



STATE OF MAINE  
DEPARTMENT OF AGRICULTURE, CONSERVATION & FORESTRY  
AGRICULTURAL RESOURCE DEVELOPMENT  
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AUGUSTA, MAINE 04333-0028

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## America's Food & Beverage Show 2020 MAINE PAVILION BOOTH SPACE APPLICATION

The Maine Department of Agriculture, Conservation and Forestry (MDACF) invites and encourages all interested Maine producers to apply for the opportunity to exhibit in the State of Maine Pavilion at the America's Food & Beverage show being held in Miami, FL. The dates for the 2020 show are:

**November 2 & 3, 2020**

At the 2019 America's Food & Beverage show, over 11,000 foodservice buyers and exporters were in attendance. Attendance within the Maine Pavilion also includes additional support from Food Export. The MDACF is excited to host four exhibitors in the State of Maine Pavilion at the 2020 show.

### Application Process

The following outlines the selection and assignment of exhibitors in the State of Maine Pavilion and the application process, in effect for 2020. This process attempts to provide a fair and transparent process for all potential exhibitors applying for exhibiting opportunity.

The deadline for return of this application is:

**June 30, 2020**

### Application for Exhibit Space

Any party interested in exhibiting must apply by completing the attached application form. Applicants should be very specific and provide as much detail as possible in order to accurately describe the items they wish to sell or display.

### Exhibitor Criteria

1. Wholesale & retail food & beverage products.
2. Applicants must offer products or services that are grown, produced or significantly altered and available in Maine.
3. Signs/banners are arranged as part of exhibit, if additional are intended they must be professional, attractively displayed and pre-approved by the Pavilion Coordinator.
4. Exhibitors must enter into a Contract for Exhibit Space with MDACF.
5. Exhibitors must provide staffing during all operating hours of the entire event including set up and breakdown of space.
6. Exhibitors will be required to follow any provided guidelines for the show, convention center, and state of Maine processes including obtaining any necessary permits, delivery, handling, or service agreements.

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## Selection Process

Applications that are complete and received by the deadline will be reviewed by a committee and evaluated based on criteria including but not limited to: Maine grown ingredients, Maine produced products, ability to provide staffing and meet market demands and desire to positively represent the State of Maine and work in conjunction with MDACF staff.

## Exhibitor Fee Schedule

After a competitive review of applications, selected first time exhibitors will receive a 10x10 booth, free of charge. This discounted rate includes rental of space, signage at booth, credentials for access to the show and payment of electricity, plumbing, and janitorial fees.

Returning exhibitors will be charged a rate of \$1,000.00 per 10x10 space. This discounted rate includes rental of space, signage at booth, credentials for access to the show and payment of electricity, plumbing, and janitorial fees.

## Notification to Applicants

Applicants will be provided written notification of action on their application after committee review and approval by MDACF which will be sent on or before July 15, 2020.

## Contract for Exhibit Space

Each selected exhibitor will be sent an exhibitor contract which must be signed by the exhibitor and returned with a \$300 deposit by August 1, 2020, or space will be forfeited.

## Insurance Requirements

Proof of general liability insurance must be provided with coverage meeting that required by show.

## Additional Fees

Vendors will be responsible for any fees not specifically discussed in this application. These individual fees may include: travel, transportation & hotel accommodations, shipping of supplies and display materials, and samples.

More information may be obtained by contacting  
Melissa Jordan  
Agricultural Promotions Coordinator  
MDACF

[Melissa.a.jordan@maine.gov](mailto:Melissa.a.jordan@maine.gov)

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