

CONNECTING THE INDUSTRY

INTERNATIONAL OPPORTUNITIES

PUERTO RICO CONVENTION CENTER

www.midafoodshow.com www.midapr.com



WHAT IS (MIDA?

The Food Marketing, Industry and Distribution Chamber (MIDA) is the only business entity in Puerto Rico that represents the food sector. Our members are the Distributors, Processors, Retailers, Wholesalers and Agribusinesses of the island.

Our organization generates important legislation, as well as promotes measures of great social and economic scope for the food industry.

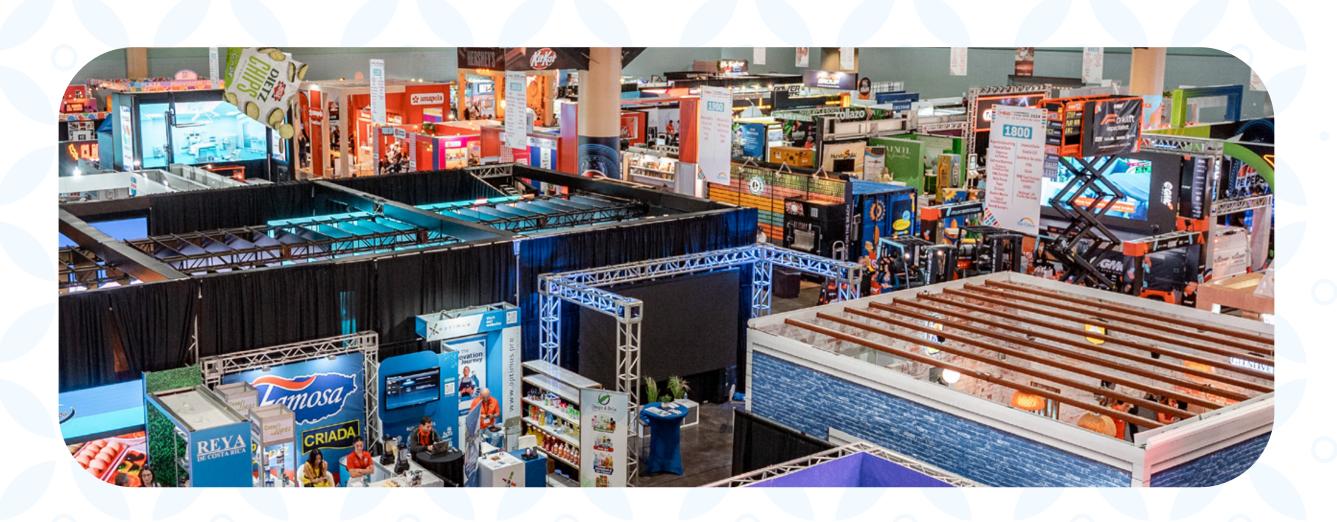
We actively participate in the process of approval of laws that have an impact on Puerto Rico's food industry. We also, facilitate to our members a strong educational program & networking events.



OUR AUDIENCE

MIDA Conference & Food Show is a first-class expo, designed to maximize business exchange, and networking events. In addition to offering workshops and seminars with international speakersof the highest level.

For three days, the city of San Juan, Puerto Rico, becomes the venue for the summit event of the food industry in the Caribbean, where exchanges between suppliers, sellers, buyers, wholesalers and retailers are promoted.





500 LOS EXHIBITORS

OVER 13,000

PROFESSIONALS OF THE INDUSTRY ATTEND HIS AMAZING EVENT!

DISTRIBUTORS

BUSINESS OWNERS

BUYERS

MANUFACTURERS

RETAILERS

WHOLESALERS

AGRIBUSINESSES

SALES & MARKETING, AMONG OTHERS

OVER 2,000
SPECTATORS ATTEND
THE CONSUMER
X-RAY STUDY





CONVENTION PROGRAM

THURSDAY DATE 1 JUNE 19TH DATE 1

REGISTRATION

TIME: 7:30 A.M. ON GOING 2ND FLOOR & FOYER EXHIBIT HALL

BREAKFAST

TIME: 8:00 A.M. - 9:00 A.M. BALLROOM A & B 3RD FLOOR

CONSUMER X-RAY STUDY 2025

TIME: 9:00 A.M - 12:00 M. **BALLROOM C**

CONSUMER X-RAY STUDY LUNCH

TIME: 12:00 M. - 2:00 P.M. **EXHIBIT HALL A**

TRADESHOW

TIME: 12:30 P.M. - 5:30 P.M.

EXHIBIT HALL B & C

COCKTAIL MIDA FLAMENCO PARTY TIME: 6:00 P.M. - 11:00 P.M. 3RD FLOOR TERRACE

*SUBJECT TO CHANGES.



CONVENTION PROGRAM

FRIDAY DATE 2 JUNE 20TH

REGISTRATION

TIME: 8:00 A.M. ON GOING FOYER EXHIBIT HALL

EDUCATIONAL PROGRAM

TIME: 8:30 A.M. - 12:00 M.
MEETING ROOMS 103 & 104

MIDA BUSINESS PRE SHOW BUSINESS MATCHMAKING

TIME: 9:30 A.M. - 12:30 P.M. EXHIBIT HALLS B & C

INDUSTRY AWARDS LUNCH CEREMONY

TIME: 11:30 M. - 2:00 P.M. BALLROOM B & C 3RD FLOOR

TRADESHOW

TIME: 12:30 P.M. - 5:30 P.M EXHIBIT HALLS B & C

COCKTAIL MIDA 45TH ANNIVERSARY PARTY HORA: 6:00 P.M. - 11:00 P.M. BALLROOM A 3RD FLOOR

*SUBJECT TO CHANGES.



CONVENTION PROGRAM

SATURDAY DATE 3 JUNE 21 ST

REGISTRATION

TIME: 10:00 A.M. ON GOING **FOYER EXHIBIT HALL**

MEMBERS ASSEMBLY

TIME: 8:30 A.M. - 10:00 A.M. **MEETING ROOM 103**

TRADESHOW

TIME: 11:00 A.M. - 5:00 P.M. **EXHIBIT HALL B & C**

INDUSTRY EMPLOYEES AWARD CEREMONY

TIME: 10:00 A.M. - 11:00 A.M. MEZZANINE 2ND FLOOR EXHIBIT HALL B

*SUBJECT TO CHANGES.





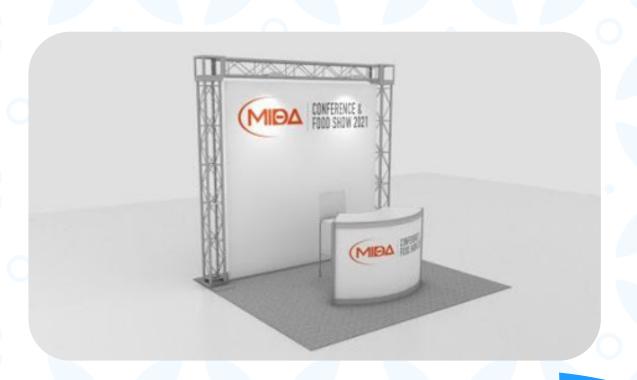
WHAT DOES THE PACKAGE INCLUDES?

EXHIBITOR

INCLUDES:

- .1 SPACE 10'x10'
- · 20 TICKETS (EXHIBITION AREA)
- · TRUSS
- · CARPET
- · COUNTER
- · BACKDROP
- · 2 COUNTER STOOL
- · LIGHTS
- · GRAPHICS
- SET UP & DISMANTLING

EXHIBITOR EXAMPLE





PARTICIPATE IN NEW PRODUCTS & IDEAS CATALOGUE

SHOWCASE UP TO 4 NEW PRODUCTS IN CATALOGUE.

EXCELLENT WAY TO INTRODUCE NEW PRODUCTS IN THE MARKET.

CATALOGUE WILL BE

HANDED TO ALL PARTICIPANTS IN A PRINT VERSION AT THE CONVENTION. ALSO, A DIGITAL EMAIL DROP WILL SENT TO ALL TRADESHOW PARTICIPANTS AND MIDA'S DATABASE.







FULL PAGE AD



THREE SPECIAL EDITION

DURING THE MIDA CONFERENCE & FOOD SHOW 2025.

Magazine will be handed to all participants in a print version at the Convention. Also, a digital email drop will be sent to all tradeshow participants and MIDA's database.







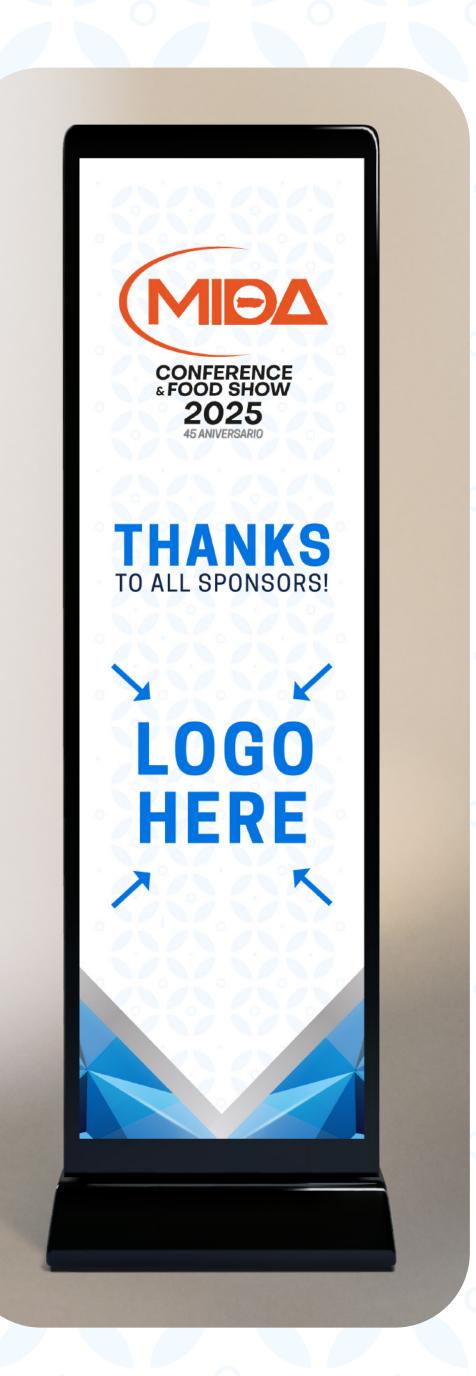


PROMOTION

LOGO INAL

LED FREE STANDING BANNERS

THAT WILL
BE LOCATED
IN DIFFERENT
AREAS OF THE
FOYERS.





PARTICIPATE IN PROMOTE YOUR PRODUCT AT



EXCLUSIVE EVENTONLY FOR

BUSINESS MATCHMAKING FOR EXHIBITORS AND BUYERS. YOU WIL HAVE THE OPPORTUNITY TO MEET WITH BUYERS AND SHOWCASE YOUR PRODUCTS DIRECTLY TO THEM.

EVENT WILL BE HELD ON

FRIDAY JUNE 20TH

9:30 A.M. - 12:30 P.M.



PACKAGE COST

EXHIBITOR

\$5,000

PROMOTION

\$5,000

TOTAL

\$10,000

50% DISCOUNT SPECIAL PACKAGE COST 2025





*PROMOTION VALID UNTIL FEBRUARY, 29TH, 2025



FLOOR PLAN

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HOTELS*





\$224

PER NIGHT SINGLE OR DOBLE BED

CONDADO PLAZA



\$234

PER NIGHT SINGLE OR DOBLE BED





\$249

PER NIGHT SINGLE OR DOBLE BED





\$255

PER NIGHT SINGLE OR DOBLE BED

LAST DAY AVAILABLE FOR RESERVATION:

MAY 14TH, 2025

*SUBJECT TO AVAILABILITY. HOTEL COST ARE NOT INCLUDED IN THE MIDA CONFERENCE & FOOD SHOW PACKAGE, COST



RULES AND EXPLANATORY NOTES

- Space confirmation is subject to a \$1,000.00 deposit and signing a contract.
- The size of each space is 10 feet deep by 10 feet wide (10' x 10')
- Space includes, one 110 volt/5-amp outlet.
- MIDA will be responsible for the set up and dismantling of your exhibitor. Exhibitor should provide company logo and art work for graphics in a high-resolution jpg with a minimun resolution of 300dpi. It must be received email to cynthia@irizarryassociates.com before May 16th 2025.
- The exhibitor is responsible to provide: glasses, napkins, trays, plates, etc. Area must be clean at all times.
- All sampling is limited to 12 ounces (for beverages) and 8 ounces (for food) respectively. Prior to the event, company must complete the AEG/Convention Center food and beverage sampling and tasting form. It must be received by email to mercadeo@midapr.com before May 16th 2025 for processing of authorization with the administration of the Convention Center.
- Every exhibitor that prepares food in it's space must have a fire extinguisher for each 10"x10" space. Only electric stoves will be allowed and the equipment must be certified and in compliance with the rules of the event, MIDA, Puerto Rico Convention Center and AEG.
- Any exhibitor with debt on May 16th 2025, will not be able to participate.
- Any exhibitor who wishes to carry out an artistic or entertainment show must: book and coordinate with MIDA before May 16th, 2025.



FOR MORE INFORMATION CONTACT:

CYNTHIA IRIZARRY

INTERNATIONAL CONSULTANT cynthia@irizarryassociates.com Tel. (787) 662-0451



www.midafoodshow.com Tel. (787) 792-7575