + 6% GST = \$477.00**

After July 31: **\$550.00 + 6% GST = \$583.00**

#### Package B\*

**Educational session: Thursday, October 25/07**

Lunch and Breaks Thursday

Group Networking Activity

Before July 31: **\$350.00 + 6% GST = \$371.00**

After July 31: **\$400.00 + 6% GST = \$424.00**

#### Package C\*

**Educational session: Friday, October 26/07**

AGM Breakfast Friday

Lunch Friday

Table Top Display & Cocktail Reception Friday

Nutrition Break

Before July 31: **\$350.00 + 6% GST = \$371.00**

After July 31: **\$400.00 + 6% GST = \$424.00**

\*Accommodation separate

### REGISTRATION FORM (SEE PACKAGE DESCRIPTION ABOVE) (PLEASE PRINT CLEARLY AND FILL OUT ALL INFORMATION BELOW)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Company Address: \_\_\_\_\_ City: \_\_\_\_\_ Prov/State: \_\_\_\_\_ Postal/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Please circle your choice of registration package and enter appropriate fees:

Registration for Package	A	B	C	\$ _____
Add	Plus 6% G.S.T.			\$ _____
Total Registration Fees:				\$ _____

**PROVIDE YOUR HOTEL CONFIRMATION #  
BEFORE JULY 31 AND BE  
ENTERED FOR FREE REGISTRATION!**

#### Method of Payment:

Please send this form, along with your cheque for the total registration fees listed above to:

**PFAC, P.O. Box 35570, 2528 Bayview Avenue, Toronto, Ontario M2L 2Y4.**

We cannot guarantee your registration until payment is received.

Hotel Confirmation #  
\_\_\_\_\_

### \*ACCOMMODATION\*

**Hotel Intercontinental – Yorkville – Toronto, Ontario. Deluxe King room \$255.00.**

Reservations 416-960-5200 or 1-800-267-0010. Refer to Pet Food Association of Canada Room block.

Last day for preferred rate is September 17, 2007 or until room block is full.

**\*\*PROVIDE YOUR HOTEL CONFIRMATION # BEFORE JULY 31 AND BE ENTERED FOR FREE REGISTRATION!\*\***

### TABLE TOP DISPLAY SPACE FOR ASSOCIATE MEMBERS

**FREE to Associate Members — Table Top display for viewing prior to the meeting, during refreshment breaks and prior to the luncheon on October 26, 2007. Skirted 6 foot tables will be provided. Don't miss this great opportunity to showcase your products and services to the attendees!**

**SPACE IS LIMITED. COMPLETE THE FORM BELOW AND RETURN IT TO PFAC BY SEPTEMBER 17, 2007.  
PLEASE NOTE THAT YOUR 2007/08 DUES MUST BE PAID TO TAKE ADVANTAGE OF THIS OFFER.**

YES, PLEASE RESERVE A SPACE FOR A TABLE TOP DISPLAY

Company Name : \_\_\_\_\_ Exhibit Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Return to PFAC, P.O. Box 35570, 2528 Bayview Avenue, Toronto, Ontario M2L 2Y4**