



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

Specialty Food Association Summer Fancy Show 2023 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 Specialty Food Association Summer Fancy Show being held in New York, NY. The dates for the 2023 show are:

June 25-27, 2023

The Summer Fancy Food Show is the largest trade-only specialty food event in the United States. Serving up the newest and best in specialty food and beverage, the Summer Fancy Food Show attracts thousands of makers, buyers, brokers, distributors, and other industry professionals for three days of product discovery, networking, and business opportunities. The MDACF is excited to host six (6) exhibitors in the State of Maine Pavilion at the 2023 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 2023. 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:

March 31, 2023

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. To exhibit, you must be a SFA product-qualified member in good standing.
2. Wholesale & retail food & beverage products.
3. Applicants must offer products or services that are grown, produced or significantly altered and available in Maine.
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.

MICHELLE WEBB
DIRECTOR OF MARKET DEVELOPMENT
AGRICULTURAL RESOURCE DEVELOPMENT
90 BLOSSOM LANE, DEERING BUILDING



PHONE: (207) 287-3491
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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 kiosk within the Real Maine pavilion, free of charge. This discounted rate includes rental of space, credentials for access to the show and payment of basic electricity, table, chairs, and janitorial fees.

Returning exhibitors will be charged a rate of \$1,000.00 per space. This discounted rate includes rental of space, credentials for access to the show and payment of basic electricity, table, chairs, 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 April 10, 2023.

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 May 1, 2023, 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

28 State House Station

Augusta, ME 04333

And online at:

<https://www.specialtyfood.com/shows-events/summer-fancy-food-show/>



Pavilion Exhibitor Application Form



Business/Association Name: _____
 Contact Name: _____
 Booth/Site Manager Name (if different from contact): _____
 Address: _____
 Contact Phone: _____ Site Manager Cell Phone: _____
 E-Mail: _____
 Website: _____
 Are you a SFA product-qualified member in good standing? YES NO

Name of event you are applying for: _____

1. Are you a new applicant or returning exhibitor for this event?

If new, would you agree to allow a representative from MDACF to perform a site visit at your location?

YES NO

2. Please indicate below what utilities or accommodations you will require:

- _____ Water/plumbing
- _____ Electricity - **List appliances:**
- _____ Refrigerated storage (Charges may apply)
- _____ Frozen storage (Charges may apply)
- _____ Other needs-- please describe:

3. Describe in detail the type of products to be offered, including a list with description of the individual items you will have available for purchase. Samples, photos or details of each product offered are required as part of this application (attach separate sheet as necessary).

4. Are the products listed in question #3 made, grown, or significantly altered in Maine?

YES NO

Please list source of materials:

PRODUCT	Made in Maine? Y or N	% of Maine ingredients	Source of other ingredients	Comments

5. Please indicate how you will provide the necessary staffing levels for your booth. Include who will be staffing your exhibit and the anticipated staffing level coverage for your exhibit throughout all hours.

6. How many people does your company employ year-round?

7. Do you plan to offer any demonstrations or samples at your exhibit space? If so, please explain.

8. Explain your ability to produce the amount of inventory that will be necessary to service the anticipated large volume of sales that will be generated during this event.

9. Please briefly describe the design of your exhibit. (Please submit diagrams or photos)

10. Describe how your booth would contribute to the overall effort to present a quality exhibit featuring the best of Maine's resources.

11. Please list other retail/consumer exhibits and industry shows in which you have participated:

Support Materials Required:

- **New applicants must provide 2 letters of recommendation from peers who describe your show experience related to service and quality.**

I believe the above to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the MDACF will be based upon the content of this application. I understand that completion of this application does not constitute an agreement for exhibit space.

Applicant agrees to the above statements and to all provisions in the above "Maine Pavilion Booth Space Application".

Signature: _____ Date: _____

Printed Name: _____

Return completed application to: Melissa Jordan- Melissa.A.Jordan@maine.gov