

# The Largest Annual Gathering of Foodservice Professionals in the Western Hemisphere

## VISITORS

**42,544**

## EXHIBITORS

**2,364**

## BUYER INDUSTRY SEGMENTS



**55% RESTAURANT / LODGING / FOODSERVICE**



**21% DEALER / DISTRIBUTOR / IMPORT / EXPORT**



**21% SUPPLIER / AFFILIATES**



**3% OTHER**

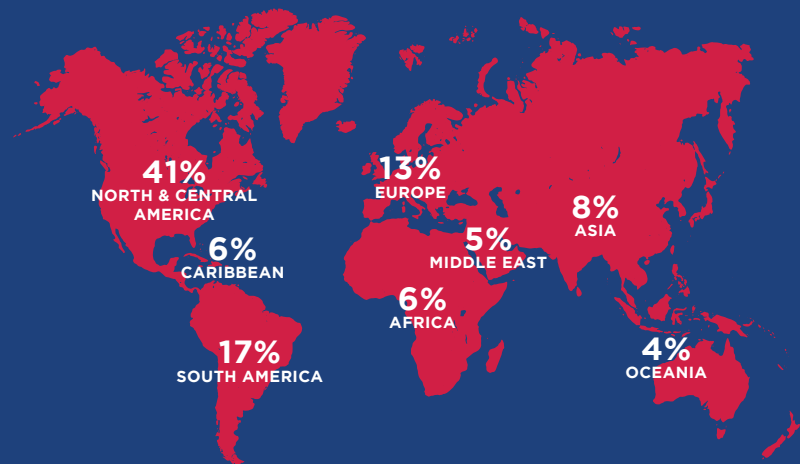
## TOP PRODUCT INTERESTS

- Alcoholic Beverages
- Bakery Products
- Canned Foods
- Condiments
- Confectionery
- Dairy Products
- Diet Foods
- Dips/Dressings/Sauces
- Dry Foods
- Ethnic/Int'l Cuisine
- Food/Meals for Home Meal Replacement
- Fresh Fruit
- Fresh Vegetables
- Frozen Foods
- Gourmet Specialty Foods
- Healthy Lifestyle Food Products
- Meat & By-Products
- Natural/Organic Foods
- Non-Alcoholic Beverages
- Poultry
- Prepared Foods
- Preserves/Jams/Jellies
- Seafood
- Seeds/Nuts/Dried Fruits
- Snack Foods
- Spices & Flavorings

## WHY EXHIBIT?

- Join 60,000 foodservice professionals, including over 4,000 international representatives who are looking for the latest food trends and to bring a taste of America back to their own country
- Restaurant sales will jump 10.2% in 2021 to an aggregate \$548.3 billion as consumers indulge pent-up demand for eating-out experiences they were denied during the pandemic
- NASDA's American Food Fair joins the National Restaurant Association to represent, educate and promote the 945,000 restaurants who sell \$660.5 billion in the U.S. restaurant and hospitality marketplace
- This event offers four days of networking opportunities and business-to-business contacts all under one roof. Whether you are interested in direct sales or forming relationships with suppliers and distributors, AFF will help your company reach new markets efficiently

## INTERNATIONAL BUYERS BY PRODUCT DISTRIBUTION REGION



ORGANIZED AND SPONSORED BY



CO-LOCATED WITH



NASDA NON-DISCRIMINATION STATEMENT

# Maximize Your ROI with NASDA at AFF Chicago 2022



## You Focus on Business, We Handle the Rest



### TURNKEY SOLUTIONS

All-inclusive booth packages & personalization options



### MATCHMAKING

Exclusive on-site and virtual matchmaking services introduce you to key buyers



### EXPERT ASSISTANCE

Dedicated IMEX staff from registration through show days on-site



### EXPORT COACHING

Complimentary export strategy sessions to maximize your investment



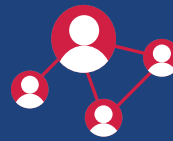
### 50% REIMBURSEMENT

Apply to get 50% reimbursement of your booth fee and other expenses through your [State Regional Trade Group](#)



### EXCLUSIVE SERVICES

Assistance with sample shipping, label development, market research, etc.



### EXPAND YOUR REACH

Gain access to our curated international buyer network interested in U.S. products



### ENHANCED VISIBILITY

Exhibitor listings in official printed, online & Pavilion directories

## Reserve Your Space and More Information



BOOTH APPLICATION

2019 POST SHOW REPORT

FIND YOUR STATE  
REGIONAL TRADE GROUP

FEATURE YOUR STATE



We found out about this show through our state department of agriculture. We've seen buyers from multi-location gas stations, fullservice restaurants, hotels, and casinos. Buyers from around the world from Poland to Costa Rica to the United States are interested in our ready mix product and sauces. It has been an amazing opportunity for our business.

*Holly Cooper*  
Fried Green Tomatoes  
Nashville, TN



AMERICAN FOOD FAIR AT THE NATIONAL RESTAURANT ASSOCIATION SHOW MANAGED BY



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