

A TARGETED 2-DAY EVENT

COMBINING EDUCATION, OPPORTUNITY & SAVINGS!

SCHEDULE AT A GLANCE

TUESDAY - SEPTEMBER 12

7:00 a.m. - Registration Opens
7:45 a.m. - 1 p.m. - **Feed Department Manager's Conference - The Total Farm Solutions Conference**
 For Upper Midwest Feed Department Managers.

1:15 p.m. - 3 p.m. THE TOTAL STORE SOLUTIONS CONFERENCE
Open to all EXPO attendees! This conference is geared to stores interested in capturing and growing their lifestyle and bag feed business.

Re-inventing Feed Retailing
 Find out how you can position your store and business to capture the growing retail, lifestyle feed opportunity in your marketplace. See and learn from other store managers who have already grabbed the opportunity. Let our Retail Development Team lead you through the process.

Retail Financial Workshop
 Do you know how to read a P&L statement, budget sales margins and expenses... evaluate inventory levels and productivity... do you know how to calculate margins and GMROI (Gross Margin Return on Inventory)? This hands-on workshop shows you how.

3:00 p.m. - 6:00 p.m. - Buying EXPO Opens
 With walk-around cocktail reception at 5:00 p.m.

WEDNESDAY - SEPTEMBER 13

8:00 a.m. - 9:00 a.m. Lake Country Lifestyle Feed Training
 Lake Country lifestyle feed products are designed to meet the specific needs of today's lifestyle animal owner. Discover the opportunity that exists by fully understanding the lifestyle customers' needs and wants and the products that meet those needs.

9:00 a.m. - 11:30 a.m. - Buying EXPO open

11:30 a.m. - 1:00 p.m. - Group lunch with entertainment

1:00 p.m. - 4:00 p.m. - Buying EXPO open

4:00 p.m. - EXPO closes



THE BUYING EXPO OVER 100 EXHIBITING COMPANIES

EXPO HOURS:

- TUESDAY, SEPTEMBER 12: 3:00 - 6:00 p.m.**
 With walk-around cocktail reception.
- WEDNESDAY, SEPTEMBER 13: 9:00 - 4:00 p.m.**
 With group lunch and entertainment.

EXPO REGISTRATION FEE \$25.00 PER PERSON

Registration fee includes registration materials, cocktail reception, group lunch with entertainment and prize drawing opportunity.

- | | |
|---------------------------------------|----------------------------------|
| 3M - Corona/Lexol | Land O'Lakes Beef |
| Absorbent Products Ltd. | Land O'Lakes LawnScience |
| Action Company | Land O'Lakes Purina Feed |
| Advanced Bedding Management | Micro Ingredients |
| - ABM | LignoTech |
| Advanced Retail Services | Mazuri |
| Advantage Program | Merial Limited |
| Ag2Ag | Midwest Air Technologies |
| Agri-Sales Associates | Muck Boot Company |
| Allflex USA, Inc. | National FFA |
| Alpharma | Neogen Corporation |
| American Saddlery, Inc. | North West Rubber |
| Arm & Hammer | Novartis |
| Animal Nutrition | Nutrisave Forage Management |
| Behlen Country | Nutri Source |
| Bekaert Corporation | Oklahoma Steel & Wire Co., Inc. |
| Bradfield Organics | Old West Signs |
| Breyer Animal Creations | Olds Seed Solutions |
| Cactus Kopes | Orgill, Inc. |
| Central Pet | Partners Advantage |
| CMC/Southern Post | Pfizer Animal Health |
| Colorado Silver Star | Phibro Animal Health |
| Companion Habitats | Platform |
| Croplan Genetics | Powder River |
| Davis Wire Corp. | Premier Bank Systems |
| Diamond V | Premier Services |
| Double-H Boot Company | Prince Agri Products |
| DSM | QLF |
| Elanco | Recycled Technology, Inc. |
| Epona Ltd. | Reliable Scale Corporation |
| Equipbrand | Schering-Plough Animal Health |
| EQyss Grooming Products | Schuld/Bushnell |
| Fabrimetrics, Inc. | Shur-Co |
| Farnam Companies | Silverado Business Systems, Inc. |
| Fort Dodge Animal Health | Solo Incorporated |
| Gallagher | SP Systems, LLC |
| Gold Crest Distributing | SPI Industries, Inc. |
| GTO, Inc. | Starbar/Zodiac |
| Hamilton Products, Inc. | The Holland Company, Inc. |
| Hartz Mountain Corp. | The Lewer Agency |
| Heritage Trading Co. | Tipper Tie Inc. |
| Hi Qual Mfg. USA, Inc. | Tru-Test, Inc. |
| Hutchison Western | Universal Cooperatives - |
| Intervet Inc. | Animal Health |
| J.L. Williams Co., Inc. | Western International Inc. |
| Jared Lee Studio | Wrangler |
| Kemin | Zinpro |
| Keystone Steel & Wire | |
| Land O'Lakes Animal Milk Products Co. | |

EXHIBITOR LIST SUBJECT TO CHANGE

EXPO REGISTRATION FORM

ST. PAUL, MINNESOTA

Retail Solutions EXPO

September 12-13, 2006

Xcel Energy Center - St. Paul, Minnesota

REGISTRATION DEADLINE: AUGUST 30, 2006

Retail Solutions EXPO

WHAT YOU COULD WIN!

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

Please complete the following:

Contact Name: _____

Dealer/Member Name: _____

Dealer/Member Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Cancellation Policy:

All cancellations must be in writing. No refunds will be made after August 30, 2006. Cancellations prior to August 30, 2006 will be a 100% refund. It is your responsibility to make and cancel hotel room reservations.

Name (as printed on badge)	✓ EXPO Registration
Name 1	\$25
Name 2	\$25
Name 3	\$25
Name 4	\$25
TOTAL:	

EXPO REGISTRATION FEE - \$25.00 per attendee. Registration fee includes registration materials, cocktail reception, group lunch with entertainment and prize drawing opportunity.

Make all checks payable to:

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

Check Enclosed \$ _____

Draft My Account (Customer #) _____

(Checks must accompany this form)

Signature _____

Date _____

GOLD/ADVANTAGE PROGRAM

BUYING EXPO INCENTIVE · 2006 PARTICIPANTS ATTEND THE EXPO (ONLY) FOR FREE

2 attendees attend for free - 2006 Gold Program/Advantage Program Participants

I am a 2006 Gold/Advantage Dealer Customer # _____

WHERE TO STAY

CROWNE PLAZA RIVERFRONT HOTEL - ST. PAUL

We have blocked rooms for Retail Solutions EXPO attendees at the Crowne Plaza Riverfront Hotel - St. Paul. Room reservations will be granted on a first-come, first-serve basis. Please contact the property directly. All rooms must be guaranteed in advance with a credit card.

Retail Solutions Expo Hotel - (Mention Retail Solutions EXPO)
 11 East Kellogg Blvd., St. Paul, MN 55101
 Call (651) 292-1900

Room Reservation Deadline 8/21/06
 \$115 per night plus taxes



AT THE XCEL ENERGY CENTER

The Xcel Energy Center is located in St. Paul, MN on the banks of the Mississippi River. St. Paul is a charming river city with stunning architecture, river cruises, and dining.



ONLY AT THE EXPO...

LAND O'LAKES PURINA FEED PRODUCT LAUNCH SPECIALS

Look for more information to follow... Plans are in place to restage and launch several new lifestyle feed products. Special promotional incentives will be built around these products and available ONLY at the EXPO. Don't miss out!



WELCOME TO ST. PAUL



THE MOST PRODUCTIVE TWO DAYS YOU'LL SPEND ALL YEAR!

- Learn to better manage and grow your business
- Learn about new opportunities to add sales, traffic and margin
- See the latest products and services from industry leading supplies
- Save with buying EXPO specials available ONLY at the show!

DON'T MISS OUT!

REGISTER TO WIN!



CARNIVAL CRUISE FOR 2



Exciting 3-day Bahama cruise for two people. Must be present to win. Winner drawn Wednesday at 3:30 p.m. *Airfare not included.*



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



Ten finalists drawn from each of 4 EXPO's. Final winner drawn at the Savannah, GA EXPO Thursday, September 28th at 11:30 a.m. *Need not be present to win.*

WIN A TARGETED TWO DAY EVENT!



DEALER PROGRAM



Retail Solutions EXPO

With a special focus towards progressive farm & feed stores serving today's rural communities.

ST. PAUL, MINNESOTA SEPTEMBER 12-13, 2006

