



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

JANET MILLS
GOVERNOR

AMANDA BEAL
COMMISSIONER

National Restaurant Association 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 National Restaurant Association show being held in Chicago, Illinois. The dates for the 2020 show are:

May 16-19, 2020

At the 2019 National Restaurant Association show, over 41,000 foodservice buyers from 110+ countries were in attendance. In addition, more than 2,300 exhibits filled the tradeshow floor. The MDACF is excited to host FIVE 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:

January 31, 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. Restaurant & foodservice wholesale and retail food 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.

LEIGH HALLETT
DIRECTOR OF MARKET DEVELOPMENT
AGRICULTURAL RESOURCE DEVELOPMENT
90 BLOSSOM LANE, DEERING BUILDING



PHONE: (207) 287-3491
FAX: (207) 287-5576
WWW.MAINE.GOV/DACF/ARD

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 February 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 March 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

207-592-2126

28 State House Station

Augusta, ME 04333

And online at: <https://show.restaurant.org/>