



**CONFERENCE
& FOOD SHOW 2025**
45 ANIVERSARIO

CONNECTING THE INDUSTRY

**INTERNATIONAL
OPPORTUNITIES**

JUNE

19TH - 21ST

PUERTO RICO CONVENTION CENTER

www.midafoodshow.com

www.midapr.com



CONFERENCE
& FOOD SHOW 2025
45 ANIVERSARIO

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

Our organization generates important legislation, as well as 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.



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OUR AUDIENCE

MIDA Conference & Food Show is a first-class expo, designed to maximize business exchange, and networking events. In addition to offering 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 summit event of the food industry in the Caribbean, where exchanges between suppliers, sellers, buyers, wholesalers and retailers are promoted.





CONFERENCE
& FOOD SHOW **2025**
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500
EXHIBITORS



OVER 13,000

PROFESSIONALS OF THE INDUSTRY
ATTEND HIS AMAZING EVENT!

DISTRIBUTORS

BUSINESS OWNERS

BUYERS

MANUFACTURERS

RETAILERS

WHOLESALEERS

AGRIBUSINESSES

SALES & MARKETING,
AMONG OTHERS

OVER 2,000
SPECTATORS ATTEND
THE CONSUMER
X-RAY STUDY





CONVENTION PROGRAM

**THURSDAY
JUNE 19TH**

DATE 1

REGISTRATION

**TIME: 7:30 A.M. ON GOING
2ND FLOOR & FOYER EXHIBIT HALL**

BREAKFAST

**TIME: 8:00 A.M. - 9:00 A.M.
BALLROOM A & B 3RD FLOOR**

**CONSUMER X-RAY
STUDY 2025**

**TIME: 9:00 A.M - 12:00 M.
BALLROOM C**

**CONSUMER X-RAY
STUDY LUNCH**

**TIME: 12:00 M. - 2:00 P.M.
EXHIBIT HALL A**

TRADESHOW

**TIME: 12:30 P.M. - 5:30 P.M.
EXHIBIT HALL B & C**

**COCKTAIL MIDA
FLAMENCO PARTY**

**TIME: 6:00 P.M. - 10:00 P.M.
3RD FLOOR TERRACE**

**SUBJECT TO CHANGES.*



CONFERENCE
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CONVENTION PROGRAM

FRIDAY
JUNE 20TH

DATE 2

REGISTRATION

**TIME: 8:00 A.M. ON GOING
FOYER EXHIBIT HALL**

EDUCATIONAL PROGRAM

**TIME: 8:30 A.M. - 12:00 M.
MEETING ROOMS 103 & 104**

**MIDA BUSINESS PRESHOW
BUSINESS MATCHMAKING**

**TIME: 9:30 A.M. - 12:30 P.M.
EXHIBIT HALLS B & C**

**INDUSTRY AWARDS
LUNCH CEREMONY**

**TIME: 12: 00 M. - 2:00 P.M.
BALLROOM B & C 3RD FLOOR**

TRADESHOW

**TIME: 12:30 P.M. - 5:30 P.M
EXHIBIT HALLS B & C**

**COCKTAIL MIDA
45TH ANNIVERSARY PARTY**

**HORA: 6:00 P.M. - 10:00 P.M.
BALLROOM A 3RD FLOOR**

**SUBJECT TO CHANGES.*



CONFERENCE
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CONVENTION PROGRAM

SATURDAY JUNE 21ST

DATE 3

REGISTRATION

**TIME: 10:00 A.M. ON GOING
FOYER EXHIBIT HALL**

MEMBERS ASSEMBLY

**TIME: 8:30 A.M. - 10:00 A.M.
MEETING ROOM 103**

TRADESHOW

**TIME: 11:00 A.M. - 5:00 P.M.
EXHIBIT HALL B & C**

**INDUSTRY EMPLOYEES
AWARD CEREMONY**

**TIME: 10:00 A.M. - 11:00 A.M.
MEZZANINE 2ND FLOOR EXHIBIT HALL B**

**SUBJECT TO CHANGES.*





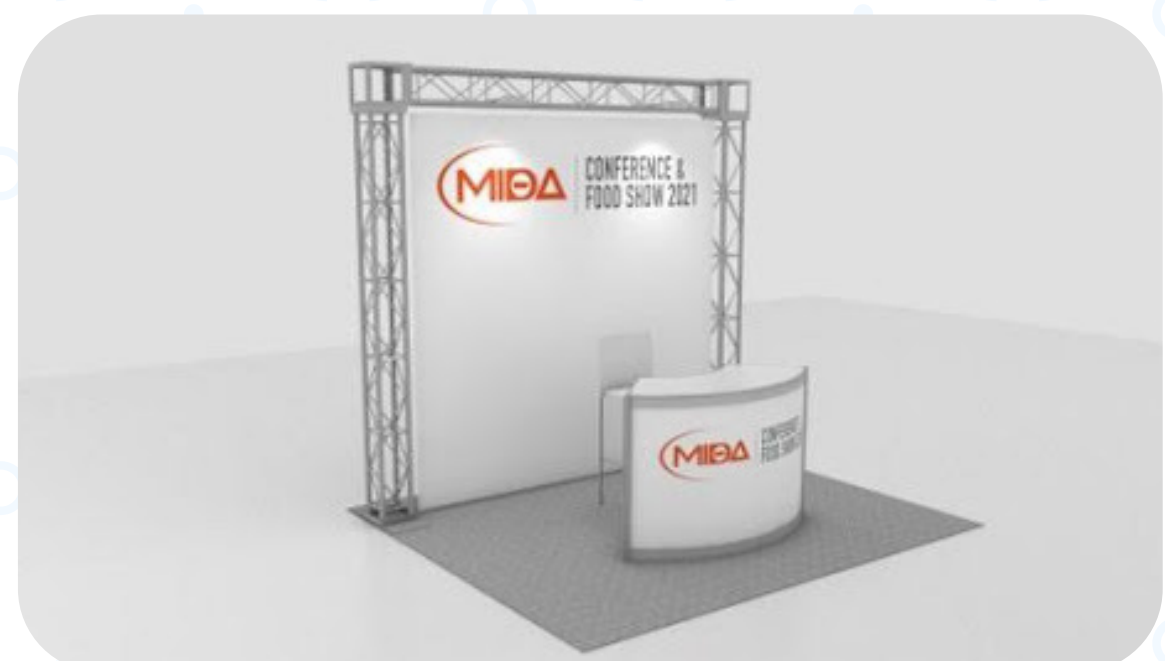
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WHAT DOES THE PACKAGE INCLUDES? EXHIBITOR

INCLUDES:

- 1 SPACE 10'x10'
- 20 TICKETS (EXHIBITION AREA)
- TRUSS
- CARPET
- COUNTER
- BACKDROP
- 2 COUNTER STOOL
- LIGHTS
- GRAPHICS
- SET UP & DISMANTLING

EXHIBITOR EXAMPLE





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PARTICIPATE

IN NEW PRODUCTS & IDEAS CATALOGUE

SHOWCASE UP TO 4 NEW PRODUCTS
IN CATALOGUE.

EXCELLENT WAY TO INTRODUCE
NEW PRODUCTS IN THE MARKET.

CATALOGUE WILL BE

HANDED TO ALL PARTICIPANTS IN A PRINT VERSION AT THE
CONVENTION. ALSO, A DIGITAL EMAIL DROP WILL SENT TO
ALL TRADESHOW PARTICIPANTS AND MIDA'S DATABASE.

N | P | I
NUEVOS PRODUCTOS & IDEAS





CONFERENCE
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FULL PAGE AD

LA VOZ DE MIDA **WILL PUBLISH**

THREE SPECIAL EDITION
DURING THE MIDA CONFERENCE & FOOD SHOW 2025.

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





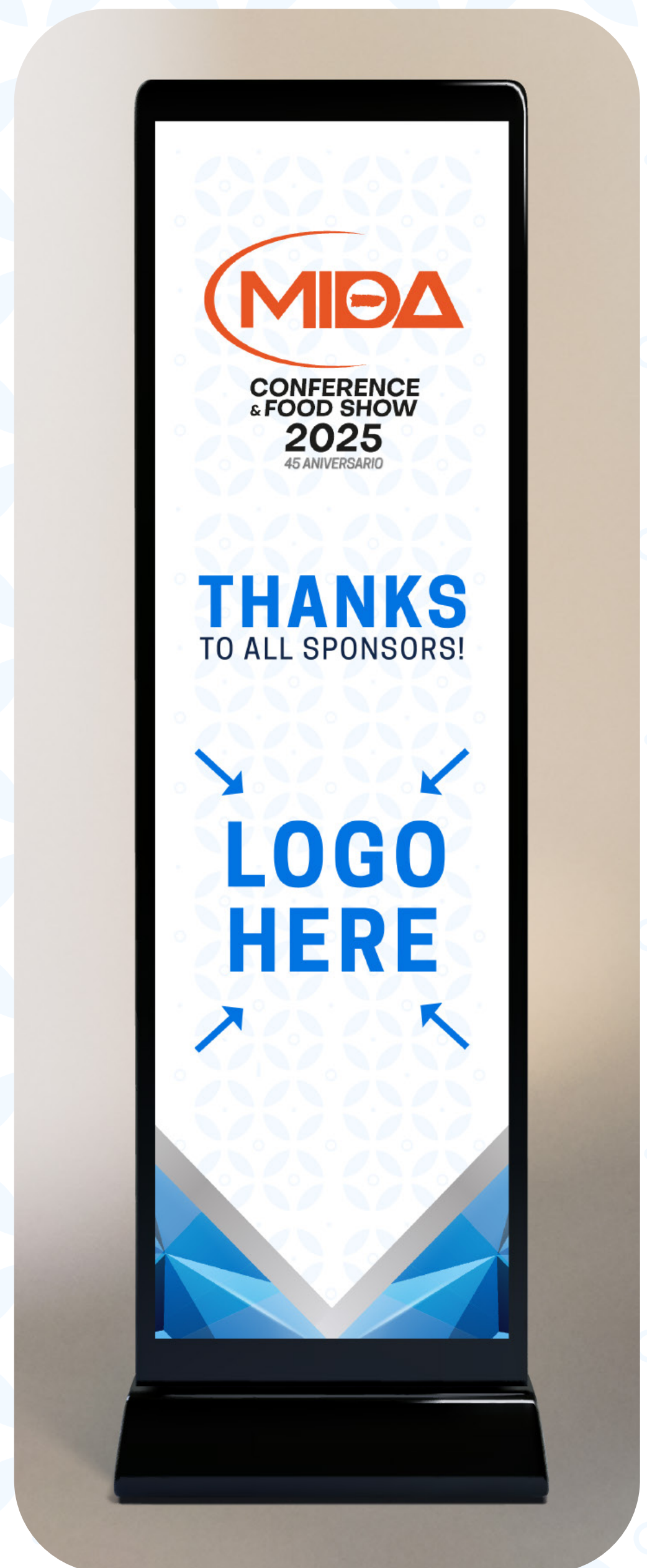
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PROMOTION

**LOGO
IN ALL**

**LED FREE
STANDING
BANNERS**

THAT WILL
BE LOCATED
IN DIFFERENT
AREAS OF THE
FOYERS.





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PARTICIPATE IN
PROMOTE YOUR
PRODUCT AT



EXCLUSIVE EVENT ONLY FOR

BUSINESS MATCHMAKING FOR EXHIBITORS
AND BUYERS. YOU WILL HAVE THE OPPORTUNITY
TO MEET WITH BUYERS AND SHOWCASE YOUR
PRODUCTS DIRECTLY TO THEM.

EVENT WILL BE HELD ON

FRIDAY JUNE 20TH

9:30 A.M. - 12:30 P.M.



PACKAGE COST

EXHIBITOR

\$5,000

PROMOTION

\$5,000

TOTAL

\$10,000

50% DISCOUNT
SPECIAL PACKAGE COST 2025

~~\$10,000~~

***\$5,000**

**PROMOTION VALID UNTIL FEBRUARY, 29TH, 2025*

JUNE 19TH TO 21ST 2024
 PUERTO RICO CONVENTION CENTER

HALL B
 PRINCIPAL ENTRANCE

HALL C

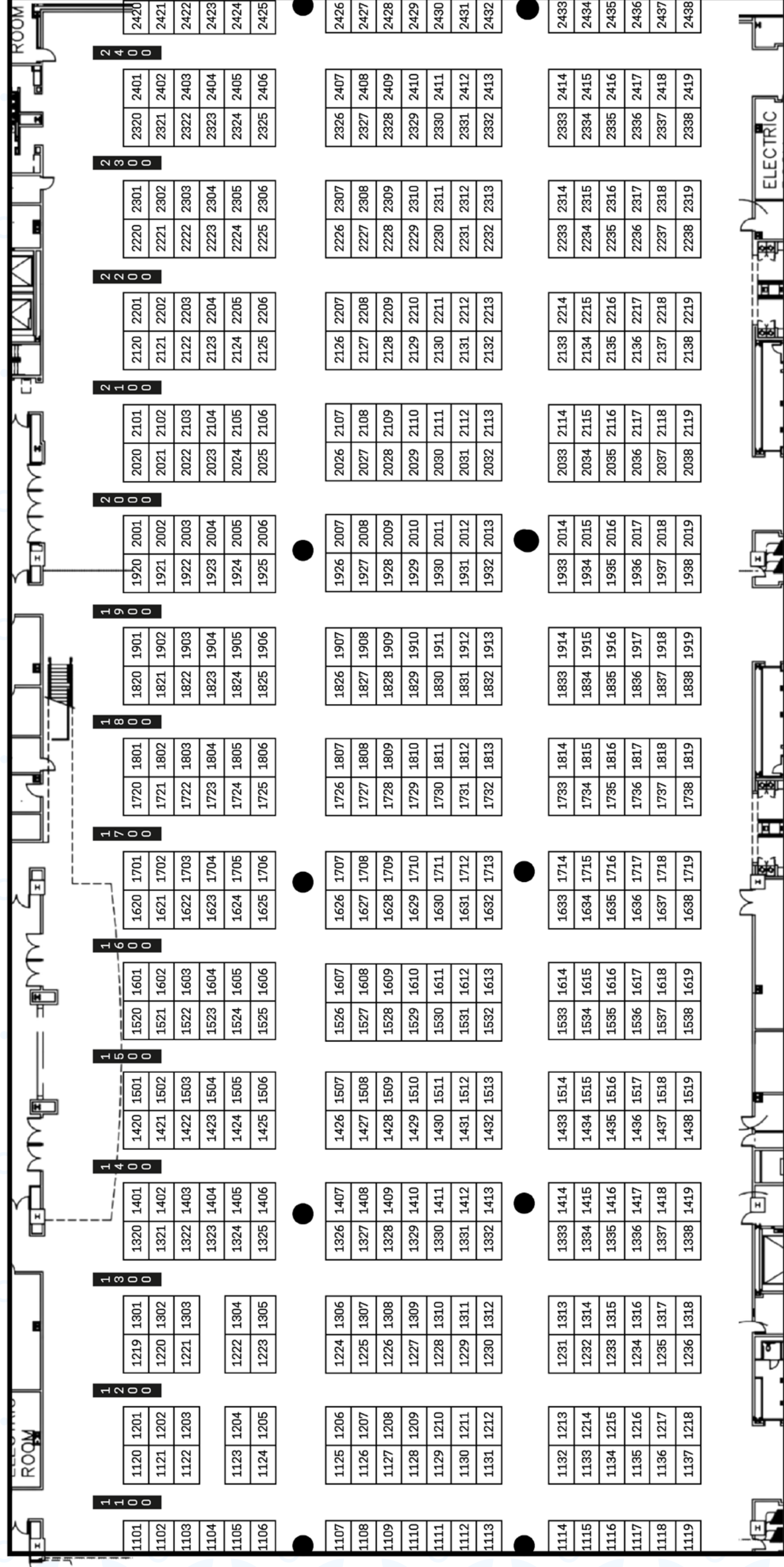


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FLOOR PLAN





CONFERENCE & FOOD SHOW 2025
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HOTELS*



\$224

PER NIGHT
SINGLE OR
DOBLE BED



\$234

PER NIGHT
SINGLE OR
DOBLE BED



SHERATON



\$249

PER NIGHT
SINGLE OR
DOBLE BED



\$255

PER NIGHT
SINGLE OR
DOBLE BED

LAST DAY AVAILABLE FOR RESERVATION:

MAY 14TH, 2025

*SUBJECT TO AVAILABILITY. HOTEL COST ARE NOT INCLUDED IN THE MIDA CONFERENCE & FOOD SHOW PACKAGE, COST



RULES

AND EXPLANATORY NOTES

- Space confirmation is subject to a \$1,000.00 deposit and signing a contract.
- The size of each space is 10 feet deep by 10 feet wide (10' x 10')
- Space includes, one 110 volt/5-amp outlet.
- MIDA will be responsible for the set up and dismantling of your exhibitor. Exhibitor should provide company logo and art work for graphics in a high-resolution jpg with a minimum resolution of 300dpi. It must be received email to cynthia@irizarryassociates.com before May 16th 2025.
- 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, 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 16th 2025 for processing of authorization with the administration of the Convention Center.
- Every exhibitor that prepares food in it's 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.
- Any exhibitor with debt on May 16th 2025, will not be able to participate.
- Any exhibitor who wishes to carry out an artistic or entertainment show must: book and coordinate with MIDA before May 16th, 2025.



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**FOR MORE
INFORMATION CONTACT:**

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