




IFE Americas– The 10th Americas Food & Beverage Show

MIAMI BEACH CONVENTION CENTER - MIAMI BEACH, FL

OCTOBER 29-31, 2007

The Illinois Department of Agriculture (IDOA) is coordinating Illinois companies' participation at the IFE Americas Show in Miami, Florida. The department has reserved booth space in the U.S. Pavilion.



**IDOA will pay 50% of
the booth cost for you!**

- Exposure to the Caribbean, South American, Central American, Canadian, and Mexican buyers, importers, exporters, distributors, and consolidators. Attendees will include retailers, distributors, consolidators, importers/exporters, wholesalers, food service operators, cruise line buyers, and hotel industry professionals.
- Over 1,200 food and beverage importers, exporters, and distributors are based in Miami, and are constantly looking for new products to add to their lines. Miami's geographical and transportation advantages make the city the leading food and beverage purchasing and distribution center in the Americas, serving as an ideal platform for market entry in this exciting region.
- Sell to cruise line buyers who purchase food and beverage products for 3 million passengers annually.
- Key visitors from 2006 were Auchan, Publix, Sysco, Whole Foods Supermarkets, Carnival Cruiselines, & Royal Caribbean Cruises.



**Sell to qualified & motivated
buyers from 47 countries in the
Western Hemisphere!**

Your cost to exhibit is \$1200 for a 10X10 booth space and pre-set one-on-one meetings.

Space in the Illinois Pavilion will be reserved on a first-come, first-served basis.

A participation agreement will be sent upon request. **Participation forms and checks must be received by July 31, 2007.**

Through a partnership with ECRM (Efficient Collaborative Retail Marketing), IDOA will offer to Illinois food companies a value-added package that includes your booth space and pre-set meetings with pre-qualified international retailers, distributors, and importers. These meetings with leading buyers will take place on the show floor before, during, and after show hours.



Interested Illinois companies should contact:

**Kim Hamilton
217/782-5809**

kim.hamilton@illinois.gov

Your company may be able to qualify for up to 50% reimbursement of exhibiting expenses such as exhibiting fees, set-up, rental and freight expenses for this show via the USDA's Branded Program. The Branded Program supports the promotion of branded and private label food and agricultural products overseas and is supported by the Foreign Ag Service of the United States Department of Agriculture (USDA).

