A TASTE OF THE STATES

AMERICAN FOOD FAIR AT THE 2021 NATIONAL RESTAURANT ASSOCIATION SHOW

MAY 22-25, 2021
MCCORMICK PLACE
CHICAGO, IL USA

@NASDAtradeshows
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Dear U.S. Food or Beverage Producer:

The National Association of State Departments of Agriculture (NASDA) supports U.S. food and agriculture through effective partnerships. The American Food Fair at National Restaurant Association Show (AFF 2021) has been a highly successful, long term partnership between NASDA, the National Restaurant Association, the USDA’s Foreign Agricultural Service (FAS) and State Regional Trade Groups (SRTGs). With such strong connections, exhibitors at AFF 2021 are ensured of meeting the right buyers and developing the necessary knowledge to build strong trade relationships abroad.

After a tremendously successful event in 2019—attracting over 65,000 registrants from 110 countries—domestic and international buyers are hungry for even more action in 2021. Exhibit at American Food Fair 2021 and display your innovative products to an excited and captive audience from across the country and around the world. This is your biggest opportunity of the year, and you don’t want to miss out.

Exhibiting at AFF gives you all the ingredients you need to build relationships and market your products and services to a batch of global foodservice professionals who are looking for ways to bring a taste of America back to their own country.

**Your future customers will be at the American Food Fair in May. Will you?**

To learn more visit nasda.org/tradeshows or contact Janet Williams at 703-259-6120 or aff@naylor.com.

Sincerely,

Barbara P. Glenn, Ph.D.
Chief Executive Officer

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NASDA prohibits discrimination in its programs on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, or marital or familial status. Persons with disabilities requiring alternative means of communication of program information should contact NASDA at 202.296.9680.

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Reserve Your Exhibit Space Today!
For more information, contact Janet Williams at 703.259.6120 or aff@naylor.com.
I am a distributor in Panama, Central America and the Caribbean and I’m here at AFF looking for new products and new suppliers. We’re specifically interested in frozen products, meats, cheeses, and ice cream. We currently import half a million dollars’ worth of products from the United States, and we are looking to grow that number. This show is amazing – you can find everything you want. For me, this is one of the best shows on the American continent.

On-Site Support and Exhibitor Benefits Offer Great Value
On-site exhibitor support services and added-value benefits ensure you meet the right attendees and make the best deals.

Aggressive Attendee Promotion
A comprehensive and interactive attendee marketing campaign will attract qualified international buyers and official delegations to AFF 2021. The campaign is focused on countries and regions that offer the greatest potential to U.S. exporters.

Official Show Guide Listing
Easy to use and informative, this guide will show attendees and the press exactly where to find you.

Exhibitor Customer Service
NASDA customer service professionals will be ready to answer your questions and help direct you.

Exhibitor Service Manual
Your guide to efficient planning, installing and dismantling of your exhibit space.

Exhibitor Updates
Timely information about successful exhibiting and cost saving ideas.

On-Site Support
Valuable information on streamlining your export sales, increasing booth traffic and marketing to international buyers. Export coaching sessions are free and will help you set realistic goals and objectives for the show and formulate strategy and tactics to maximize the value of your experience and your investment in the American Food Fair.

International Trade Center (ITC)
The International Trade Center is open to all international visitors and is a great place to network, relax and conduct business. The center will be staffed with a number of Department of Commerce and USDA Foreign Agricultural Service personnel ready to offer assistance. International visitors can reserve conference rooms ahead of time.

Exhibit Package
Your booth package includes carpeted exhibit space, pipe and drape with side dividers, a complimentary ID sign with your company name and booth number, listings in the official show guide and website, and complimentary badge registrations. Porter service is also provided for the entire American Food Fair pavilion.

THE RESTAURANT INDUSTRY REPRESENTS A BIG SLICE OF THE MARKET

Restaurant Industry Sales are expected to top $863 BILLION in 2019.

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Gustavo Gonzalez
Distribuidora HG
Panama

BUYER
ATTENDEES ARE LOOKING FOR U.S. FOODSERVICE PRODUCTS

BUYERS READY TO PURCHASE

$2.7M Projected U.S. food product purchases by international attendees at AFF 2019.

89% of attendees have direct purchasing authority or influence

75% of international attendees were interested in seeing food products at the 2019 show.

INTERNATIONAL BUYERS
AS PERCENT OF TOTAL 2019 INTERNATIONAL ATTENDANCE

South America 17%
Europe 13%
Africa 5%
Oceania 8%
Asia 6%
Caribbean 6%
Middle East 4%
North & Central America 41%

BUYERS REPRESENT A WIDE RANGE OF INDUSTRY SEGMENTS

55% Restaurant/ Lodging/ Foodservice
21% Dealer/Distributor/ Exporter/Importer
21% Supplier/Affiliates
3% Others

CONNECT WITH DECISION-MAKERS

Owners/ Partners/ Corporate Executives 49%
Purchasing/ Distribution/ Directors/ Managers 16%
Sales & Marketing 11%
Chefs 5%
Other 19%

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Be Reimbursed up to 50% for Expenses
First-time exhibitors may be reimbursed 50% of expenses like exhibiting fees, marketing and promotional activities, set-up, rentals, and freight from the USDA’s Foreign Agricultural Service (FAS) funded Branded Program.

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

For More Information:
The Branded Program is administered by the 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](http://www.foodexportusa.org)
- **Food Export Association of the Midwest USA**, Chicago, IL 312.334.9200 [www.foodexport.org](http://www.foodexport.org)
- **The Southern U.S. Trade Association**, New Orleans, LA 504.568.5986 [www.susta.org](http://www.susta.org)
- **The Western U.S. Agricultural Trade Association**, Vancouver, WA 360.693.3373 [www.wusata.org](http://www.wusata.org)

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“"We found out about this show through our state department of agriculture. We’ve seen buyers from multi-location gas stations, full-service restaurants, hotels, and casinos. Buyers from around the world from Poland to Costa Rica to the United States are interested in our ready mix product and sauces. It has been an amazing opportunity for our business.""

Holly Cooper
Fried Green Tomatoes
Nashville, TN

**EXHIBITOR**
“From the very first show we picked up a very significant customer who is still with us now fifteen years later. We pick up a national chain restaurant annually. On the international level, we partner with some national branded chain restaurants who are opening up locations internationally. We are able to talk to these customers on the show floor and make sure we have the right product for their needs.”

Mike Vanee
Vanee Foods Company
Berkely, IL
EXHIBITOR

“We come to this show every year because there are always a lot of new products that next year we can show in the market. I have made food product purchases at this show in the past, including from U.S. companies. This show is in a great location, and you get to see products from both big and small companies.”

Alexey Vavilov
Superk
UFA, Russian Federation
BUYER