

Example of types of ingredient and other suppliers who attend FIX*:

Flavors and fragrances, Spices and Seasonings, Culinary bases, Colors. Functional chemicals, Functional ingredients, nutritional and nutraceutical ingredients. Dehydrated, freeze dried, canned and frozen ingredients. Chocolate and other confectionary ingredients. Salts, sugars, starches, flours, proteins, eggs, gums. Cheese and other dairy ingredients and flavors. Microbiological and other analytical laboratories. Instruments for color, pH, water activity, weight, oxygen levels. Fruit and vegetable concentrates. Soy sauce and nucleotides. And many more. **If you need it, some one here will have it.**



Doubletree Hotel &
Executive Meeting Center
Portland-Lloyd Center
1000 NE Multnomah
Portland, OR 97232

For more information:

<http://www.ift.org/sections/oregon/FIX/index.htm>

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FIX* Food Ingredient Expo
*Services and equipment too
Monday February 27th

IFT
feeding the minds
that feed the world
Food Science Dept
100 Wiegand Hall OSU
Corvallis, Oregon 97331
(541) 737-5680

OREGON SECTION INSTITUTE OF
FOOD TECHNOLOGISTS

PRESENTS:
FIX* 2012
MONDAY, FEB. 27

Food Ingredient Expo
*services and equipment too
FIX*

Double Tree Hotel &
Executive Meeting Center
Portland - Lloyd Center
1000 NE Multnomah
Portland, OR 97232

FREE TO ATTEND!

- Meet over 180 suppliers
- Free **cutting edge** technical sessions from 1:00 to 5:00
- Expo floor open from 4:00 to 7:00
- Free Gourmet cheese trays provided by OSU Food and Fermentation Science Club
- Free buffet dinner starting at 5:00
- Raffle drawings on the expo floor
- \$3 Parking Garage
- Pre-register for quick entry!

Tomorrow's executives are looking today for opportunities to improve their organization's competitive abilities.

FIX* is the Oregon food industry's best answer to improving competitiveness at low cost in this tough economic environment.

What is FIX*? Food Ingredient eXpo*, *Services and equipment too, is sponsored by the Oregon Section of Institute of Food Technologists as a service to the local food industry. It brings local and national suppliers of food ingredients, services and equipment together with local food industry technical personnel, especially those with responsibilities in product development and quality assurance. The goal is to improve the competitiveness of the local food industry.

The FIX* program includes two parts, first a technical session that addresses contemporary issues. Second is the table top display where the various suppliers offer their latest innovations and ideas for improving your products and extending your product line. These suppliers will welcome the smallest and largest companies, don't feel if you are not a \$7 billion company you are not welcome. You retain control of who you talk to and who your contact information goes to.

FIX* is free, but not without value. Compared to other venues FIX* has the highest return on your investment.

Compare FIX* with Supply Side West® this is a three day event held in Las Vegas, Nevada. Registration is in the order of \$600, add 3 nights lodging, air travel, meals and the total approaches \$2000 per person.

Attending national IFT has a similar cost. These might be bigger, but not necessarily better for your needs.

Many of the exhibiting suppliers at these high cost events also attend FIX*, so you can meet and qualify them at little cost to your company.

FIX* wins the ROI race every time, the time invested is small, your only cost is the cost of getting to FIX* and the buffet is FREE! there are even FREE door prizes! Join over 180 suppliers and over 100 section members and many other representatives from local Oregon food manufacturers at this annual event and see what FIX* can do for your innovation and competitiveness. We Look Forward to seeing you at FIX*!

Technical Sessions 1:00-5:00PM

Oregon Ballroom at the Doubletree
(via the main hotel entrance)

- 1:00-2:00 *Dr Howard Moskowitz, CEO of i-Novation Inc and President of Moskowitz Jacobs Inc: **Mind Genomics - Understanding how people react to ideas in a formal and structured way, using stimulus-response, conjoint analysis, Internet-based testing, and multiple tests to identify patterns of mind-sets.***
- 2:00-2:45 *Michele Reisner, Vice President of Research Moskowitz Jacobs Inc.: **MJI's Three Tiers for Product Development and Optimization.***
- 3:00-4:00 *Dr Howard Moskowitz, : **How to Find the Best Package for any Product***
- 4:00-5:00 *Dr Howard Moskowitz, : **Program for FST, PSU, and PCC Students***

Exhibit Hall Open 4-7PM

Expo Center at the Doubletree
(next to the parking structure)

FIX* 2012 Registration

Name

Title

Company

Address

City, State, Zip

Phone

Fax

Email

Please return completed registration to:

Debby Yacas

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Mail:

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