



# IFE AMERICAS-THE 9<sup>TH</sup> AMERICAS FOOD AND BEVERAGE SHOW

NOVEMBER 8-10, 2006

MIAMI BEACH CONVENTION CENTER - MIAMI BEACH, FLORIDA

The Illinois Department of Agriculture is coordinating Illinois companies' participation at the IFE Americas Show in Miami, Florida. IDOA has reserved booth space in the U.S. Pavilion. IDOA will pay 50% of the booth cost for you.

### ***Why Should Your Company Exhibit?***

- 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.
- Sell to qualified and motivated buyers from 47 countries in the Western Hemisphere.
- 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.

### ***New for 2006!***

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 30 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, and are facilitated through ECRM's eFusion software and secured areas of their web site.

**Your cost to exhibit is \$2075 for a 10X10 booth space and 30 pre-set one-on-one meetings.**

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

Interested Illinois companies should contact Kim Hamilton at 217/782-5809  
or e-mail: [kim.hamilton@illinois.gov](mailto:kim.hamilton@illinois.gov).

A participation agreement will be sent upon request.

Participation forms and checks must be received by July 31, 2006.

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).

