

CANADIAN INTERNATIONAL FOOD & BEVERAGE SHOW



TORONTO, ONTARIO
FEBRUARY 18-20, 2007



The United States and Canada have the world's largest bilateral trading relationship. For 2005, total merchandise trade between the two countries reached US\$499 billion, translating to more than US \$1.3 billion in goods crossing the border every single day.

Canada is the top market for U.S. consumer food products and one that has been growing steadily over the past 10 years. Canadian purchases of U.S. agricultural products now account for more than 60 percent of total Canadian imports. In 2005, U.S. agricultural exports to Canada reached a record \$10.6 billion, accounting for 17 percent of U.S. agricultural exports worldwide.

Who Should Attend: U.S. exporters of food, including catering products; beverages, wine and spirits for the hotel, restaurant and institutional trade.

Best Prospects: Healthy, convenient food options; organic foods, soy & whole grain products, meal solutions, food-to-go home meal replacement, sauces & salad dressing, ethnic and kosher foods, value-added fish and seafood, snacks, exotic fruits and vegetables, and value-added produce items.

The regular booth price is \$2975. However, by participating with the Illinois Department of Agriculture, you can save over 75% off of the normal cost. Each 10x10 booth in the Illinois Pavilion is only \$750!

Booth Package:

- ◆ 10x10 hard wall booth
- ◆ Carpeting
- ◆ 6 foot skirted display counter
- ◆ Lighting
- ◆ One 800-watt electrical outlet
- ◆ Two stools
- ◆ Wastebasket
- ◆ Daily booth cleaning
- ◆ Listing in the show directory
- ◆ Exhibitor passes
- ◆ 10 complimentary registrations

Your company may be eligible to receive an additional 50% reimbursement on trade show expenses including: booth rental, airfare, hotel expenses, advertising and label modifications. For more information, please contact: Sarah Potter at sarah.potter@illinois.gov.

MORE INFO:

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