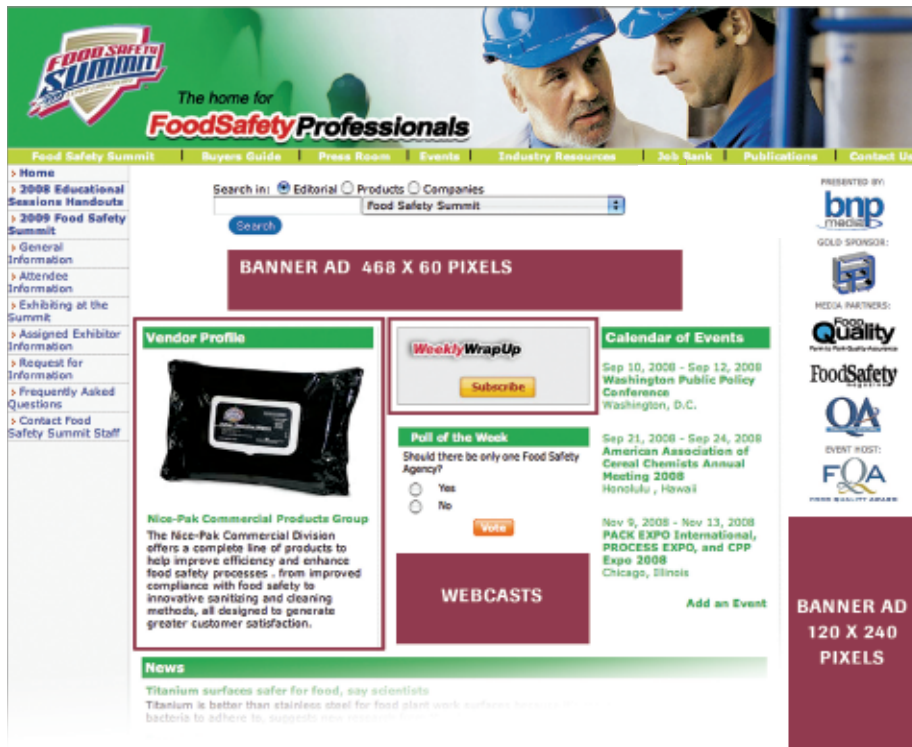


2010 e-Media Rate Card



Tile and Banner Ads

Place your tile or banner ad, copy or graphics along with a link to your company's website on The Home for Food Safety Professionals.

Weekly Wrap-Up

The FoodSafetySummit.com Weekly Wrap-Up, is an e-newsletter that is emailed to thousands of industry professionals. Each week the Wrap-Up sends the top-ten viewed food safety articles to its subscribers allowing them to keep up-to-date on industry news. The Wrap-Up's sponsor will be seen each week by an extensive audience.

Vendor Profile

Each month a new company is featured in the Vendor Profile and seen throughout much of the FoodSafetySummit.com website. Visitors to the site will have the opportunity to learn about the featured company in great detail on a customized, dedicated page.

Webcasts

Summit webcasts are online, interactive presentations that focus on education, hot topics and key issues. Webcast sponsors will receive valuable, qualified leads comprised of those that register to attend the session. Pre- and post-show marketing support is also provided. Single and multiple sponsorships are available.

| | 1 Month | | 3 Months | | 6 Months | |
|-------------------------------------|----------|-----------|----------|-----------|----------|-----------|
| | STANDARD | EXHIBITOR | STANDARD | EXHIBITOR | STANDARD | EXHIBITOR |
| Banner Ad (468 x 60) | \$1,100 | \$1,000 | \$990 | \$900 | \$935 | \$850 |
| Weekly Wrap-Up (468 x 60) | \$1,100 | \$1,000 | \$990 | \$900 | \$935 | \$850 |
| Tile Ad (120 x 240) | \$900 | \$810 | \$810 | \$729 | \$765 | \$689 |
| Vendor Profile | \$1,200 | \$1,200 | NA | NA | NA | NA |
| Integrated Video Advertising | \$1,500 | | \$1,350 | | \$1,275 | |

*Video includes one time email promotion and company spotlight on the Food Safety Summit Weekly Wrapup, company responsible for providing video.

Buyer's Guide

| | STANDARD | | EXHIBITOR | | STANDARD | | EXHIBITOR | |
|-------------------|-------------------------|-----------|-----------|-----------|----------|-----------|-----------|--|
| | Basic/Exhibitor* | NO CHARGE | | NO CHARGE | | NO CHARGE | | |
| Enhanced** | NA | NA | \$350 | \$200 | \$600 | \$300 | | |

*Basic listing includes company name, postal address, phone, fax, Web URL and up to 5 product categories. Exhibitor listing also includes a 75 word description. Information contained in your exhibitor listing will also be used in the Food Safety Summit Official Show Program and Exhibit Guide.

**Enhanced Listing includes up to 5 additional product categories, product images and logo.