



**CONFERENCE
& FOOD SHOW 2024**

CONNECTING THE INDUSTRY!

**INTERNATIONAL
OPPORTUNITIES**

**JUNE 13TH
- 15TH, 2024**

**PUERTO RICO
CONVENTION CENTER
SAN JUAN, PR**

**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 Retailers, Distributors, Processors, Wholesalers and Agribusinesses of the island.

Our organization 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 celebrate social networking events. In addition, we offer 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 biggest event of the food industry in the Caribbean where exchanges between suppliers, sellers, buyers, wholesalers and retailers are promoted.



OVER 450 EXHIBITORS



OVER 12,000
professionals
of the Industry attend this
amazing event!

Retailers

Distribution

Wholesalers

Manufacturing

Buyers

Agribusinesses

Sales & Marketing

Among others...



Over 2,000
spectators
attend the Consumer X-Ray
Study Conference.

CONVENTION PROGRAM

THURSDAY

JUNE 13TH

TIME	EVENT	VENUE
7:30 A.M. ON GOING	REGISTRATION	2 ND FLOOR & FOYER EXHIBIT HALL
9:00 A.M. - 12:00 P.M.	CONSUMER X-RAY STUDY 2023	BALLROOM A & B 3 ^{ER} FLOOR
12:15 P.M. - 12:30 P.M.	EXHIBITOR'S INAUGURATION CEREMONY	EXHIBIT HALL B
12:00 P.M. - 1:30 P.M.	CONSUMER X-RAY STUDY LUNCH	EXHIBIT HALL A
12:30 P.M. - 5:30 P.M.	TRADESHOW	EXHIBIT HALL B & C
6:00 P.M. - 10:00 P.M.	COCKTAIL MIDA COWBOY PARTY	3 RD FLOOR TERRACE

*Subject to change



CONVENTION PROGRAM

FRIDAY

JUNE 14TH

TIME	EVENT	VENUE
8:00 A.M. ON GOING	REGISTRATION	FOYER EXHIBIT HALL
8:30 A.M. - 9:30 A.M.	EDUCATIONAL PROGRAM	MEETING ROOM 103 & 104
9:45 A.M. - 10:45 A.M.	EDUCATIONAL PROGRAM	MEETING ROOM 103 & 104
11:00 A.M. - 12:00 P.M.	EDUCATIONAL PROGRAM	MEETING ROOM 103 & 104
9:30 A.M. - 12:30 P.M.	MIDA BUSINESS PRE SHOW	EXHIBIT HALL B & C
12:00 A.M. - 2:00 P.M.	INDUSTRY AWARDS LUNCH CEREMONY	BALLROOM A
12:30 P.M. - 5:30 P.M.	TRADESHOW	EXHIBIT HALL B & C
6:00 P.M. - 10:00 P.M.	COCKTAIL MIDA NEON PARTY	BALLROOM A 3 RD FLOOR

*Subject to change



CONVENTION PROGRAM

SATURDAY

JUNE 15TH

TIME	EVENT	VENUE
10:00 A.M. ON GOING	REGISTRATION	FOYER EXHIBIT HALL
8:30 A.M. - 10:00 A.M.	MEMBERS ASSEMBLY	MEETING ROOM 103
10:00 A.M. - 11:00 A.M.	EMPLOYEES AWARD CEREMONY	MEZZANINE 2 ND FLOOR EXHIBIT HALL B
11:00 A.M - 5:00 P.M	TRADESHOW	EXHIBIT HALL B Y C

*Subject to change



WHAT DOES THE PACKAGE INCLUDES?

EXHIBITOR

1

INCLUDES:

1 Space 10'x10' booth

10 staff tickets

10 guest tickets

Truss

Carpet

Counter

Backdrop

Counter stool (chair)

Lights

Graphics

Set-up & dismantling

BOOTH EXAMPLE



JUNE 14TH to 16TH 2024
PUERTO RICO CONVENTION CENTER

MIDA | CONFERENCE & FOOD SHOW 2024

HALL B

PRINCIPAL ENTRANCE

ROOM	1	2	3	4	5	6	7	8	9	0	1	2	3	4
1101	1121 1201	0	1218 1301	0	1318 1401	0	1416 1501	0	1517 1601	0	1618 1701	0	1716 1801	0
1102	1122 1202		1219 1302		1319 1402		1417 1502		1518 1602		1619 1702		1717 1802	
1103	1123 1203		1220 1303		1320 1403		1418 1503		1519 1603		1620 1703		1718 1803	
1104														
1105	1124 1204		1221 1304		1321 1404		1419 1504		1521 1605		1622 1705		1720 1805	
1106	1125 1205		1222 1305		1322 1405		1420 1505		1522 1606		1623 1706		1721 1806	
1107														
1108	1127 1207		1223 1306		1323 1406		1422 1507		1523 1607		1624 1707		1722 1807	
1109	1128 1208		1224 1307		1324 1407		1423 1508		1524 1608		1625 1708		1723 1808	
1110	1129 1209		1225 1308		1325 1408		1425 1510		1525 1609		1626 1709		1724 1809	
1111	1130 1210		1226 1309		1326 1409		1426 1511		1526 1610		1627 1710		1725 1810	
1112	1131 1211		1227 1310		1327 1410		1427 1512		1527 1611		1628 1711		1726 1811	
1113	1132 1212		1228 1311		1328 1411		1428 1509		1528 1612		1629 1712		1727 1812	
1114	1133 122A		1229 1312											
1115	1134 1213		1230 1313		1330 1412		1428 1513		1530 1614		1631 1712		1728 1813	
1116	1135 1214		1231 1314		1330 1413		1429 1514		1531 1615		1632 1713		1729 1814	
1117	1136 1215		1232 1315											
1118	1137 1216		1233 1316		1331 1414		1430 1515		1532 1616		1633 1714		1731 1816	
1119	1138 1217		1234 1317		1332 1415		1431 1516		1533 1617		1634 1715		1732 1817	
1120														

HALL C

CONFERENCE & FOOD SHOW 2024

ROOM	0	1	2	3	4	5	6	7	8	9	0	1	2	3	4	
2001	1918 2001	0	1818 1901	0	1716 1801	0	1618 1701	0	1517 1601	0	1416 1501	0	1318 1401	0	1218 1301	0
2002	1919 2002		1819 1902		1717 1802		1619 1702		1518 1602		1417 1502		1319 1402		1219 1302	
2003	1920 2003		1820 1903		1718 1803		1620 1703		1519 1603		1418 1503		1320 1403		1220 1303	
2004	1921 2004		1821 1904		1719 1804		1621 1704		1520 1604		1420 1504		1321 1404		1221 1304	
2005	1922 2005		1822 1905		1720 1805		1622 1705		1521 1605		1421 1505		1322 1405		1222 1305	
2006	1923 2006		1823 1906		1721 1806		1623 1706		1522 1606		1422 1506		1323 1406		1223 1306	
2007	1924 2007		1824 1907		1722 1807		1624 1707		1523 1607		1423 1507		1324 1407		1224 1307	
2008	1925 2008		1825 1908		1723 1808		1625 1708		1524 1608		1424 1508		1325 1408		1225 1308	
2009	1926 2009		1826 1909		1724 1809		1626 1709		1525 1609		1425 1509		1326 1409		1226 1309	
2010	1927 2010		1827 1910		1725 1810		1627 1710		1526 1610		1426 1509		1327 1410		1227 1310	
2011	1928 2011		1828 1911		1726 1811		1628 1711		1527 1611		1427 1510		1328 1411		1228 1311	
2012	1929 2012		1829 1912		1727 1812		1629 1712		1528 1612		1428 1511		1329 1411		1229 1312	
2013	1930 2013		1830 1913		1728 1813		1630 1712		1531 1613		1429 1513		1330 1413		1230 1313	
2014	1931 2014		1831 1914		1729 1814		1632 1713		1531 1614		1430 1514		1331 1414		1231 1314	
2015	1932 2015		1832 1915		1730 1815		1633 1714		1532 1615		1431 1515		1332 1415		1232 1315	
2016	1933 2016		1833 1916		1731 1816		1634 1715		1533 1616		1432 1516		1333 1416		1233 1316	
2017	1934 2017		1834 1917		1732 1817		1635 1716		1534 1617		1433 1517		1334 1417		1234 1317	
2018	1935 2018		1835 1918		1733 1818		1636 1717		1535 1618		1434 1518		1335 1418		1235 1318	
2019	1936 2019		1836 1919		1734 1819		1637 1718		1536 1619		1435 1519		1336 1419		1236 1319	
2020	1937 2020		1837 1920		1735 1820		1638 1719		1537 1620		1436 1520		1337 1420		1237 1320	
2021	1938 2021		1838 1921		1736 1821		1639 1720		1538 1621		1437 1521		1338 1421		1238 1321	
2022	1939 2022		1839 1922		1737 1822		1640 1721		1539 1622		1438 1522		1339 1422		1239 1322	
2023	1940 2023		1840 1923		1738 1823		1641 1722		1540 1623		1439 1523		1340 1423		1240 1323	
2024	1941 2024		1841 1924		1739 1824		1642 1723		1541 1624		1440 1524		1341 1424		1241 1324	
2025	1942 2025		1842 1925		1740 1825		1643 1724		1542 1625		1441 1525		1342 1425		1242 1325	
2026	1943 2026		1843 1926		1741 1826		1644 1725		1543 1626		1442 1526		1343 1426		1243 1326	
2027	1944 2027		1844 19													

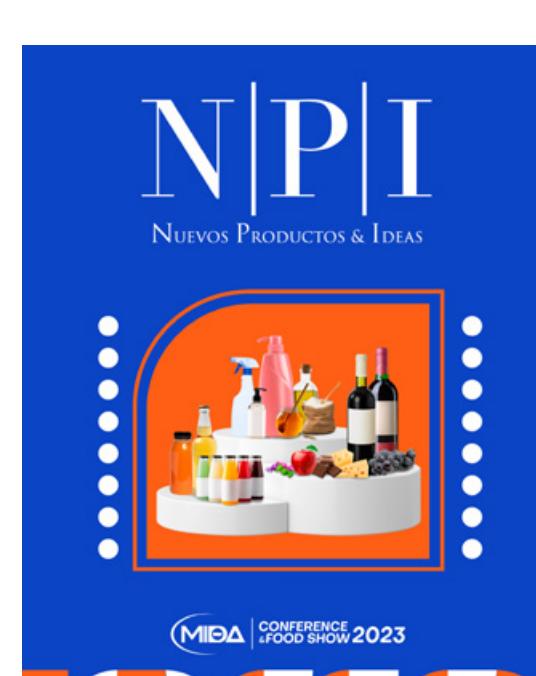
PARTICIPATE IN NEW PRODUCTS AND IDEAS CATALOGUE



SHOW CASE UP TO 4 NEW
PRODUCTS IN CATALOGUE

EXCELLENT WAY TO INTRODUCE
NEW PRODUCTS IN THE MARKET

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



FULL PAGE AD

3

LA VOZ DE MIDA

will publish three special editions
during the MIDA Conference
& Food Show 2024.

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



11

PROMOTION

4

LOGO

IN ALL LED FREE STANDING BANNERS
that will be located in different areas
of the foyers & exhibit halls.



12

PARTICIPATE IN



5

- Promote your product •

Exclusive event

for exhibitors and buyers. You'll have the opportunity to meet with buyers and showcase your products directly to them.



Event will be on Friday June 14th
from 9:30 a.m. - 12:30 p.m.

PACKAGE COSTS

Benefits Details	Cost
Exhibitor	\$5,000
Promotion	\$5,000
Total	\$10,000

50% OFF

SPECIAL PRICE COST 2024

\$10,000	*\$5,000.00
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*Special package cost only available until February 29, 2024.



AVAILABLE HOTELS RATES*

\$209 PER NIGHT
single or doble



\$219 PER NIGHT
single or doble



Last day available for reservation:
May 19th, 2024

*Hotels costs are not included in the
MIDA Conference & Food Show Package Cost.

RULES

AND EXPLANATORY NOTES

Exhibitors

- Exhibitor's floor plan is subject to availability.
- The size of each space is 10 feet deep by 10 feet wide (10' x 10').
- The exhibitor's confirmation is subject to a deposit of half the full price amount and signing a contract. If an exhibitor needs to cancel it's participation, it has to be before April 30th, 2024. Exhibitor must sent a written email letter. Deposit is not reimbursable.
- Space includes, one 110 volt/5 amp outlet.
- MIDA will be responsible for the set up and dismantling of your exhibitor. You should provide company logo and art work for graphics in a high resolution editable version. It must be received by email to mercadeo@midapr.com before May 17th, 2024.
- 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, the 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 31st, 2024 for processing of authorization with the administration of the Convention Center.
- Every exhibitor that prepares food in its 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.



**FOR MORE INFORMATION
CONTACT:**

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