

# THE 2007 FMI & NRA SHOWS

*Participate in North America's largest retail and food service trade shows without leaving Chicago!*

The Illinois Department of Agriculture is sponsoring Illinois Pavilions at both the 2007 FMI/U.S. Food Export Showcase, May 6-8, 2007, and the National Restaurant Show (NRA)/ American Food Fair, May 19 - 22, 2007. Both shows will be held at McCormick Place in Chicago.



## **FMI/U.S. FOOD EXPORT SHOWCASE**



The U.S. Food Export Showcase is held in conjunction with the premier industry exposition in the retail food industry, FMI's Supermarket Industry Expo. FMI is North America's largest food distribution show. Not only will you meet with 5,000 international food buyers from more than 133 countries, but 30,000 domestic attendees will be looking for food, beverage, and agricultural products. As an Illinois Pavilion participant at FMI/U.S. Food Export Showcase, your company can be part of the largest state-sponsored area at the show (44 booths, 4400 square feet). The Illinois Department of Agriculture will again have a *prime location* at the *front* of the show floor within the South Hall right off the main concourse.

## **CHICAGO FANCY FOOD SHOW**



The National Association for the Specialty Food Trade's Fancy Food Show will be co-located with the FMI/U.S. Food Export Showcase. The Fancy Food Show is the premier marketplace for specialty foods. It is where specialty food retailers, restaurateurs, supermarket and department store buyers, gift shop owners, and others discover distinctive, profitable new food products to grow their businesses. This wealth & breadth of shows and exhibits is expected to draw in excess of 40,000 buyers. For attendees, there is no more convenient or cost-effective way to see so many specialty food companies, all under one room.

For exhibitors, *The Power of Five* represents an unparalleled opportunity to meet serious buyers from all over the world. Buyers attending the five shows will range from \$10+ billion supermarket chains to storefront natural food markets.

## **ALL THINGS ORGANIC SHOW™**



The Organic Trade Association's (OTA) All Things Organic™ Conference and Trade Show will also be co-located with the FMI/U.S. Food Export Showcase. The organic industry is growing at five times the rate of the conventional food industry with more than 90 million consumers buying organic products today, the demand for organic is surfacing in every corner of the consumer industry. The increasing demand for organic products make the show an important event for food retailers and food service buyers. It is the only show in North America focused exclusively on organic products. All Things Organic exhibitors will have access to an established base of grocery, specialty store and produce buyers that attend the FMI, Fancy Food and Produce Expo shows each year. The 2005 show drew buyers representing retailers, distributors, wholesalers and importers, manufacturers, new product developers, exporters, brokers, food service/institutional, growers, ingredient suppliers, agricultural processors and suppliers.

## **NRA/AMERICAN FOOD FAIR**



The American Food Fair will join the National Restaurant Association (NRA) to provide Illinois companies top exposure to the lucrative \$476 billion restaurant and lodging business. The NRA Show is the largest single gathering in the world of food service and lodging professionals that include corporate executives, owners/operators, franchisees, managers and purchasing agents of food service, hotel/motel operations, cruise lines, airlines/commissary, entertainment/concessions, military, and contract food service. The show includes more than 2,000 exhibitors and 73,000 attendees from 50 states and 108 countries. More than 3,800 international buyers attend the show.

### **BOOTH PACKAGE (FMI & NRA)**

- Prime location on the show floor
- Illinois and USA identification
- IDOA support at the show
- Customized booth design
- Carpeted 10X10 exhibit space
- Back & side hard walls
- Company signage
- Business area to meet with prospective buyers
- Three stem lights
- One demonstration counter w/storage
- One wastebasket
- Daily cleaning of booth
- Four exhibitor badges per 10 X 10 booth (FMI); five exhibitor badges per 10 X 10 booth (NRA)
- Five shelves

**The participation fee to exhibit in the Illinois Pavilions at both shows is only \$2300 per 10 X 10 booth per show.  
DEADLINE: DECEMBER 1, 2006.**

To reserve your Illinois Pavilion location, please contact Kim Hamilton at 217/782-5809 ; e-mail: kim.hamilton@illinois.gov and a participation agreement will be sent to you.

*Booths will not be considered reserved until the original signed participation agreement and a non-refundable check for \$2300 per booth made payable to "AGRICULTURAL PRODUCTS PROMOTIONAL FUND" are received in our office.*

## PROMOTIONAL OPPORTUNITIES

### **FMI/U.S. Food Export Showcase**

- A web-listing with a link to your website
- A listing in the FMI/USFES onsite show directories that are distributed to all attendees onsite.
- A complete domestic & international attendee list so you can follow up with companies before & after the show
- Media coverage

### **NRA/American Food Fair**

- A notation of your company's export interest in the exhibit guide and program
- Special booth signage that lets show attendees know you are interested in exporting
- Media coverage
- Free web listing with a link to your website
- Listing in Hot New Products Guide

Companies generally spend thousands of dollars to participate in trade shows, particularly international shows. With highly promoted international pavilions at the largest retail and food service shows in North America, along with financial assistance from the Illinois Department of Agriculture, your company cannot afford to miss this tremendous opportunity to target the 96% of the world living outside our borders.

*Your company may be able to qualify for up to 50% reimbursement of exhibiting expenses such as booth cost, shipment of samples, and rental fees for FMI and NRA via USDA's Branded Program (MAP).*

Please contact Kim Hamilton for additional information at 217/782-5809 or [kim.hamilton@illinois.gov](mailto:kim.hamilton@illinois.gov).