



**CONFERENCE  
& FOOD SHOW 2025**  
45 ANIVERSARIO

CONNECTING THE INDUSTRY

**INTERNATIONAL  
OPPORTUNITIES**

**JUNE**

**19TH - 21ST**

PUERTO RICO CONVENTION CENTER

[www.midafoodshow.com](http://www.midafoodshow.com)

[www.midapr.com](http://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.**





**CONFERENCE  
& FOOD SHOW 2025**  
45 ANIVERSARIO

# 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.**

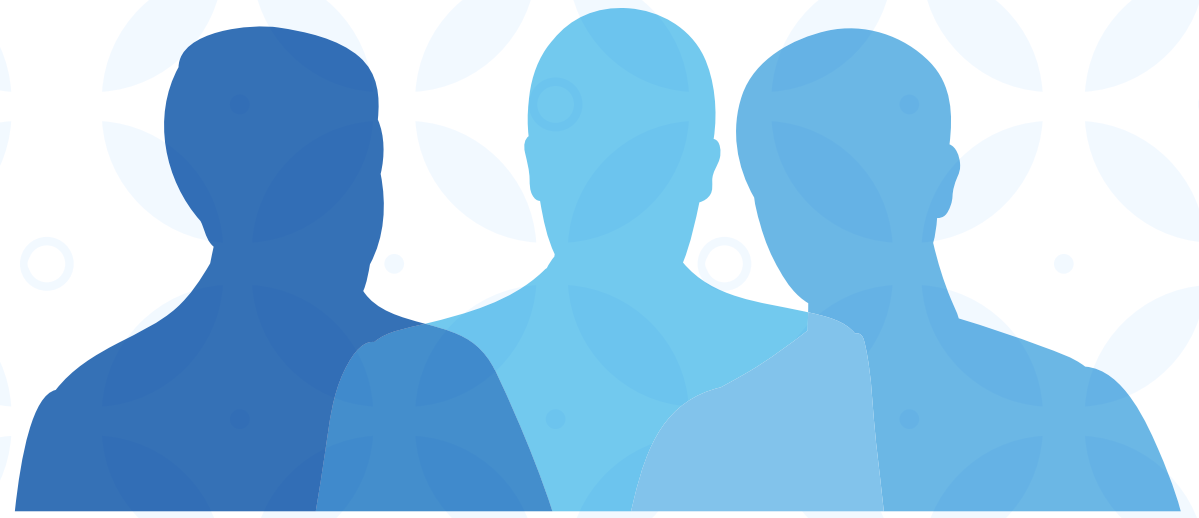






CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

**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 19<sup>TH</sup>**

**DATE 1**

**REGISTRATION**

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

**BREAKFAST**

**TIME: 8:00 A.M. - 9:00 A.M.  
BALLROOM A & B 3<sup>RD</sup> 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.  
3<sup>RD</sup> FLOOR TERRACE**

*\*SUBJECT TO CHANGES.*



CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

## CONVENTION PROGRAM

**FRIDAY**  
**JUNE 20<sup>TH</sup>**

**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 3<sup>RD</sup> FLOOR

**TRADESHOW**

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

**COCKTAIL MIDA  
45<sup>TH</sup> ANNIVERSARY PARTY**

HORA: 6:00 P.M. - 10:00 P.M.  
BALLROOM A 3<sup>RD</sup> FLOOR

*\*SUBJECT TO CHANGES.*





CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

# CONVENTION PROGRAM

# SATURDAY JUNE 21<sup>ST</sup>

# 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 2<sup>ND</sup> FLOOR EXHIBIT HALL B**

*\*SUBJECT TO CHANGES.*







CONFERENCE  
& FOOD SHOW 2025  
45 ANIVERSARIO

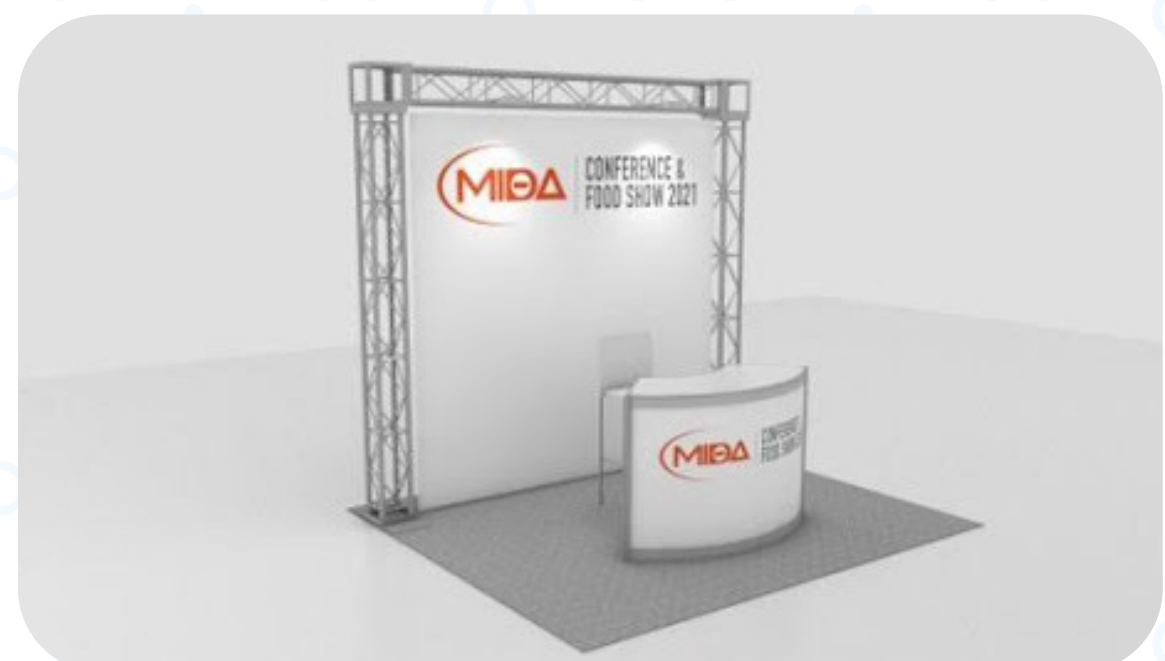
# WHAT DOES THE PACKAGE INCLUDES?

## EXHIBITOR

### INCLUDES:

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

### EXHIBITOR EXAMPLE







CONFERENCE  
& FOOD SHOW 2025  
45 ANIVERSARIO

# 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  
& FOOD SHOW 2025  
45 ANIVERSARIO

# 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.







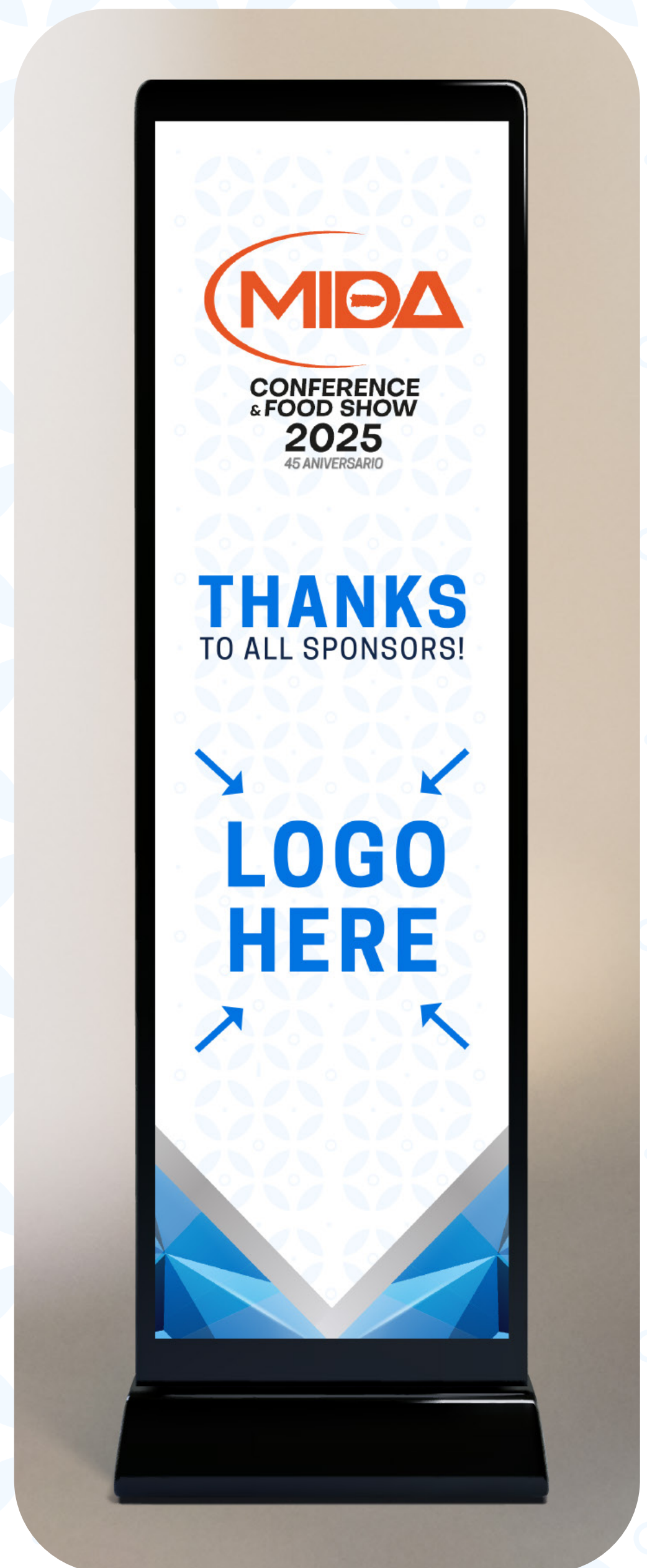
CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

# PROMOTION

**LOGO  
IN ALL**

**LED FREE  
STANDING  
BANNERS**

THAT WILL  
BE LOCATED  
IN DIFFERENT  
AREAS OF THE  
FOYERS.







CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

**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 20<sup>TH</sup>

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, 29<sup>TH</sup>, 2025



JUNE 19<sup>TH</sup> TO 21<sup>ST</sup> 2024  
PUERTO RICO CONVENTION CENTER

**HALL B**  
PRINCIPAL ENTRANCE

**HALL C**

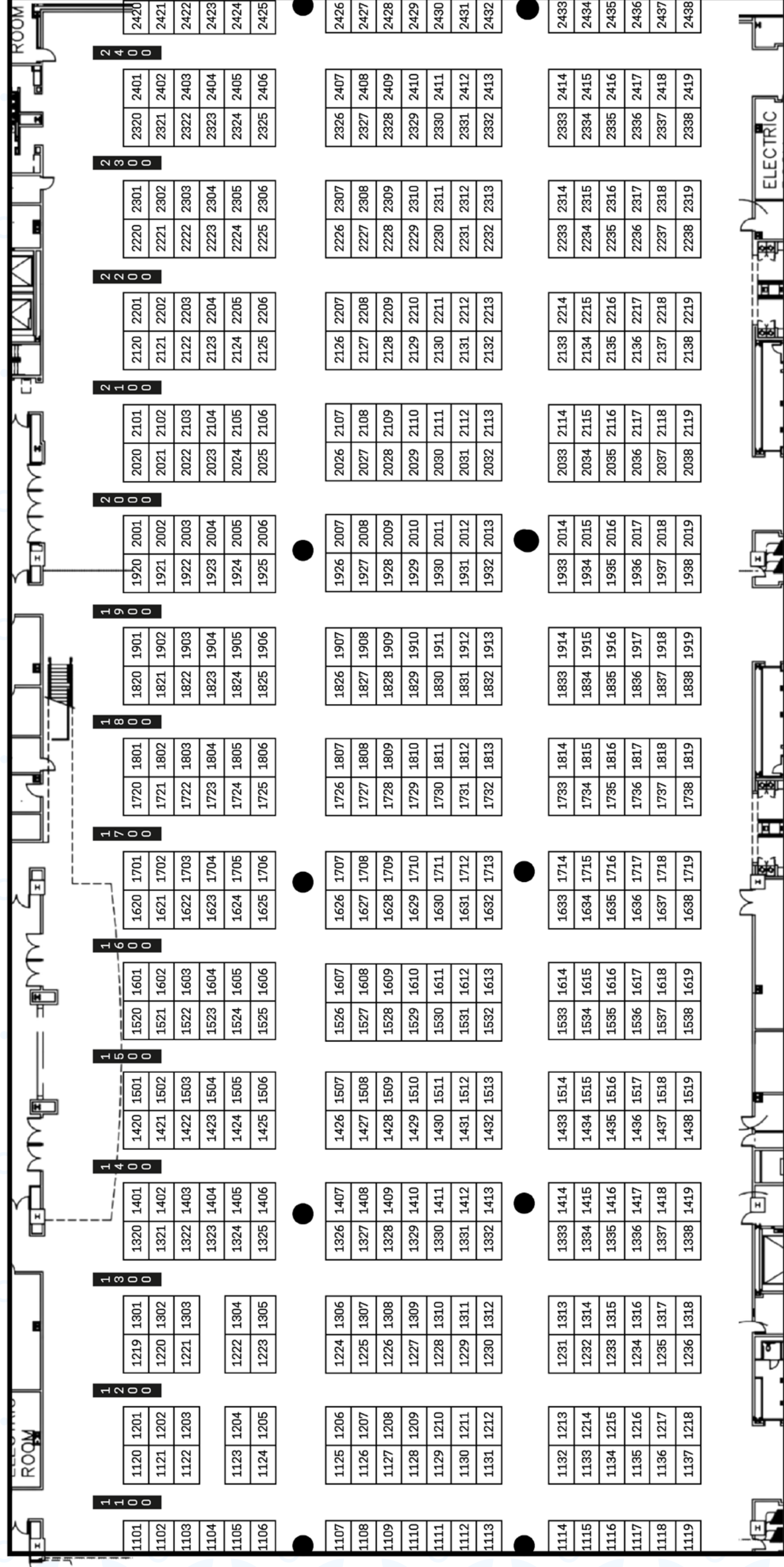


CONFERENCE & FOOD SHOW 2025  
45 ANIVERSARIO



CONFERENCE & FOOD SHOW 2025  
45 ANIVERSARIO

# FLOOR PLAN







CONFERENCE  
& FOOD SHOW 2025  
45 ANIVERSARIO

# HOTELS\*



**\$224**

PER NIGHT  
SINGLE OR  
DOBLE BED



SHERATON  
EST. 1937

**\$249**

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](mailto: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](mailto: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.





CONFERENCE  
& FOOD SHOW **2025**  
45 ANIVERSARIO

**FOR MORE  
INFORMATION CONTACT:**

**CYNTHIA IRIZARRY**

**INTERNATIONAL CONSULTANT**

[cynthia@irizarryassociates.com](mailto:cynthia@irizarryassociates.com)

Tel. (787) 662-0451



[www.midafoodshow.com](http://www.midafoodshow.com)

Tel. (787) 792-7575