



**CONFERENCE
& FOOD SHOW
2026**

Connecting The Industry!

INTERNATIONAL
OPPORTUNITIES

JUNE 25th-27th

PUERTO RICO CONVENTION CENTER

www.midafoodshow.com | www.midapr.com



WHAT IS ?

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 speakers of 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.





CONFERENCE
& FOOD SHOW 2026

520

EXHIBITORS



Over 15,000

HIGH-LEVEL PROFESSIONALS ATTEND
THIS MAJOR EVENT, AMONG THEM:

- DISTRIBUTORS
- BUYERS
- RETAILERS
- AGRIBUSINESSES
- BUSINESS OWNERS
- MANUFACTURERS
- WHOLESALERS
- SALES & MARKETING, AMONG OTHERS

Over
2,000

SPECTATORS ATTEND
THE CONSUMER
X-RAY STUDY



CONVENTION PROGRAM

Thursday **DAY 1**
JUNE 25th

REGISTRATION

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

BREAKFAST

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

CONSUMER X-RAY
STUDY 2026

TIME: 9:00 A.M – 12:00 P.M.
BALLROOM A & B 3RD FLOOR

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

NETWORKING
COCKTAIL

TIME: 6:00 P.M. – 10:00 P.M.
3RD FLOOR TERRACE

*Subject to changes.

CONVENTION PROGRAM

Friday
JUNE 26th

DAY 2

REGISTRATION	TIME: FROM 8:00 A.M. FOYER EXHIBIT HALL
EDUCATIONAL PROGRAM	TIME: 8:30 A.M. – 12:00 P.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 A.M. – 2:00 P.M. BALLROOM A 3RD FLOOR
TRADESHOW	TIME: 12:30 P.M. – 5:30 P.M. EXHIBIT HALL B & C
NETWORKING COCKTAIL	TIME: 6:00 P.M. – 10:00 P.M. BALLROOM A 3RD FLOOR

*Subject to changes.

CONVENTION PROGRAM

Saturday DAY 3
JUNE 27th

REGISTRATION

TIME: FROM 10:00 A.M.
FOYER EXHIBIT HALL

MEMBERS ASSEMBLY

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

INDUSTRY EMPLOYEES
AWARD CEREMONY

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

TRADESHOW

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

*Subject to changes.



WHAT DOES THE PACKAGE **A** INCLUDE?

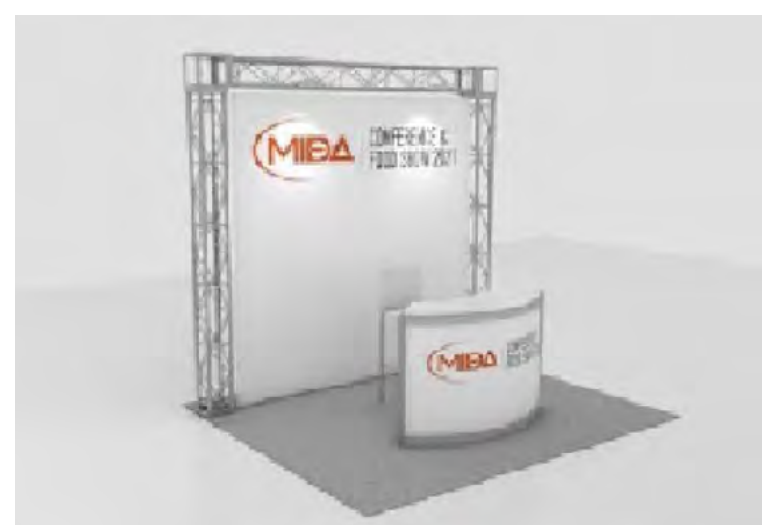
1

EXHIBITOR

INCLUDES:

- 1 Space 10'x10'
- 20 Tickets (exhibition area)
- Truss
- Carpet
- Counter
- Backdrop
- 2 Counter stools
- Lights
- Graphics
- Certificate of Liability Insurance
- Set up & dismantling

EXAMPLE
EXHIBITOR



PARTICIPATE IN

2

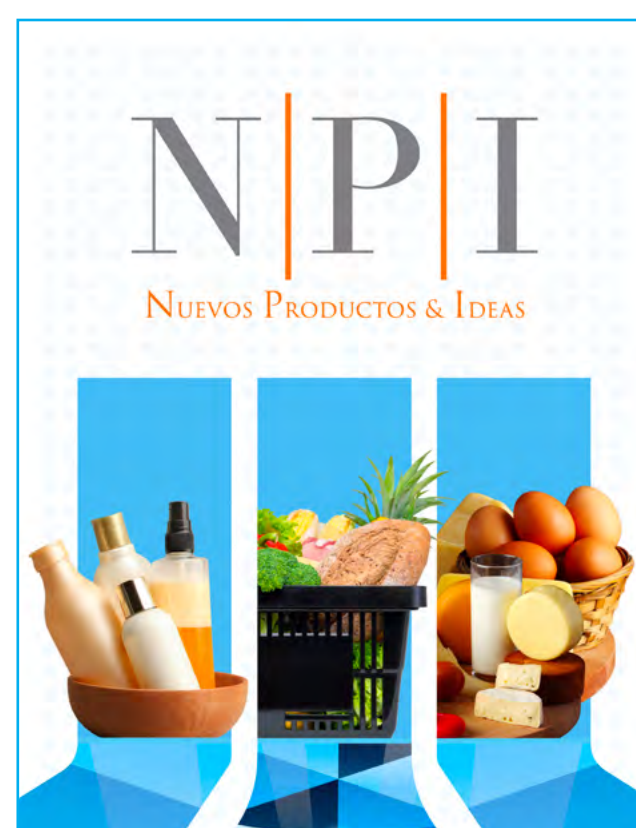
NEW PRODUCTS & IDEAS CATALOGUE

Horizontal half-page AD
(8.75"W x 5.625"H)

Excellent way to introduce
new products in the market.

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

N | P | I
NUEVOS PRODUCTOS & IDEAS





3

FULL-PAGE AD WILL BE PUBLISHED IN

LA VOZ DE MIDA

THE MAGAZINE PUBLISHES THREE SPECIAL EDITION DURING THE MIDA CONFERENCE & FOOD SHOW 2026.

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

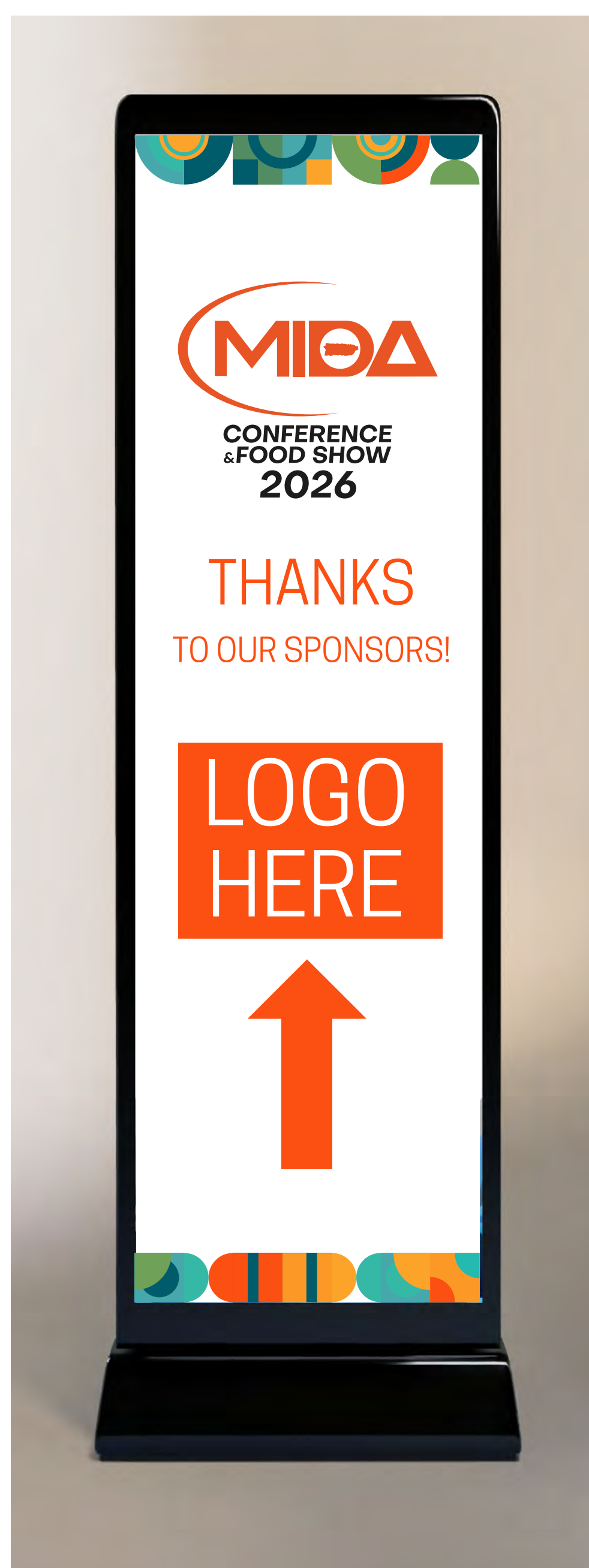


4

PROMOTION

LOGO
IN ALL
LED FREE
STANDING
BANNERS

THAT WILL
BE LOCATED
IN DIFFERENT
AREAS OF THE
FOYERS.



5

PARTICIPATE IN, PROMOTE
YOUR PRODUCT AT

EXCLUSIVE EVENT ONLY FOR



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

EVENT WILL BE HELD ON

FRIDAY

JUNE 26th

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

PACKAGE COST

EXHIBITOR

\$5,000

PROMOTION

\$5,000

TOTAL

\$10,000

50% DISCOUNT

SPECIAL PACKAGE COST 2026

~~\$10,000~~

***\$5,000**

*PROMOTION VALID UNTIL FEBRUARY 27th, 2026



PACKAGE B: SPONSORSHIP \$5,000*

WHAT DOES THE PACKAGE B INCLUDE?

INCLUDES:

- Logo on the screen of Consumer X-Ray Study presentation
- 1 video ad (30 seconds) on the screen of Consumer X-Ray Study presentation
- 1 full-page ad in the Consumer X-Ray Study Summary magazine
- Logo on the screen of the Consumer X-Ray Study Lunch
- Stand banner at the Consumer X-Ray Study Lunch
- Logo on the screen of the Educational Program
- Full-page ad in La Voz de MIDA

*Exclusive price for international packages,
valid until February 27th, 2026.



FOR MORE
INFORMATION
CONTACT:

CYNTHIA IRIZARRY

INTERNATIONAL CONSULTANT
cynthia@irizarryassociates.com
WhatsApp +1 787 662 0451



www.midafoodshow.com