

2010
International Cheese
Technology Exposition

Hosted by
Wisconsin Center
for Dairy Research
and
Wisconsin Cheese
Makers Association

April 20-22, 2010
Alliant Energy Center
Madison, Wisconsin, USA

Website
www.cheeseexpo.org



NEWS RELEASE

For more information, contact: Wisconsin
Cheese Makers Association, (608) 828-4550

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Exhibit Space Sold Out for 2010 International Cheese Technology Exposition

Madison—Exhibit space for the 2010 International Cheese Technology Exposition is sold out. The ICTE will be held April 20-22, 2010 at the Alliant Energy Center in Madison, Wisconsin. More than 2,000 representatives from the cheese, whey and butter industries are expected for the technology seminars and exposition hosted by Wisconsin Cheese Makers Association (WCMA), in cooperation with the Wisconsin Center for Dairy Research (WCDR).

“This is the largest ICTE in the 27-year history of the show,” explains John Umhoefer, executive director of Wisconsin Cheese Makers Association (WCMA). “The exhibit floor will have 336 booths and nearly 200 exhibiting companies displaying the latest technology and services for the cheese industry,” notes Umhoefer.

Exhibits are **free** for all cheese industry manufacturing and marketing personnel. Attendee information will be mailed in mid-January. Attendees may also register on the ICTE website at www.cheeseexpo.org. For more information, contact WCMA directly at 608-828-4550 or office@wischeesemakers.org.



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