



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*

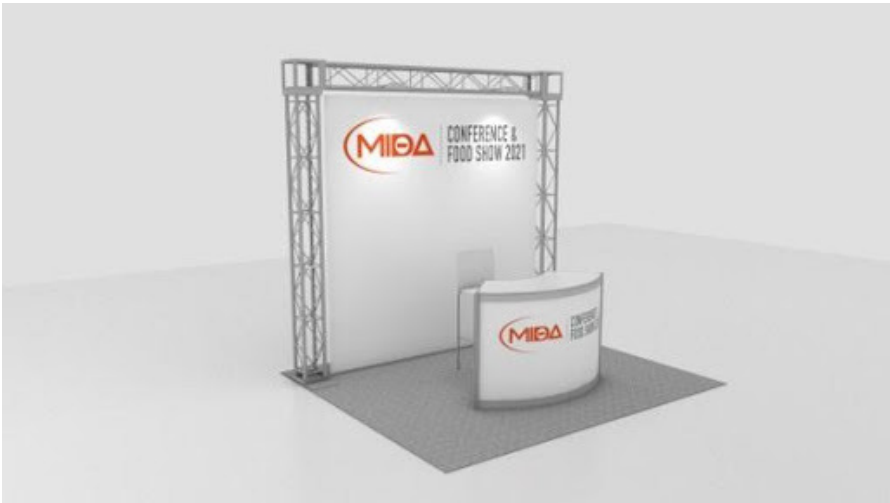


WHAT DOES THE PACKAGE INCLUDES? EXHIBITOR



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



FLOOR PLAN



PARTICIPATE IN NEW PRODUCTS AND IDEAS CATALOGUE



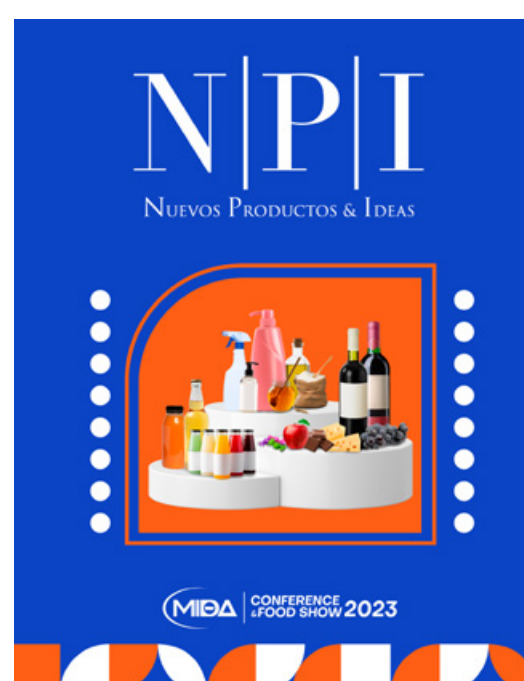
SHOW CASE UP TO 4 NEW
PRODUCTS IN CATALOGUE

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.



N|P|I
NUEVOS PRODUCTOS & IDEAS



FULL PAGE AD



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.



PROMOTION



LOGO

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



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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