

DEALER PROGRAM



Purina Mills



LAND O LAKES
Feed



HERITAGE
READING CO.

Retail Solutions EXPO

2007

THE TOTAL

2007

RETAIL

2007

EXPERIENCE

2007



NEW SPRING EXPO

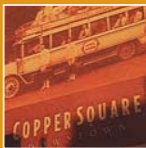
FEBRUARY 6-7-8 2007

Where YOU Need To Be

DOWNTOWN PHOENIX



WHERE TO STAY



The posh Wyndham Phoenix just one block from the Phoenix Convention Center. In the heart of the downtown Copper Square entertainment district. Ninety blocks of restaurants, clubs and entertainment. Just minutes from Sky Harbor airport.

RESERVE YOUR ROOM EARLY!

Special EXPO room rate \$169

Mention Retail Solutions EXPO

Call 1-800-359-7253 or reserve your room online at <http://www.Wyndham.com>

Room deadline is January 4, 2007

SOME OF THE TOP 100 EXHIBITING COMPANIES PLUS FEED

Absorbent Products Ltd.
Action Company
Advanced Bedding Management - ABM
Advanced Retail Services
Advantage Program
Ag2Ag
Agri-Sales Associates
Albers Feed
Allegra Horse Feed
Allflex USA, Inc.
Alpharma
American Hunter
American Saddlery, Inc.
American Wood Fibers
America's Country Store
Art from Montana
Atwood Hat Company
B & W Trailer Hitches
Behlen Country
BeKaert Corporation
Bionic Glove Technology
Bradfield Organics
Breyer Animal Creations
Briar Lakes Productions
Bridon Cordage
Business Management Systems
Cactus Ropes
Central Pet
Chambers Belt Co.
Chem-Tech, Ltd.
Circulars Unlimited
CMC/Southern Post
Colorado Silver Star
Community Lawn Care
Comp-Ware Systems
Country Blend Feed
Dakota Saddlery
Davis Wire Corp.
Double-H Boot Company
Epona Ltd.
Equibrand
EQyss Grooming Products
Fabrimerics, Inc.
Farman Companies
Fort Dodge Animal Health
Gallagher
Georgia Boot
Germ-X
Gold Crest Distributing
Hamilton Products, Inc.
Hartz Mountain Corp.
Heritage Trading Co.
Hi Qual Mfg. USA, Inc.
Huntman Western
IMARC Engraving Systems
Intervet Inc.
IVX Animal Health
IPS Carefree Enzymes
J.L. Williams Co., Inc.
JT International
Jared Lee Studio
Keystone Steel & Wire
Land O'Lakes Animal Milk Products Co.
Land O'Lakes Beef
Land O'Lakes LawnScience
Late for the Sky
Lipha Tech
Mazuri
Merial Limited
MGM & Associates
Midwest Air Technologies
Moss Brothers
Motomco
Muck Boot Company
Multiver International
National PFA
Natural Chemistry
Neogen Corporation
North West Rubber
Nutti Source
Oklahoma Steel & Wire Co., Inc.
Old West Signs
Olds Seed Solutions
Ogill, Inc.
Parker McCrooy Mfg.
Partners Advantage
Perri's Leather/Troxel
Pizer Animal Health
Platform
Prairie Song/CCI
Premier Bank Systems
Premier Services
Purina Mills Gold Program
Recycled Technology, Inc.
Red Monkey Products
Red River Clothing, Inc.
Reliable Scale Corporation
Rodeo Cosmetics
Schering-Plough Animal Health
Schuld/Bushnell
Silverado Business Systems, Inc.
Solo Incorporated
SP Systems, LLC
Starbar/Zodiac
Tarter Gate Company
Texas Leather Mfg.
The Holland Company, Inc.
The Lewer Agency
Tipper Tie Inc.
TLC Premium Bedding
Toklat Originals
Total Toys/Schleich
Traeger Wood Pellet Grills
Tru-Test, Inc.
Universal Cooperatives - Animal Health
Vison Engraving Systems
Wahl Clipper
Walco
Weaver Leather, Inc.
Western International Inc.
Wrangler

2006 EXHIBITOR LIST



PHOENIX IN FEBRUARY! 70 DEGREES, SUNNY...

Greater Phoenix is a world-class meeting and conference destination. Its energizing climate and natural outdoor wonders have given rise to excellent resorts, facilities, golf courses and restaurants that today's discerning travelers have come to expect.

**DON'T DELAY!
CAPTURE SPRING
SAVINGS & SALES
WITH OUR FIRST
SPRING EXPO**

"PINPOINTING PERFORMANCE" THE TOTAL RETAIL EXPERIENCE CONFERENCE

TUESDAY, FEBRUARY 6 · CONFERENCE AGENDA

7:00AM – REGISTRATION BEGINS

CONFERENCE FEE
\$75 per attendee
includes conference
and buying EXPO

8:00AM – GENERAL SESSION OPENER

"Pinpointing Performance"

Where are we...how are we doing as an industry? The opportunity, the measurement, the marketplace. An informative eye-opening session.

9:30AM – "PINPOINT PERFORMANCE TRACTS"

Pick the session you need. Sessions run concurrently.

Pick &
Choose

• **The Pet Performance Tract**

Pet, by far is the growth opportunity for us all. A HUGE opportunity to attract new customers, sales and traffic. Our NEW Master Pet Program prepares you and your store to be the dominant pet destination store in your market. The right products...the right promotions...the right placement.

• **The People Performance Tract**

You will ONLY grow as much as your people allow you to. Learn to hire right, train right and incent right...take your people and your store to the next level of performance. Fun and informative role playing exercises.

• **The Profit Performance Tract**

Pinpointing where your sales, margin and product movement comes from is essential to being a peak performer. Managing, monitoring and merchandising inventory for peak performance takes skill and finesse. Learn to do just that right here.

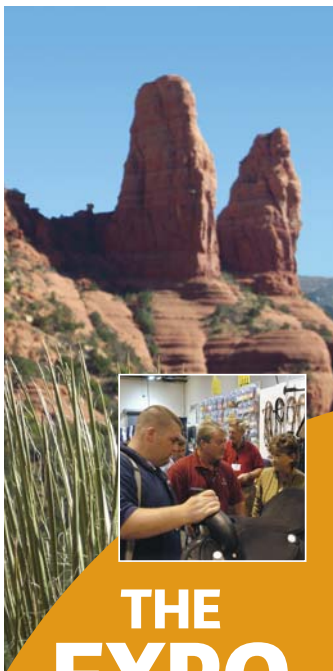
11:45AM – CONFERENCE ATTENDEES LUNCH WITH LIVE
CONSUMER FOCUS GROUP

"What we really want from our feed retailer." You might be surprised what you hear. Actual pet and animal consumers share what they like, expect and want from their feed store. No set-up, no fillers, just honest consumer feed back and discussion.

1:15PM – GENERAL SESSION WRAP-UP

SPECIAL GUEST SPEAKER

Hear first-hand how another retailer found a niche and turned it into a world-class retail segment. We can't mention the store or president yet...but will as we get closer. Don't miss it. An amazing story.



THE EXPO

3 BUYING DAYS!

EXPO HOURS:

- TUESDAY: 3:00 p.m. – 6:00 p.m.
With walk-around cocktail reception.
- WEDNESDAY: 9:00 a.m. – 5:00 p.m.
With group lunch and entertainment.
- THURSDAY: 9:00 a.m. – Noon

OVER 125 COMPANIES!

New items, new opportunity,
show specials. More spring goods.

**EXPO REGISTRATION
FEE \$25.00 PER PERSON**

Registration fee includes Buying EXPO admission, cocktail reception, group lunch with entertainment and prize drawings.

*Registration fee included with conference fee.

*SEMINAR SESSION CONTENT AND TIMES SUBJECT TO CHANGE

EXPO REGISTRATION FORM

PHOENIX, ARIZONA

Retail Solutions EXPO

February 6-7-8 2007

Phoenix Convention Center

Retail Solutions **EXPO**

WHAT YOU COULD WIN!

- EXTREME STORE MAKE-OVER
- CARNIVAL CRUISE FOR 2
- TRUCKLOAD OF FEED
- JOHN DEERE™ ATV
- AMERICAN EXPRESS GIFT CHECKS

REGISTRATION DEADLINE: January 19, 2007

Please complete the following:

Contact Name: _____

Dealer Name: _____

Dealer Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Cancellation Policy:

All cancellations must be in writing. No refunds will be made after January 19, 2007.

Cancellations prior to January 19, 2007 will be a 100% refund. It is your responsibility to make and cancel hotel room reservations.

Name (as printed on badge)	✓ EXPO & Conference	✓ EXPO only
Name 1	\$75	\$25
Name 2	\$75	\$25
Name 3	\$75	\$25
Name 4	\$75	\$25
TOTAL:		

Make all checks payable to:

Land O' Lakes Purina Feed
Attn: Jane Smedra - EXPO
555 Maryville University Drive 5th Fl.
St. Louis, MO 63141
Phone: (314) 317-5135
Fax: (314) 317-5276

Check Enclosed \$

(Checks must accompany this form)

Draft My Account (Customer #)

Signature

Date





VENDOR TRAINING SEMINARS FREE TO ALL EXPO REGISTRANTS

PRODUCT TRAINING BY FACTORY EXPERTS

Some of the informative topics include:
Learn about specific products and product categories from the factory experts. Five different product training and educational seminars.

- Apparel
- Animal Health
- Fencing supplies
- Pet Supply
- Gift Merchandising

*Seminar topics subject to change

REGISTER TO WIN!



JOHN DEERE "BUCK" ALL TERRAIN VEHICLE A \$6,999 VALUE



JOHN DEERE

Ten finalists drawn from each of 3 EXPO's.
Final winner drawn at the San Antonio, TX EXPO
Wednesday, September 12th at 11:30 a.m.
Need not be present to win.



CARNIVAL CRUISE FOR 2 ON THE Celebration

DEPARTING FROM JACKSONVILLE, FL



Exciting 4-day Bahama cruise for two people. Must be present to win. Winner drawn Thursday at 11:30 a.m.
Airfare not included.