

AMERICAN FOOD FAIR SHOWCASE SPONSORS OFFSET COSTS OF YOUR EXHIBIT

The USDA's Foreign Agricultural Service (FAS) funded Branded Program supports the promotion of food and agricultural products overseas. First-time exhibitors may be reimbursed 50% of expenses including exhibiting fees, marketing and promotional activities, set-up, rentals and freight.

To be eligible, you or your domestic export agent must be a small company (according to SBA guidelines) or an agricultural producer cooperative, must be incorporated in the U.S., and must have products that are at least 50% U.S. agricultural content by weight (exclusive of water and packaging) with rights to the brand name.

THE BRANDED PROGRAM is administered by four State Regional Trade Groups (SRTGs), which are private, non-profit associations that offer programs and services to help U.S. companies promote their food and agricultural products in foreign markets. Interested companies should contact the appropriate group below based on their geographic location as soon as possible!

In addition to the Branded Program, the State Regional Trade Groups offer a wide range of similar services to facilitate trade between local food companies and importers around the world. A few of these services include export promotion, customized export assistance, and technical assistance at domestic and international tradeshows.

CONTACT THE APPROPRIATE GROUP BASED ON YOUR GEOGRAPHIC LOCATION:

Food Export USA-
Northeast,
Philadelphia, PA
215-829-9111
www.foodexportusa.org

The Southern U.S.
Trade Association (SUSTA),
New Orleans, LA
504-568-5986
www.susta.org

Food Export Association
of the Midwest USA,
Chicago, IL
312-334-9200
www.foodexport.org

The Western U.S.
Agricultural Trade
Association (WUSATA),
Vancouver, WA
360-693-3373
www.wusata.org



"It's the biggest restaurant show in the country, and not only that, you pick up a lot of ancillary or related business, like hotel and grocery store—you get a lot from people just walking by."

Exhibitor Jay Bergland, National Pasteurized Eggs

"We get to see existing customers come by, thank them for their business and just a lot of new accounts coming through and seeing our products for the first time."



Exhibitor Mike Trackfer, Captain Ken's Foods



"I like to come to the American Food Fair because I'm a small business owner and I like to see what other small business owners are doing and try to use their products as much as I can."

Attendee Andrew Selkirk, Creative Events and Catering

To reserve your booth, contact our
AFF Sales Team at (703) 934-4700 or
aff@cmgexpo.com

www.nasdatradeshow.org