



**CHEESE IMPORTERS
ASSOCIATION OF
AMERICA, INC.**



PARIS SIAL TRIP



OCTOBER 17 – 23, 2008

CIAA 2008 SIAL TRIP

4-night package in Superior Room **\$2625** per person double occupancy.

4-night package in Superior Room **\$3490** per person single occupancy.

5-night package in Superior Room **\$3280** per person double occupancy
Including Alsace day trip.

5-night package in Superior Room **\$4360** per person single occupancy
Including Alsace day trip.

Non-members: \$300 additional per person.

THOSE FABULOUS PACKAGES INCLUDE (ALMOST) EVERYTHING!!!

1. Round trip airfare from Newark airport.
2. Transfers in Paris to and from Charles de Gaulle airport.
3. Baggage handling at hotel.
4. Four or five nights at the recently redecorated and refurbished Concorde Saint-Lazare Hotel****, right in the center of Paris, very convenient to all sights and transportation. Air-conditioned rooms (see option page for various types of rooms), double-paned noise-reducing windows. Five-minute walk to Printemps and Galeries Lafayette department stores, seven-minute walk to Opera.
5. Daily buffet breakfasts.
6. Daily private bus transportation to and from the SIAL exhibition (Subway/RER train also available from Opera station, close to hotel. NOT included in package).
7. Dinner/cocktail functions every night, which include among other exciting events, an elegant cocktail at the Concorde Saint-Lazare hotel; a dinner-cruise on the spectacular Montebello Paris Seine boat; a fabulous evening that will mix refined food & culture and, last but not least, an exclusive evening organized by the French Milk & Dairy Board in a spectacular location that we are keeping a surprise!
8. And for those who sign up for the complete 5-night package, a wonderful whole day excursion to beautiful Strasbourg is part of the excitement!
9. A half-day trip to a prized & highly recognized cultural institution.
10. Transportation to and from all the functions and excursions included.

- EVENTS HIGHLIGHTS -

Friday, October 17, 2008

- Departure from Newark airport.

Saturday, October 18, 2008

- Arrival in Paris & transfer to Concorde Saint-Lazare**** hotel.
Please look for your CIAA representative who will direct you to your CIAA reserved bus.
- Free afternoon.
- *NIGHT*: A FOODIE'S GET-TOGETHER. What best way to meet again? Fabulous Cocktail Party offering the opportunity to enjoy the best of what Germany has to offer in the grand setting of the Champagne Room of the Concorde Saint-Lazare.

Sunday, October 19, 2008

- CIAA breakfast meeting in the Baccarat Room of the Concorde Saint-Lazare.
- Day at SIAL with bus transportation to and from the show.
- *NIGHT*: ALL-TIME FAVORITE. Dinner-cruise on the beautiful *Montebello* Paris Seine boat. The boat is chartered exclusively for the CIAA and this select dinner will offer fine entertainment together with the best in food & wine.

Monday, October 20, 2008

- Buffet breakfast.
- Day at SIAL with bus transportation to and from the show.
- *NIGHT*: A SURPRISE EVENING MIXING CULTURE & REFINED FOOD. The opportunity to visit a world-famous museum and to dine in the enthralling setting of this cultural institution.

Tuesday, October 21, 2008

- Buffet breakfast.
- Day at SIAL with bus transportation to and from the show.
- *SPOUSE ½ DAY TRIP*: visit of the brand new Quai Branly Museum, an innovative cultural institution designed by Pritzker prize winner Jean Nouvel and showcasing the arts of Africa, Oceania, Asia, and the Americas. Guided visit of Le Marais, the hippest neighborhood in the city and lunch in one of the many typical cafés of the capital city.
- *NIGHT*: AN EXCLUSIVE EVENING ORGANIZED BY THE FRENCH MILK & DAIRY BOARD IN A SPECTACULAR LOCATION THAT WE ARE KEEPING A SURPRISE!

Wednesday, October 22, 2008

- Buffet breakfast.
- **Four-night package**: Transfer to airport & departure for home or other previously arranged destination.
- **Five-night package**: ALL DAY OUTING to spectacular Strasbourg. You will ride the newly opened Eastern high speed train line that will get you in no time directly in the heart of Strasbourg, the Gourmet capital of Alsace, a region famous for its wine, beer and foie gras. Strasbourg's historic centre, the Grande Île ("Grand Island"), was classified a World Heritage site by UNESCO in 1988, the first time such an honor was placed on an entire city centre. (5-night package only).
- Free evening in Paris (late return).

Thursday, October 23, 2008

- Buffet breakfast.
- **Five-night package**: Transfer to airport & departure for home or other previously arranged destination.

- IMPORTANT: OPTIONS -

In addition, the following options are offered:

1. All rooms are called "Superior" and have an approximate size of 165 sq. ft.
2. A few "Deluxe" rooms (about 230 sq. ft.) are available for a supplement of \$600 (per person, double occupancy) for the 4-night package & a supplement of \$750 (per person, double occupancy) for the 5-night package.
3. "Junior Suites" (2 separate rooms for a total of about 400 sq. ft.) are available for a supplement of only \$1200 (per person, double occupancy) for the 4-night package & a supplement of \$1500 (per person, double occupancy) for the 5-night package.
4. Additional nights before or after the show can be arranged directly with the hotel depending on availability.
5. New York group departure will be from Newark. JFK airport is available with non-stop service to Charles de Gaulle; however you must then arrange your own ground transportation to the hotel.
6. An air allowance credit of \$500.00 per person will be granted if you choose to fly with another flight/air carrier than the one part of this package.
7. Some flexibility on travel dates may be available.
8. Travel to any destination in Europe before or after SIAL. Inquire about rates for continuing flights.
9. Transatlantic travel in business or first class also available. Inquire about rates.
10. Non-stop flights to and from Atlanta, Boston, Chicago, Houston, Los Angeles, Miami, and San Francisco. Please call for supplement.
11. **SIAL registration**: NOT part of the package. Participants can choose to order their SIAL badges on line.

- TERMS AND CONDITIONS -

1. All reservations are to be made through the Cheese Importers Association office by July 11, 2008. The number of rooms available is limited; therefore they will be assigned on a first come - first serve basis only. Please enclose a \$500.00 deposit per person with your reservation coupon. The balance must be paid by September 1, 2008.
2. Prices in effect as of April 10, 2008 and subject to change without notice due to variations in airfares or currency fluctuations. Prices are guaranteed only upon receipt of your payment in full.
3. Airline tickets are non-refundable and must be issued by September 1, 2008. Once ticketed, there will be a \$200.00 penalty for any change.
4. **Cancellation policy**

90 days before departure date	Penalty of 35% on total price of package.
Between 60 & 90 days before departure date	Penalty of 50% on total price of package.
Between 60 & 30 days before departure date	Penalty of 75% on total price of package.
30 days before departure date	Forfeiture of total amount of package.
5. There are a limited number of seats for each one of the evening events and day outings, and they will be attributed on a first come - first serve basis. Please read carefully the "Event Attendance Deposit" section below.

6. Responsibility: the tour member, by acceptance hereof, understands and agrees that The Cheese Importers Association of America, Inc. or any of its sponsors of this trip shall not be liable to the tour member for any injury, damage, loss, accident, delay or irregularity, liability or expense to person or property suffered by tour member under any circumstances including but not limited to loss, etc., arising from the negligence of, or due to any act, omission or default on the part of, any hotel, carrier or other company or person providing or rendering any of the services included in this tour package.

-VERY IMPORTANT-
EVENTS ATTENDANCE DEPOSIT

There are only a limited number of seats for the day trip to Strasbourg on Wednesday, October 22, 2008, as well as for every activity. (We have a lot more people attending the trip this year than we have space at the various events.) Therefore, please note that they will be attributed on a FIRST COME - FIRST SERVE basis.

To avoid the last minute no-show problem encountered sometimes in the past, a **reservation deposit of \$300.00 per person** is required.

- ▶ You will be penalized by \$100.00 in the event you are a no-show to one event, which you have committed to attend, and the total of \$300.00 will be cashed in case you do not attend two or more events, which you have also committed to attend.
- ▶ The entire amount will be refunded to you after the trip if you have indeed attended the events according to your commitment.

For further information, please contact:

Devita Bishundat at the CHEESE IMPORTERS ASSOCIATION OF AMERICA, INC.

Cheese Importers Association of America, Inc.

204 E Street NE

Washington, DC 20002

Phone: 202-547-0899

Fax: 202-547-6348

Email: info@theciaa.org

- TIPS ON THE CITY OF LIGHTS -

Here is some valuable information to make your stay in Paris more enjoyable.

1. **Transportation**: taxis are expensive in Paris and because of the traffic usually the least effective way to get anywhere. The Metro (subway) and RER (express subway) are the best ways to get around quick and cheap! You can even get a special "PARIS VISITE" card, valid for 1, 2, 3 or 5 consecutive days. This will enable you to go anywhere in Paris with just one ticket: Metro, bus, RER, Montmartre funicular railway, etc. "PARIS VISITE" can be purchased at Metro/RER stations. It will also get you a discount on several Paris tourist sites. For more information, please visit www.ratp.fr/index_eng.htm.
2. **Time**: time change is minus 6 hours for the East Coast; minus 9 hours for the West Coast.
3. **Telephone**: over 100,000 public pay phones in Paris operate with a prepaid calling card called "TELECARTE". These cards may be purchased at post offices, tobacco shops and at France Telecom. They pretty much are the only way to call (coin activated phone booths have been virtually removed). You can also charge your credit card. To call the U.S. from Paris, dial 00 + 1 + area code + tel. #.
4. **Museums**: you can buy a special museum pass for free priority and unlimited entry to more than 70 museums and monuments. It is available for 1, 3 or 5 days and is on sale at museums, monuments and Metro stations.
5. **Money**: the rate is about US\$1.60 = €1.00. Banks are open 9:00 a.m. until 4.30 p.m. Closed on Saturdays and Sundays. Exchange offices are available throughout the city.
6. **General information**: if you want to prepare your trip more in detail, please visit www.paris.org. The site, accessible in English, will give you all the information you might need for your stay. It also provides direct link access to a variety of sites in France or abroad, among them the U.S. State Department, etc.
7. **Tipping policy**: in restaurants and cafés, a service charge of 15% is included in prices by law ("*service compris*" should be written on the menu). Tipping is not necessary unless you are very satisfied with the service.
Taxi drivers are usually tipped 10-15%, porters, concierges and hairdressers 10%. You may use the following as a guideline: porters 50 cents per bag; waiter/waitress €1.00 per person (dinner); chambermaid 50 cents per person per day.
8. **Taxes**: the French **value-added tax (VAT -- TVA** in French) is 19.6%, but you can get most of that back if you spend € 182.00 or more in any store that participates in the VAT refund program. Most stores participate.
7. **Climate/Clothing**: Spring and Fall: 45-60°F; Summer: 60-80°F; Winter: 30-45°F. Bring comfortable shoes, a sweater, clothes you can layer and an all-weather coat. Jacket and tie and cocktail dress are required at some of the finer restaurants. Some religious sites do not allow shorts or sleeveless shirts.



SIAL Trip Reservation Form: October 17-23, 2008

I would like to reserve _____ place(s) for the SIAL trip. Enclosed is my deposit made out to Cheese Importers Association of America, Inc. Please note that balances are due by September 1, 2008.

Name(s): _____

Company: _____

Address: _____

Telephone: _____ Cell Phone: _____

Fax Number: _____ Email: _____

CIAA Member: Yes No

Have you attended the SIAL trip with the CIAA before? Yes No If yes, when did you attend? _____

Select your package below.

	Type of Package	Room Category	Total Price for Member	Total Price for Non-Member
<input type="checkbox"/>	4-night package	Superior Single	\$3,490	\$3,840
<input type="checkbox"/>	4-night package	Superior Double Occupancy	\$5,250	\$5,600
<input type="checkbox"/>	5-night package	Superior Single	\$4,360	\$4,710
<input type="checkbox"/>	5-night package	Superior Double Occupancy	\$6,560	\$6,910

**Please note that the 5-night package includes the day trip to beautiful Strasbourg in the Alsace region of France.*

**Additional nights before or after the show can be arranged directly with the hotel depending on availability.*

If you would like to upgrade your room, please check the appropriate box:

- \$600 Deluxe room supplement (per person, double occupancy) for four nights
- \$750 Deluxe room supplement (per person, double occupancy) for five nights
- \$1200 Junior suite supplement (per person, double occupancy) for four nights
- \$1500 Junior suite supplement (per person, double occupancy) for five nights

Would you like to make your own airfare reservation? Yes No (if yes, you will receive a \$500 air allowance credit per person)

What type of room would you like? Non-smoking room Smoking room

Do you have any special requests we should know about? _____

Event Deposits: Please select which events you would like to attend, as well as how many people are attending each event. To avoid the last minute no-show problem encountered sometimes in the past, a reservation deposit of \$300 per person is required.

Check if you would like to attend event	Number of People	Event
<input type="checkbox"/>		Saturday: Fabulous Cocktail Party offering the opportunity to enjoy the best of what Germany has to offer in the grand setting of the Champagne Room of the Concorde Saint-Lazare.
<input type="checkbox"/>		Sunday: All-time favorite. Dinner-cruise on the beautiful <u>Montebello</u> Paris Seine boat. The boat is chartered exclusively for the CIAA and this select dinner will offer fine

		entertainment together with the best in food & wine.
<input type="checkbox"/>		Monday: A surprise evening mixing culture & refined food. The opportunity to visit a world-famous museum and to dine in the enthralling setting of this cultural institution.
<input type="checkbox"/>		Tuesday: SPOUSE ½ DAY TRIP: visit of the brand new Quai Branly Museum, an innovative cultural institution designed by Pritzker prize winner Jean Nouvel and showcasing the arts of Africa, Oceania, Asia, and the Americas. Guided visit of Le Marais, the hippest neighborhood in the city and lunch in one of the many typical cafés of the capital city.
<input type="checkbox"/>		Tuesday: An exclusive evening organized by the French Milk & Dairy Board in a spectacular location that we are keeping a surprise!
<input type="checkbox"/>		Wednesday: All day outing to spectacular Strasbourg. You will ride the newly opened Eastern high speed train line that will get you in no time directly in the heart of Strasbourg, the Gourmet capital of Alsace, a region famous for its wine, beer and foie gras. Strasbourg's historic centre, the Grande Île ("Grand Island"), was classified a World Heritage site by UNESCO in 1988, the first time such an honor was placed on an entire city centre. (5-night package only).

Total Events Deposit = _____ (\$300 per person)

Total Amount Due = _____ (This amount includes base package price, room supplements per person, and total events deposit per person. If you would like to coordinate your own airfare, please deduct \$500 per person from the total amount)

What would you like to pay today? Deposit only (\$500 per person) or Full amount

Billing Information:

Type of Card: Mastercard Visa American Express

Amount to be charged today: _____

Credit Card Number: _____ Card Expiration: _____

Name on card: _____ Signature: _____

Cancellation policy

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Between 60 & 90 days before departure date	Penalty of 50% on total price of package.
Between 60 & 30 days before departure date	Penalty of 75% on total price of package.
30 days before departure date	Forfeiture of total amount of package.

By submitting this deposit, I/we have read and agreed to the terms and conditions as well as the cancellation penalties and responsibility clause of this travel package.

Signature: _____ Date: _____

Please fax or mail this form to the address below by June 15, 2008.

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