

REACH THE WORLD

FEATURE YOUR STATE AT A NASDA TRADE SHOW PAVILION

The National Association of State Departments of Agriculture (NASDA), in conjunction with the U.S. Department of Agriculture Foreign Agriculture Service (FAS), produces two annual trade show events for American food and beverage companies. Both of these events offer numerous opportunities for state departments of agriculture, and companies operating in your state, to reach both international and domestic buyers hungry for tasty, innovative American food and beverage products.



American Food Fair at the National Restaurant Association Show

McCormick Place
Chicago, Illinois
May 16-19, 2020



USA Pavilion at the Americas Food & Beverage Show

Miami Beach Convention Center
Miami Beach, Florida
November 2-3, 2020

OPTIONS FOR PARTICIPATION:

1. STATE INVESTMENT & LEADERSHIP: Purchase space from NASDA (lump sum or installments), state pays for custom decor/set-up of space, NASDA contributes overhead banner.

2. NO STATE EXPENSE: The state selects space and recruits companies to fill the space. NASDA provides basic turnkey booth decor package, contributes an overhead banner, and invoices and collects funds directly from exhibitors. This is at no obligation to state if spaces goes unsold. There is no direct cost to the state.

3. NO STATE EXPENSE OR RECRUITMENT: Endorse NASDA by providing company information for in-state recruitment by NASDA. NASDA provides basic turnkey decor package. If critical mass of at least 4 companies is achieved, NASDA will contribute an overhead state banner. There is no direct cost to the state.

4. COLLABORATE ON A REGIONAL PAVILION: Depending on space availability, a collaboration of states can create a regional pavilion. See options 2 and 3 for available methods of implementation.

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