



Reserve Your Booth **Today!**

Important exhibitor materials inside, including:

- Exhibit Space Application
- Product Category List
- Floorplan

Stay **Fresh** in the Minds of 4,000 Focused Buyers in the **USA Pavilion** at the **14th Annual Americas Food & Beverage Show.**



OCTOBER 26-27, 2010
MIAMI BEACH CONVENTION CENTER
FLORIDA • USA

www.nasdatradeshow.org



Taste the Flavor of **Success!**

In partnership with the World Trade Center Miami, NASDA and the Foreign Agricultural Service, the USA Pavilion will deliver fresh exposure and business opportunities at the 14th Annual Americas Food & Beverage Show and Conference (AFB), October 26–27, 2010, in Miami. This event, unparalleled in the Western Hemisphere, brings together a unique mix of buyers, suppliers and industry experts in an interactive setting. As an exhibitor in the USA Pavilion, you will gain industry access and meet buyers from the Caribbean, South America and Central America. You and your staff will also benefit from three days of valuable, expert-led workshops on how to grow your business.

Showcase your fresh American food and beverage products in the USA Pavilion at AFB 2010. Take advantage of this convenient and cost-effective way to reach new and lucrative markets.

Exhibitors benefit from:

- **NEW!** Export Coaching Program that offers pre-scheduled coaching sessions with an export professional
- The opportunity to schedule up to 30 meetings in advance with pre-qualified international buyers
- Networking with industry contacts
- Access to exporting agents and representatives
- Advice from trade specialists from the Foreign Agricultural Service
- Direct feedback on the export potential of your products
- Current USDA market information
- Increased sales and market share

Stay **Fresh** in the
Minds of 4,000
Focused Buyers in
the **USA Pavilion**
at the **14th Annual
Americas Food &
Beverage Show.**

USA Pavilion Delivers **Fresh Faces** and **Serious Buyers** from the Americas

58% of buyers are new attendees interested in quality U.S. food products.

84% of attendees have direct buying influence in food purchases.

73% of the reported purchases will be for U.S. products.

International Buyers

by Region of Product Distribution

USA	60%
South America	16%
Caribbean	10%
Central America	9%
North America	4%
Other	1%

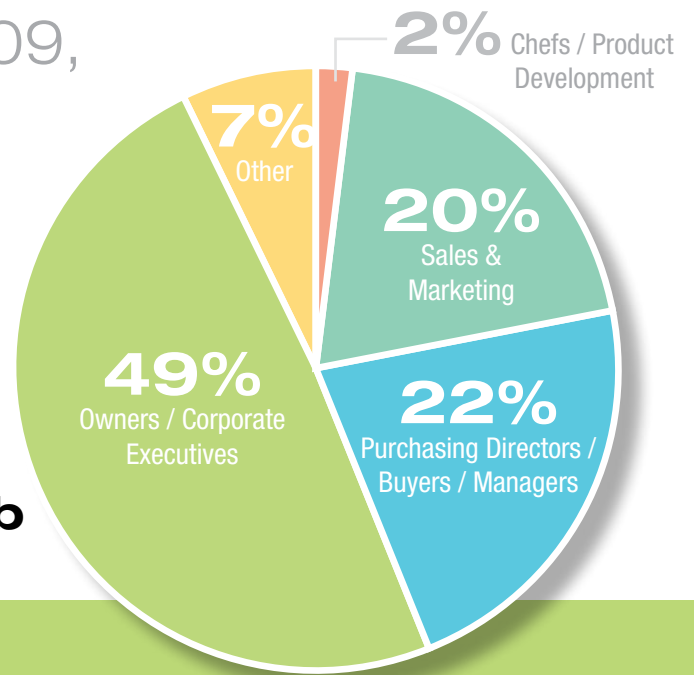
\$103.6 million

in total purchases from exhibitors on average will be made over the next 12 months by buyers in attendance.

For more information, contact Janet Williams at 703.259.6120 or afb@cmgexpo.com.

More than **6,000** buyers and suppliers attended AFB in 2009, representing a **7% increase!**

Buyers Are **on the Job**



Buyers Are **Focused** on What's Fresh

Buyers Represent Diverse Markets

Intermediaries	
36%	Distributors, Import/Export Agents, Manufacturer Representatives and Wholesalers.
Foodservice / Restaurant	
20%	Fine/Casual/Family Restaurants, Fast Food Restaurants, Caterers, Hotels, Cruiselines and Airlines.
Service Providers	
16%	Consultants, Media, Shipping, Marketing/Promotion and Government.
Manufacturers / Food Processors	
15%	Growers, Producers, Manufacturers, Bottlers and Packagers.
Retailers	
13%	Supermarkets/Hypermarkets, Grocery Stores, Convenience Stores and Gas Stations.

Products attendees were interested in seeing at AFB 2009:

Food & Related Products	Attendees
Alcoholic Beverages	1,040
Non-Alcoholic Beverages	1,560
Coffee & Tea	1,160
Convenience/Prepared Food	1,280
Fruits & Vegetables	920
Organic & Health Food/Products	1,560
Dietetic Foods/Products	800
Bakery Goods & Products	1,240
Candy & Confectionery	930
Jams, Jellies, Marmalades & Preserves	920
Condiments, Sauces & Spices	1,137
Dry Foods/Goods	1,480
Frozen Foods	1,160
Ethnic Foods	1,240
Food and/or Beverage Ingredients	960
Specialty/Gourmet Foods	1,280
Meat, Poultry & By-Products	880
Dairy Products	920
Seafood	840
Seeds/Nuts	760
Snack Foods	861
Grocery Products/General Merchandise	1,000

Total exceeds actual number of attendees as multiple answers were given.

Partnership Provides Fresh Export Opportunities in the USA Pavilion



"AFB gives us the opportunity to start looking into international markets. We received a lot of leads!"

Exhibitor Elia Rivera
Melina's Mexican Salsa – Gretna, NE

"We keep coming year after year because of the potential customers, new business and the results that we get after the show!"

Exhibitor Floyd Pusey
Cargill Meat Solutions Corp.– Miami Lakes, FL



"In order to remain competitive, we have to be motivated to see new ideas and products. I got more than I expected at AFB!"

Attendee Marc Joinville
Seafari St. Lucia – Castries, St.Lucia

"We have a lot of customers in the Caribbean, Central America and South America and the AFB Show is a way for us to reconnect with all of our customers and we have never walked away from this show not having new customers."

Exhibitor Birgitta Thomas
PS International, Ltd. – Chapel Hill, NC



The National Association of State Departments of Agriculture (NASDA)

The National Association of State Departments of Agriculture (NASDA) is a non-profit, non-partisan association representing the Commissioners, Secretaries and Directors of the 54 state and territorial Departments of Agriculture. NASDA's mission is to support and promote American agriculture through a variety of programs, including sponsorship of the USA Pavilion.



The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA)

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture (USDA) works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. Through sponsorship of the USA Pavilion, NASDA and FAS focus on increasing U.S. food and beverage exports, and work to create a reasonably priced trade environment for small and medium-sized companies interested in entering or expanding export markets.



The World Trade Center Miami

World Trade Center Miami is a member of the World Trade Centers Association, and the preeminent global trade organization promoting two-way trade. There are 300 centers located in 91 countries with a total membership of 2 million. The centers facilitate global connection which is invaluable to member companies who want to boost export sales. The World Trade Center Miami—Florida's oldest international organization—fosters and enhances international business opportunities for its member companies.

Booth space is limited!

Contact Janet Williams today at 703.259.6120 or afb@cmgexpo.com.





10474 Armstrong St.
Fairfax, VA 22030 USA

Preliminary Schedule of Events

Monday, October 25, 2010

10:00 am – 6:00 pm Registration Open
12:00 pm – 6:00 pm Pre-set One-on-One Meetings
4:30 pm Briefing for Overseas Companies
5:30 pm Annual Americas Food & Beverage Awards Reception

Tuesday, October 26, 2010

8:00 am – 6:00 pm Registration Open
10:00 am – 5:00 pm Exhibit Hall Open
7:00 pm Exhibitor Evening Event

Wednesday, October 27, 2010

8:00 am – 6:00 pm Registration Open
10:00 am – 5:00 pm Exhibit Hall Open



USA PAVILION AT THE
14TH ANNUAL AMERICAS
FOOD & BEVERAGE
SHOW AND CONFERENCE

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"I'm looking for new products to buy and distribute in Peru. And, I've already found several products that I'm buying!"

Attendee Braulio Alvarez
Alanco Peru SA – La Molina, Peru



"We started exporting into the Caribbean about three years ago and AFB has allowed us to expand that and grow our business. AFB is the place to be if you want to grow your export business. The people that attend are the people that make decisions – the owners, managers and people that want to generate contracts and additional business. We've made contacts for partnerships that will grow our business."

Exhibitor Derek Powell
General Produce, Inc. – Forest Park, GA



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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