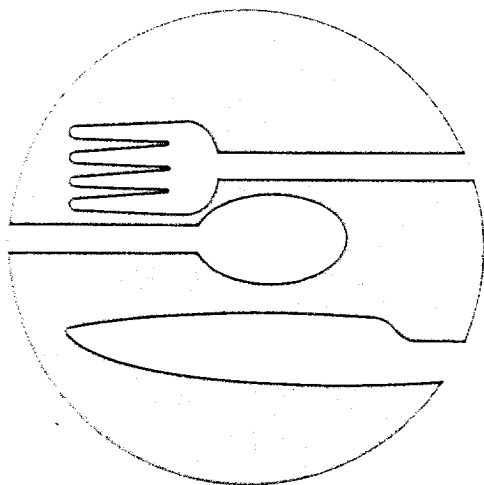


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A GUIDE TO

**FOOD
TRADE
SHOWS**



IN THE UNITED STATES

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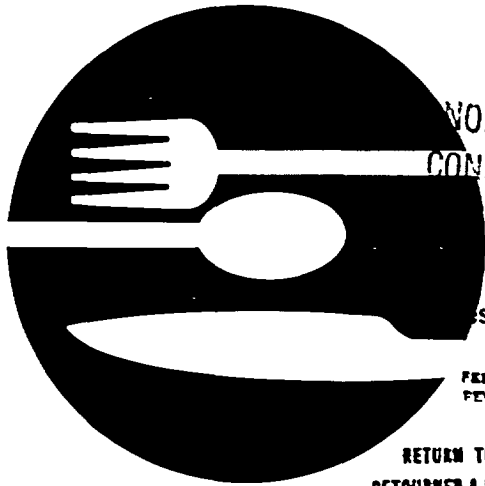
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A GUIDE TO

FOOD TRADE SHOWS

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IN THE UNITED STATES

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This guide is divided into two sections. The first contains a listing of the food shows for the retail trade and the second details the food shows for the hotel, restaurant and institutional trade. Some shows are intended for both trade groups and as a result are listed in each section.

Each show is also identified as being either a national or regional trade show. A regional show attracts primarily a regional audience (from a metropolitan area, a state or surrounding states) while a national show appeals to an audience from all parts of the U.S.

This publication was prepared for

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External Affairs and International
Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Fax: (613) 990-9119*

and is intended solely for Canadian food producers wishing to do business in the United States. Additional copies are free on written request from the above address.

For more information about food trade promotional activities organized by UTE, External Affairs and International Trade Canada, please contact Patrick Lenoüvel at (613) 993-5849.

For any information about marketing your products to the United States, please contact your local International Trade Centre.


If you are interested in trade shows in other parts of the world, please contact the following:

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Trade Canada
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(Publié également en français)

Contents

	<i>Page</i>
The Trade Show: An Excellent Route for Market Penetration	4
Why You Should Be in the Show	4
How to Succeed at a Trade Show	5
Food Shows for Retail Trade and Specialty Store Trade	7
Food Shows for Hotel, Restaurant and Institutional Food Services	34
Canadian Government Trade Offices in the United States	69
International Trade Centres in Canada	73
Chronological Index to 1989 and 1990 Shows	76
Alphabetical Index of Food Trade Shows	80



The Trade Show: An Excellent Route for Market Penetration

Why You Should Be in the Show

For established companies, the trade show offers an excellent opportunity to increase sales. The trade show is indispensable for the newcomer into the U.S. market to:

- develop a "street sense" of the food industry;
- select agents; and
- establish a presence in the marketplace.

A well-organized and promoted trade show is the most cost-effective advertising and sales medium because it brings together in the same place sellers and thousands of buyers interested in their specific products.

Much like the traditional market or bazaar, the trade show provides a hands-on environment. It lets the prospective buyer see the products, touch them, and compare competing brands and supporting services quickly and effectively.

All trade shows primarily attract a regional audience even though they may include international exhibitors. Attendance at trade shows ranges from 1 000 to 100 000 people or more.

The cost

The trade show maximizes the effectiveness of your sales efforts. The sales person in your exhibition booth can make four to six individualized presentations an hour — not to busy people distracted by telephones or impending meetings, but to attentive buyers who have confirmed their interest in your product by paying the show admission charge. There is no other sales opportunity like it.

The estimated cost of attending a three-day trade show in New York with two-day follow-up is minimum US \$6 000. Although at first glance this may seem high, business surveys show that four sales initiated at a trade show can be concluded for the cost of a single sale created by phone calls and visits to a potential customer.

How to Succeed at a Trade Show

Preparation

- Submit your application for booth space early to improve your chance of obtaining a prime location. Given the choice, select space along the main traffic flow — near hall entrances, exits, snack bars, rest areas or near major exhibitions.
- Establish a realistic budget for the show that includes space rental, booth design (if applicable), furnishings, services, staff travel and expenses, shipping and promotion (give-aways, literature, advertising).
- Plan your exhibit program with identified goals and promotion.
- If you are providing your own exhibit, use experienced professional designers who know how to create that very important first impression to attract a visitor.
- Train your support booth personnel for show duty. Brief them on the purpose of the show, the composition of the audience, the products to be shown, and other essential information.
- Contact the official exhibitors' services centre for any anticipated contract labour you may need at the site because of the size of your equipment or other special requirements.
- Obtain short-term insurance coverage to meet your specific show needs.

The exhibit

Your show is your product. That is what the buyer comes to see. Anything else detracts from your purpose to sell — and the buyer's interest in making a deal.

- Show as many variations of your product as possible.
- Build your display around your product. Let visitors taste it to best advantage and see for themselves why it is a great buy.
- Be creative in your presentation of the product.
- Hand out samples or give-aways that are relevant to the product.
- Ask all visitors to sign a guest book.
- Keep your exhibit area neat, clean and well-lit.

Booth attendants

Select only your very best salespeople to represent you at the show. They must be able to assess a prospect's needs quickly and efficiently and tailor their presentation accordingly.

- Practise role-playing with all salespeople doing booth duty. Selling at a trade show is a knowledgeable sell, not a hard sell.
- Ensure that your personnel wear appropriate dress, such as uniform jackets, for example, to distinguish them from visitors.
- Schedule your booth attendants so as to allow frequent time off for rest, meals, or other purposes, to keep them alert and welcoming to visitors.
- Make sure that attendants fill out a form for each lead. It should include such information as name, title, address, telephone number, product of most interest, quantity, degree of urgency (next week, six months from now, etc.).
- Protect your lead sheets; move them off the show floor every hour or so and take them away with you at night.

The follow-up

A lead is not a sale.

- Follow up with samples, literature or any other requested information — fast.
- Call up the “hottest” prospects for appointments.
- Send an acknowledgment to all those who visited your booth long enough to sign your guest book. Remind them of your products and services. Put them on your mailing list — again, act quickly.
- Evaluate your total show performance — what was good, what could be improved and how to make it better next year.

Food Shows for Retail Trade and Specialty Store Trade

TBA = To Be Announced; T = Tentative

(Regional)

California Grocers Association Convention and Trade Show

Food industry supplies of all kinds; food products represent 50 per cent of total exhibits

VISITORS:

National and regional supermarket chains, convenience stores, supermarkets and neighbourhood grocers from throughout the West Coast

CONTACT:

California Grocers Association
906 G Street, Suite 700
Sacramento, CA 95814
Tel: (916) 448-3545
Fax: (916) 446-2793

1989

Sept. 30–Oct. 2	Convention Center 600 exhibitors	Reno 8 000 visitors (10 000 stores)
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(Regional)

California Now — A Food Show

Emphasis on new food products

VISITORS:

Association member buyers; includes every major super-market chain, many independents and small grocers looking to extend their product lines

CONTACT:

Southern California Grocers Association
8831 Sunset Boulevard, Penthouse West
Los Angeles, CA 90069
Tel: (213) 659-2010

1990

March (TBA)	Fairgrounds 200 exhibitors	Los Angeles 1 200 visitors
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(Regional)

Eastern Dairy Deli Taste Show

Dairy and deli products (90 per cent) and services

VISITORS:

Retailers, supermarket chains, specialty stores, restaurants/
hotels

CONTACT:

Eastern Dairy Deli Association
295 Northern Blvd., Suite 306
Great Neck, NY 11021
Tel: (516) 487-4640

1989

Aug. 22-23	Jacob Javits Center 400 exhibitors	New York 10 000 visitors
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1990

Aug. 21-22	Jacob Javits Center 400 exhibitors	New York 10 000 visitors
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(Regional)

Eastern Frozen Foods Association Show

Foods (90 per cent), refrigeration equipment, services

VISITORS:

Retailers and brokers

CONTACT:

Eastern Frozen Foods Association
20 West Park Street
Long Beach, NY 11561
Tel: (516) 431-1772

1990

April (TBA)
(1 day show)

Giants Stadium
70 exhibitors

Meadowlands
500 visitors

(Regional)

Food Dealers Association of North Carolina

Food products (65 per cent); equipment and services (35 per cent)

VISITORS:

Buyers from retail grocers, supermarkets, convenience stores

CONTACT:

Food Dealers Association of North Carolina
P.O. Box 6066
Charlotte, NC 28219
Tel: (704) 333-3935

1989

Aug. 13-15	Convention Center 200 exhibitors	Charlotte 5 000 visitors
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1990

Aug. (TBA)	TBA	TBA
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(Regional)

Food Dealers Association of Virginia

Food products (65 per cent); equipment and services (35 per cent)

VISITORS:

Buyers from retail grocers, chains, convenience stores

CONTACT:

Food Dealers Association of Virginia
1001 East Main Street
Richmond, Virginia 23219
Tel: (804) 644-0731

1989

Oct. 28-29	Scope Building 240 exhibitors	Norfolk 3 000 visitors
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1990

Oct. (TBA)	TBA	Roanoke
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(Regional)

Food Dealers Association of Washington

Food products (60 per cent); shelving, refrigerators and other equipment (35 per cent); and services

VISITORS:

Buyers from grocery chains, independents, convenience stores; one day open to employees

CONTACT:

Food Dealers Association of Washington
8288 Lake City Way NE
Seattle, WA 98115
Tel: (206) 522-4474
Fax: (206) 526-5894

1989

Oct. 7-10	Convention Center 300 exhibitors	Seattle 6 000 visitors
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(Regional)

Food Distributors Association of Montana

Food products (80 per cent); equipment and services (20 per cent)

VISITORS:

Regional grocers, supermarkets, convenience stores

CONTACT:

Food Distributors Association of Montana
2700 Airport Way
P.O. Box 5775
Helena, MT 59604
Tel: (406) 449-6394

1989

Sept. 22-24	Holiday Inn West 75 exhibitors	Billings 300 visitors
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1990

Sept. (TBA)	TBA	Billings
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(National)

Food Marketing Supermarket Industry Expo

Food products (70 per cent), pharmaceuticals, equipment and services related to supermarkets

VISITORS:

Buyers and management from supermarket chains, large independents; international attendance

CONTACT:

Chris Brown
Food Marketing Association
1750 K Street NW
Washington, DC 20006
Tel: (202) 452-8444
Fax: (202) 429-4519

1990

May 6-9	McCormick Place 650 exhibitors	Chicago 33 000 visitors
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(Regional)

Food Merchants of Pennsylvania

Food products (80 per cent); equipment and services (20 per cent)

VISITORS:

Local grocery chains, supermarkets, convenience stores

CONTACT:

Food Merchants of Pennsylvania
PO. Box 870
Camp Hill, PA 17011
Tel: (717) 731-0600
Fax: (717) 731-0609

1990

Sept. 16-18	Taj Mahal 300 exhibitors	Atlantic City 4 500 visitors
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Joining with Mid-Atlantic Food Dealers Show

(Regional)

Food Retailers of South Carolina

Food products (60 per cent); equipment and services (40 per cent)

VISITORS:

Local supermarkets, independent grocers, other food retailers

CONTACT:

Food Retailers of South Carolina
P.O. Box 7007
Columbia SC 29202
Tel: (803) 256-7351

1990

June 2-5	Best Western Hotel 125 exhibitors	Myrtle Beach 1 500 visitors
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(National)

International Deli/Bakery Association Show

Food (60 per cent) and machinery

VISITORS:

Retailers, distributors, suppliers

CONTACT:

David Guinee
P.O. Box 29632
Atlanta, GA 303359
Tel: (404) 325-4322

1990

April (TBA)	Convention Center 175 exhibitors	Atlantic City 4 000 visitors
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(National)

International Fancy Food and Confection Show

Specialty foods, gourmet delicacies and beverages, confection products

VISITORS:

Buyers from specialty food stores, gourmet boutiques, wholesalers, distributors, importers/exporters

CONTACT:

Cahners Exposition Group
P.O. Box 3833
Stamford, CT 06905-0833
Tel: (203) 964-0000
Fax: (203) 964-0179

1989

June 25-28	World Congress Center 750 exhibitors	Atlanta 16 000 visitors
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1990

March 4-6	Moscone Center 650 exhibitors	San Francisco 15 000 visitors
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(Regional)

Mid-Atlantic Food Dealers Show

Food (70 per cent), equipment and services

VISITORS:

Food retailers, independents, buyers from restaurants/hotels

CONTACT:

Mid-Atlantic Food Dealers
14 Commerce Street
Baltimore, MD 21222
Tel: (301) 285-6777

1989

Oct. 21-24	Convention Center 200 exhibitors	Ocean City 4 000 visitors
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1990

Sept. 16-18	Taj Mahal 300 exhibitors	Atlantic City 4 500 visitors
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(Regional)

Midwestern Frozen Food Show

Food (85 per cent), equipment and services

VISITORS:

Retailers, mostly independents

CONTACT:

National Frozen Food Association
333 North Michigan Avenue
Chicago, IL 60601
Tel: (312) 332-1601

1990

Feb. (TBA)	The Drury Lane 140 exhibitors	Oak Brook 2 900 visitors
------------	----------------------------------	-----------------------------

(Regional)

Missouri Retail Grocers Association

Foods (55 per cent), equipment and services for retail grocers

VISITORS:

Supermarket chains and independent grocers

CONTACT:

Missouri Retail Grocers Association
P.O. Box 10223
Springfield, MO 65808
Tel: (417) 831-6670

1989

Oct. 21-23

Tan-Tar-A-Marriott
185 exhibitors

Springfield
1 500 visitors

(National)

National American Wholesale Grocers Association

Foods (80 per cent); consulting and other services

VISITORS:

Management and buyers from food wholesalers

CONTACT:

Paul Schulz
201 Park Washington Court
Falls Church, VA 22046
Tel: (703) 532-9400

1989

Oct. 22-25

Productivity Center
200 exhibitors

Denver
3 000 visitors

1990

March 4-7

Convention Center
225 exhibitors

New Orleans
3 100 visitors

(National)

National Association of Convenience Stores Show

Food and beverage products (45 per cent), health and beauty aids, novelty items, equipment, store fixtures

VISITORS:

Owners and operators of convenience stores

CONTACT:

National Association of Convenience Stores
1605 King Street
Alexandria, VA 2231-2792
Tel: (703) 684-3600

1989

Sept. 24-27	Hynes Convention Center 200 exhibitors	Boston 5 000 visitors
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1990

Sept. 23-26	Convention Center 200 exhibitors	Dallas 5 000 visitors
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(National)

**National Candy Wholesalers
Association Show**

Candies, chewing gum (75 per cent) and health aids

VISITORS:

Wholesalers, food brokers, drugstores, supermarkets and other retailers

CONTACT:

National Candy Wholesalers Association
1120 Vermont Avenue NW, Suite 1120
Washington, DC 20005
Tel: (202) 463-2124

1989

July 26-30	Convention Center 350 exhibitors	Washington 7 000 visitors
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1990

Feb. 14-18	Moscone Center 375 exhibitors	San Francisco 7 200 visitors
July 25-29	World Congress 375 exhibitors	Atlanta 7 200 visitors

(National)

National Food Brokers Marketplace Expo

Food products (90 per cent) and services

VISITORS:

Brokers and food manufacturers

CONTACT:

National Food Brokers Association
1010 Massachusetts Avenue NW
Washington, DC 20001
Tel: (202) 789-2844

1989

Nov. 30–Dec. 5	Rivergate 200 exhibitors	New Orleans 13 000 visitors
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1990

Dec. 7–12	Hyatt Regency 250 exhibitors	Chicago 15 000 visitors
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(National)

National Food Distributors Expo

Low volume specialty foods and beverages

VISITORS:

Distributors, wholesalers

CONTACT:

National Food Distributors Association
111 East Wacker Drive
Chicago, IL 60601
Tel: (312) 644-6610

1989

July 30-Aug. 2	Rivergate Convention Center 300 exhibitors	New Orleans 2 000 visitors
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1990

July 16-18	Hilton 300 exhibitors	Boston 2 000 visitors
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(National)

National Frozen Food Show

Food (85 per cent), equipment and services

VISITORS:

Retailers, distributors, restaurants

CONTACT:

National Frozen Food Association
P.O. Box 398
Hershey, PA 17033
Tel: (717) 534-1601
Fax: (717) 533-6370

1989

Oct. 22-25	Hilton 120 exhibitors	Atlanta 2 000 visitors
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1990

Oct. 14-17	Hilton 140 exhibitors	San Francisco 3 000 visitors
------------	--------------------------	---------------------------------

(National)

National Grocers Association Show

Food products (50 per cent), equipment (30 per cent),
supplies and services for retail food stores

VISITORS:

Retailers, wholesalers and distributors

CONTACT:

National Grocers Association
1825 Samuel Morse Drive
Reston, VA 22090
Tel: (703) 437-5300

1990

Jan. 21-24	Convention Center 350 exhibitors	San Antonio 5 000 visitors
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(National)

National Nutritional Foods Expo

Health food products and beverages

VISITORS:

Natural food wholesalers, distributors, retailers

CONTACT:

National Nutritional Foods Association
125 East Baker Avenue, Suite 230
Costa Mesa, CA 92626
Tel: (714) 966-6632

1989

July 16-19	Hilton 350 exhibitors	Las Vegas 7 500 visitors
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1990

July 22-25	TBA 350 exhibitors	Boston 7 500 visitors
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(Regional)

Natural Foods Expo West/East

Natural food products (85 per cent), natural beauty aids and services related to health food industry

VISITORS:

Retail trade, distributors, importers/exporters

CONTACT:

National Food Expo
328 South Main Street
Newhope, PA 18938
Tel: (215) 862-9414

1989

Sept. 22-24	Civic Center	Philadelphia
	(New show — no statistics)	

1990

March 9-11	Convention Center	Anaheim
	1 500 exhibitors	6 000 visitors

(Regional)

New York Gourmet Show

Food and beverage products (65 per cent); cookware and wide variety of other food-related items

VISITORS:

Buyers from department stores, mail order houses, food and beverage specialty stores, gourmet boutiques, caterers

CONTACT:

New York Gourmet Show
577 Airport Boulevard, 4th Floor
Burlingame, CA 94010
Tel: (415) 344-5171
Fax: (415) 344-5270

1989

Sept. 24-27	Jacob Javits Center 600 exhibitors	New York 10 000 visitors
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1990

Sept. 10-12	Jacob Javits Center 600 exhibitors	New York 10 000 visitors
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(Regional)

New York State Food Merchants Association

Food products (80 per cent), equipment and related services

VISITORS:

Buyers from tri-state area, supermarkets, corner stores, independents, restaurants, hotels

CONTACT:

New York State Food Merchants Association
303 Broadway
New York, NY 10591
Tel: (914) 631-4100

1989

Oct. 15-17	Convention Center 500 exhibitors	Atlantic City 6 000 visitors
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1990

Oct. (TBA)	Convention Center 500 exhibitors	Atlantic City 6 000 visitors
------------	-------------------------------------	---------------------------------

(Regional)

Ohio Grocers Association Show

Food products (45 per cent), equipment, furnishings and services

VISITORS:

Food retailers including chains and independents, corner store owners

CONTACT:

Ohio Grocers Association
1029 Harrisburg Pike
Columbus, OH 43223
Tel: (614) 275-0400

1989

Oct. 21-24	Ohio Center 250 exhibitors	Columbus 7 500 visitors
------------	-------------------------------	----------------------------

(Regional)

Oregon Food Industry Expo

Food products (65 per cent), equipment and related retail food services

VISITORS:

Retailers including supermarket chains, independents and corner stores

CONTACT:

Food Industry Association of Oregon
PO. Box 12847
Salem, OR 97309
Tel: (503) 363-3768

1989

Oct. 5-8	Lane County Fair Grounds 250 exhibitors	Eugene 4 000 visitors
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1990

Oct. 18-21	Lane County Fair Grounds 250 exhibitors	Eugene 4 000 visitors
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(National)

Produce Marketing Association Expo

Fresh and packaged produce (50 per cent), floral commodities (38 per cent), packaging, display equipment, transportation

VISITORS:

Retailers, wholesalers, growers, food services

CONTACT:

Produce Marketing Association
1500 Casho Mill Road
Newark, DE 191714
Tel: (302) 738-7100

1989

Oct. 14-17	Convention Center 375 exhibitors	Reno 8 000 visitors
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(Regional)

Retail Grocers Association of Arizona

Food (70 per cent), equipment and services

VISITORS:

Regional retail food stores and supermarkets

CONTACT:

Retail Grocers Association of Arizona
604 East Pierce
Phoenix, AZ 85004
Tel: (602) 252-9761

1990

May (TBA)	Civic Center 160 exhibitors	Phoenix 2 800 visitors
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(National)

San Francisco Food & Beverage Show

Gourmet foods and beverages

VISITORS:

Specialty grocers, managers of restaurants, hotels, institutional food services, distributors

CONTACT:

George Little Management Inc.
1902 Van Ness Avenue
San Francisco, CA 94109
Tel: (415) 474-2300

1990

April 22-24	Brooks Hall 200 exhibitors	San Francisco 5 000 visitors
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(National)

San Juan Food & Equipment Trade Expo

Food (40 per cent), equipment, supplies and services

VISITORS:

Food retail chains, restaurants, hotels, institutions

CONTACT:

Francisco Ramos
P.O. Box 5171
Puerta de Tierra Station
Puerto Rico 00906
Tel: (809) 722-0876

1990

April (first week)	Toberto Clemente Coliseum 115 exhibitors	San Juan 8 000 visitors
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(Regional)

Southern Beverage Expo

Alcoholic beverages and mixes

VISITORS:

Beverage retailers, wholesalers

CONTACT:

Showpro
108 South Washington Street
Rockville, MD 20850
Tel: (301) 294-1341

1990

March (TBA)	Convention Center 120 exhibitors	Orlando 4 000 visitors
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(Regional)

Tennessee Grocers Association Show

Food (85 per cent), equipment, supplies and services

VISITORS:

Wholesalers, grocers, supermarkets

CONTACT:

Tennessee Grocers Association
1838 Elm Hill Pike, Suite 136
Nashville, TN 37214
Tel: (615) 889-0136
Fax: (615) 889-2877

1990

April 28-30	Convention Center 300 exhibitors	Nashville 8 000 visitors
-------------	-------------------------------------	-----------------------------

(Regional)

Texas Retail Grocers Association

Foods (55 per cent), equipment and services

VISITORS:

Grocers, distributors

CONTACT:

Texas Retail Grocers Association
7333 Highway 290 East
Austin, TX 78723
Tel: (512) 926-9285

1989

June 11-13	Convention Center 325 exhibitors	Houston 6 500 visitors
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1990

June (TBA)	TBA 325 exhibitors	Dallas (T) 6 500 visitors
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(National)

United Fresh Fruit & Vegetable Association Expo

Produce (50 per cent), equipment and packaging

VISITORS:

Retailers, wholesalers, brokers, growers and shippers

CONTACT:

United Fresh Fruit & Vegetable Association
727 N. Washington
Alexandria, VA 22314
Tel: (703) 836-3410

1990

Feb. 11-13	Convention Center 250 exhibitors	San Antonio 10 000 visitors
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Food Shows for Hotel, Restaurant and Institutional Food Services

(Regional)

All Hospitality Industry Expo

Foods and beverages (55 per cent), equipment, furnishings and services

VISITORS:

Restaurants, hotels, motels and food services from Ohio and neighbouring states

CONTACT:

Ohio Restaurant Association
490 City Park Avenue, Suite 200
Columbus, OH 43215
Tel: (614) 228-0522

1990

Jan. 14-15	Convention Center 200 exhibitors	Cincinnati 4 500 visitors
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(National)

American School of Food Service Show

Food products (60 per cent), equipment (30 per cent), supplies and services

VISITORS:

Food services

CONTACT:

American School of Food Service Association
5600 South Quebec Avenue
Englewood, CO 80111
Tel: (303) 220-8484

1989

July 24-26	Orange County 600 exhibitors	Orlando 7 000 visitors
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1990

July 16-18	Convention Center 600 exhibitors	New Orleans 7 500 visitors
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(National)

Baking Industry Expo

(Held every four years)

Baking ingredients (40 per cent), equipment, supplies and services

VISITORS:

Bakers, buyers from baked goods producers, distributors, researchers

CONTACT:

American Bakers Association
1111 14th Street NW
Washington, DC 20005
Tel: (202) 296-5800

1989

Sept. 15-19	Convention Center 500 exhibitors	Las Vegas 30 000 visitors
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1993

Oct. 1-3 (T)	Convention Center 500 exhibitors	Las Vegas 30 000 visitors
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(Regional)

Carolina Food Service Expo

Food products (50 per cent), services and equipment

VISITORS:

Key operators of restaurants, hotels and food services

CONTACT:

North Carolina Restaurant Association
P.O. Box 6528
Raleigh, NC 27628
Tel: (919) 782-5022
Fax: (919) 782-7251

1990

March 20-22	Merchandise Mart 540 exhibitors	Charlotte 19 000 visitors
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(Regional)

Dairy Deli Show

Dairy and deli products and equipment used in their production

VISITORS:

Retailers

CONTACT:

Mid-Atlantic Food Dealers
14 Commerce Street
Baltimore, MD 21222
Tel: (301) 285-6777

1990

March 23 (1 day only)	Fairgrounds 75 exhibitors	Baltimore 2 000 visitors
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(National)

Dairy Expo

Ingredients (30 per cent), equipment and services for processing dairy foods

VISITORS:

Food and dairy processors of liquid or pumpable foods

CONTACT:

Showpro
108 South Washington Street
Rockville, MD 20850
Tel: (301) 294-1341

1989

Nov. 11-15	McCormick Place 560 exhibitors	Chicago 25 000 visitors
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(Regional)

**East-South Regional Restaurant
Hospitality Expo**

Food and beverages (50 per cent), equipment, furnishings and services related to hospitality industry

VISITORS:

Restaurant owners, hotels, institutional food services

CONTACT:

Restaurant Association of Metropolitan Washington
7926 Jones Branch D, Suite 530
McLean, VA 22102
Tel: (703) 356-1315

1990

March 3-4	Sheraton 400 exhibitors	Washington 1 700 visitors
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(Regional)

Eastern Dairy Deli Taste Show

Dairy and deli products (90 per cent) and services

VISITORS:

Retailers, supermarket chains, specialty stores, restaurants/hotels

CONTACT:

Eastern Dairy Deli Association
295 Northern Blvd., Suite 306
Great Neck, NY 11021
Tel: (516) 487-4640

1989

Aug. 22-23	Jacob Javits Center 400 exhibitors	New York 10 000 visitors
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1990

Aug. 21-22	Jacob Javits Center 400 exhibitors	New York 10 000 visitors
------------	---------------------------------------	-----------------------------

(Regional)

Florida Restaurant Association Show

Food (40 per cent), equipment, services, paper products

VISITORS:

Restaurant owners, purchasing agents for institutional food services

CONTACT:

Florida Restaurant Association
2441 Hollywood Boulevard
Hollywood, FL 33020
Tel: (305) 921-6300
Fax: (305) 925-6381

1989

Aug. 26-28	Convention Center 600 exhibitors	Orlando 15 000 visitors
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1990

Sept. 8-10	Convention Center 600 exhibitors	Orlando 15 000 visitors
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(Regional)

Frozen Food Festival

Frozen foods (100 per cent)

VISITORS:

Restaurants, institutions, supermarkets, independents

CONTACT:

Garden State Restaurant Association
P.O. Box 1136
Teaneck, NJ 07666
Tel: (201) 837-8200

1989

Sept. 26 (1 day only)	Giants Stadium East 135 exhibitors	Rutherford 5 000 visitors
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(Regional)

Garden State Restaurant Association Show

Food products (40 per cent), equipment and services

VISITORS:

Small restaurant owners

CONTACT:

Garden State Restaurant Association
P.O. Box 1136
Teaneck, NJ 07666
Tel: (201) 837-8200

1990

April (TBA)	Convention Center 140 exhibitors	Ashbury Park 5 500 visitors
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(Regional)

Georgia School Food Service Association Expo

Food (50 per cent), equipment, supplies, furnishings and services related to school, college and university food services

VISITORS:

School food service management, board of education and government representatives

CONTACT:

Georgia School Food Service Association
2372 Main Street
Tucker, GA 30084
Tel: (404) 934-8890

1990

April (TBA) (first week)	Convention Center 500 exhibitors	Jeckyll Island 1 500 visitors
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(Regional)

Harrisburg Restaurant Food & Equipment Show

Food products (40 per cent), equipment, services, building and decorating materials related to restaurant industry

VISITORS:

Restaurant owners, institutional food services

CONTACT:

Connie Mallos
P.O. Box 2467
Mechanicsburg, PA 17055
Tel: (717) 697-4183

1990

April (TBA)	Farm Show Complex 350 exhibitors	Harrisburg 12 500 visitors
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(National)

IFP Food Expo

Food ingredients (45 per cent); packaging, equipment and services for food processing industry

VISITORS:

Management, technical sales staff from major food processors including members of National Food Processors Association, Tuna Research Foundation, Food Processing Machinery and Supplies Association

CONTACT:

IFP Food Expo
200 Dangerfield Road
Alexandria, VA 22314
Tel: (703) 684-1080

1989

June 25-29	McCormick Place 550 exhibitors	Chicago 15 000 visitors
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1990

June 17-20	Convention Center 550 exhibitors	Anaheim 17 000 visitors
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(National)

International Deli/Bakery Association Show

Food (60 per cent) and machinery

VISITORS:

Retailers, distributors, suppliers

CONTACT:

David Guinee
P.O. Box 29632
Atlanta, GA 303359
Tel: (404) 325-4322

1990

April (TBA)	Convention Center 175 exhibitors	Atlantic City 4 000 visitors
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(National)

International Fancy Food and Confection Show

Specialty foods, gourmet delicacies and beverages, confection products

VISITORS:

Buyers from specialty food stores, gourmet boutiques, wholesalers, distributors, importers/exporters

CONTACT:

Cahners Exposition Group
P.O. Box 3833
Stamford, CT 06905-0833
Tel: (203) 964-0000
Fax: (203) 964-0179

1989

June 25-28	World Congress Center 750 exhibitors	Atlanta 16 000 visitors
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1990

March 4-6	Moscone Center 650 exhibitors	San Francisco 15 000 visitors
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(National)

International Hotel, Motel and Restaurant Show

Food and beverages (25 per cent), equipment, furniture, supplies, telecommunications products, all restaurant-related services

VISITORS:

International attendance from major hotel and restaurant chains, independents and all other types of food service

CONTACT:

International Hotel, Motel and Restaurant Show
2 Park Avenue, Suite 1100
New York, NY 10016
Tel: (212) 686-6070

1989

Nov. 11-14	Jacob Javits Center 1 400 exhibitors	New York 65 000 visitors
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1990

Nov. 10-13	Jacob Javits Center 1 400 exhibitors	New York 65 000 visitors
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(Regional)

Michigan & Great Lakes Food Service Show

Food and beverages (45 per cent), equipment, furnishings, supplies and services

VISITORS:

Restaurants and hotels, institutional food services

CONTACT:

Cahners Exposition Group
P.O. Box 35
Boston, MA 02117-0035
Tel: (617) 536-8152

1989

Oct. 15-16	Convention Center 400 exhibitors	Lansing 8 000 visitors
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(Regional)

Mid-American Soft Serve/Pizza Show

Soft serve ice cream, yogourt, deli and pizza products (60 per cent), equipment and services

VISITORS:

Franchise and independent pizza, yogourt, deli and soft ice cream outlets from 10 states

CONTACT:

Ohio Restaurant Association
490 City Park Avenue, Suite 200
Columbus, OH 43215
Tel: (614) 228-0522

1990

Feb. 18-19	Veterans Memorial Center 220 exhibitors	Columbus 5 500 visitors
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(Regional)

Mid-Atlantic Food Dealers Show

Food (70 per cent), equipment and services

VISITORS:

Food retailers, independents, buyers from restaurants/hotels

CONTACT:

Mid-Atlantic Food Dealers
14 Commerce Street
Baltimore, MD 21222
Tel: (301) 285-6777

1989

Oct. 21-24	Convention Center 200 exhibitors	Ocean City 4 000 visitors
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1990

Sept. 16-18	Taj Mahal 300 exhibitors	Atlantic City 4 500 visitors
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(Regional)

Mid-Atlantic Food Service and Lodging Expo

Food (40 per cent), restaurant/hotel equipment, furnishings and services

VISITORS:

More than 80 per cent are owners, managers, chefs or purchasing agents from restaurants from five surrounding states

CONTACT:

Jody Pappas
7113 Ambassador Road
Baltimore, MD 21207
Tel: (301) 298-0011

1989

Nov. 28-30	Convention Center 300 exhibitors	Baltimore 12 500 visitors
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(Regional)

Midwestern Food Service & Equipment Expo

Food (40 per cent), equipment and services related to the hospitality industry

VISITORS:

Mostly independent restaurant owners, institutions

CONTACT:

Missouri Restaurant Association
P.O. Box 10277
Kansas City, MO 84111
Tel: (816) 753-5222

1989

Oct. 14-16	Bartle Hall 350 exhibitors	Kansas City 14 000 visitors
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(Regional)

Midwestern Frozen Food Show

Food (85 per cent), equipment and services

VISITORS:

Retailers mostly independents

CONTACT:

National Frozen Food Association
333 North Michigan Avenue
Chicago, IL 60601
Tel: (312) 332-1601

1990

Feb. (TBA)	The Drury Lane 140 exhibitors	Oak Brook 2 900 visitors
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(Regional)

Mississippi Restaurant, Hospitality & Equipment Expo

Food (40 per cent), equipment, furnishings and services

VISITORS:

Key staff from restaurants, hotels, institutional food services from Louisiana, Alabama and Mississippi

CONTACT:

Mississippi Restaurant Association
P.O. Box 16395
Jackson, MS 39236
Tel: (601) 982-4281

1990

April 24-25	Trade Mart 175 exhibitors	Jackson 4 000 visitors
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(National)

Motion Picture Concessions Trade Show

Snack foods, leisure-time foods, i.e. hot dogs, popcorn

VISITORS:

Theatre, stadium, and other concessionaires

CONTACT:

Motion Picture Concessions Industries
35 East Wacker Drive
Chicago, IL 60601
Tel: (312) 236-3858

1990

Feb. 27-March 1	Bally's Hotel 175 exhibitors	Las Vegas 3 000 visitors
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(National)

National Association of College and University Food Services

Food products (55 per cent); equipment, distribution services. Participation limited to 150 exhibitors (association rules), application must be made at least six months in advance

VISITORS:

Food service directors from educational institutions

CONTACT:

National Association of College and University Food Services
Clark de Haven, Executive Director
7 Olds Hall
Michigan State University
Lansing, MI 48824
Tel: (517) 332-2494

1989

July 11-15	Radisson Hotel South	Minneapolis
	150 exhibitors	650 visitors

1990

July 2-5	Hyatt Regency Sheraton	Baltimore
	150 exhibitors	700 visitors

(National)

National Confectioners Expo

(Held every three years)

Chocolate, coatings, flavours and other ingredients (45 per cent), equipment, packaging

VISITORS:

Association members, technical buyers of equipment

CONTACT:

National Confectioners Association
7900 Westpark Drive
McLean, VA 22102
Tel: (703) 790-5750
Fax: (703) 790-5752

1989

June 18-20

Hyatt Regency
120 exhibitors

Chicago
4 000 visitors

(Regional)

National Eastern Pizza, Fast Food and Soft Serve Show

Pizza, fast foods, yogourt, soft ice cream and beverages (85 per cent), equipment and services related to delivery and franchising

VISITORS:

Pizza chains, independents, yogourt, ice cream and other fast food outlets

CONTACT:

Burt Young
265 Westin William Penn Hotel
Pittsburgh, PA 15219
Tel: (412) 288-0157

1990

April (TBA)

Convention Center
200 exhibitors

Pittsburgh
5 000 visitors

(National)

National Frozen Food Show

Food (85 per cent), equipment and services

VISITORS:

Retailers, distributors, restaurants

CONTACT:

National Frozen Food Association
P.O. Box 398
Hershey, PA 17033
Tel: (717) 534-1601
Fax: (717) 533-6370

1989

Oct. 22-25	Hilton 120 exhibitors	Atlanta 2 000 visitors
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1990

Oct. 14-17	Hilton 140 exhibitors	San Francisco 3 000 visitors
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(National)

National Pizza and Pasta Show

Food and beverages (80 per cent), equipment and services related to delivery and franchising

VISITORS:

Pizza chains, independents, Italian style restaurants, hotels

CONTACT:

Drew Axelrod
P.O. Box 802079
Chicago, IL 60680
Tel: (312) 938-0127

1989

July 19-23	McCormick Place 420 exhibitors	Chicago 13 000 visitors
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1990

July 14-16	McCormick Place 425 exhibitors	Chicago 13 500 visitors
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(National)

National Restaurant Show

Food (22 per cent), beverages (6 per cent), equipment (62 per cent) and services (10 per cent)

VISITORS:

Restaurants, hotels, cafeterias, colleges, institutions, supermarkets, distributors

CONTACT:

Thomas Corcoran, Director
150 N Michigan Avenue, Suite 2000
Chicago, IL 60601
Tel: (312) 853-2525

1990

May 19-23	McCormick Place 2 000 exhibitors	Chicago 105 000 visitors
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(Regional)

New York Metro Food Service Show

Food products (80 per cent) and services

VISITORS:

Buyers from tri-state area, restaurants, hotels, food services, institutions and others in hospitality industry

CONTACT:

New York State Restaurant Association
505 Eight Avenue
New York, NY 10018
Tel: (212) 714-1330

1990

March (TBA)	Nassau Veterans Coliseum	Uniondale
	320 exhibitors	15 000 visitors

(Regional)

New York State Restaurant Show

Food and beverage products (50 per cent), equipment, supplies and services

VISITORS:

Restaurants, fast food outlets, cafeterias from upper state New York

CONTACT:

New York Restaurant Association
7916 Oswego Road
Liverpool, NY 13088
Tel: (315) 652-6555

1989

Oct. 17-19	Dome Arena 145 exhibitors	Rochester 4 500 visitors
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1990

Oct. 15-17	Convention Center 225 exhibitors	Buffalo 6 000 visitors
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(Regional)

Northeast Food Service & Lodging Expo

Food and beverage products (40 per cent), equipment, furnishings, supplies and services for food service industry

VISITORS:

Restaurant and hotel chains, independents, institutional food services

CONTACT:

Cahners Exposition Group
P.O. Box 35
Boston, MA 02117-0035
Tel: (617) 536-8152

1990

April 22-24	Bayside Expo Center	Boston
	600 exhibitors	23 000 visitors

(Regional)

Northeast Regional Food Service Show

Food (45 per cent), equipment and services

VISITORS:

Restaurants, hotels, cafeterias, institutions

CONTACT:

Wisconsin Restaurant Association
125 West Doty Street
Madison, WI 53703
Tel: (608) 251-3663
Fax: (608) 251-3666

1989

Oct. 16-17	Green Bay Expo Center 150 exhibitors	Green Bay 2 500 visitors
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1990

Oct. (TBA)	Green Bay Expo Center 150 exhibitors	Green Bay 2 500 visitors
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(Regional)

Ohio Hospitality Industry Expo

Foods and beverages (45 per cent), equipment, supplies and services for hospitality industry

VISITORS:

Hotels, restaurants and food services

CONTACT:

Ohio Restaurant Association
190 City Park Avenue, Suite 200
Columbus, OH 43215
Tel: (614) 228-0522

1990

Jan. 14-15	Convention Center 260 exhibitors	Cincinnati 5 000 visitors
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(Regional)

Pacific International Restaurant Show

Foods and beverages (45 per cent), china, supplies, furnishings, equipment and services

VISITORS:

West coast restaurants, hotels and institutional food services

CONTACT:

Restaurant Association of Washington
722 Securities Building
Seattle, WA 98101
Tel: (206) 682-6174

1990

March 24-26	King Dome 800 exhibitors	Seattle 25 000 visitors
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(Regional)

Philadelphia Restaurant Food & Equipment Show

Food products (40 per cent), equipment, services, building and decorating materials related to restaurant industry

VISITORS:

Restaurant owners, institutional food services

CONTACT:

Connie Mallos
P.O. Box 2467
Mechanicsburg, PA 17055
Tel: (717) 697-4183

1990

April (TBA)	Valley Forge Convention Center 300 exhibitors	King of Prussia 23 000 visitors
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(Regional)

Pittsburgh Restaurant Food & Equipment Show

Food products (40 per cent), equipment, services, building and decorating materials related to restaurant industry

VISITORS:

Restaurant owners, institutional food services

CONTACT:

Connie Mallos
P.O. Box 2467
Mechanicsburg, PA 17055
Tel: (717) 697-4183

1990

March (TBA)	Expomart 200 exhibitors	Munroville 13 000 visitors
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(National)

Produce Marketing Association Expo

Fresh and packaged produce (50 per cent), floral commodities (38 per cent), packaging, display equipment, transportation

VISITORS:

Retailers, wholesalers, growers, food services

CONTACT:

Produce Marketing Association
1500 Casho Mill Road
Newark, DE 191714
Tel: (302) 738-7100

1989

Oct. 14-17	Convention Center 375 exhibitors	Reno 8 000 visitors
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(National)

Retail Bakers of America

Baking ingredients (45 per cent), equipment and services

VISITORS:

Bakers, distributors, equipment suppliers

CONTACT:

Retail Bakers of America
6525 Bellcrest Road
Hyattsville, MD 20782
Tel: (301) 277-0990
Fax: (301) 277-2090

1990

Mar. 10-13	Convention Center 275 exhibitors	Boston 9 000 visitors
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(National)

San Francisco Food & Beverage Show

Gourmet foods and beverages

VISITORS:

Specialty grocers, managers of restaurants, hotels, institutional food services, distributors

CONTACT:

George Little Management Inc.
1902 Van Ness Avenue
San Francisco, CA 94109
Tel: (415) 474-2300

1990

April 22-24	Brooks Hall 200 exhibitors	San Francisco 5 000 visitors
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(National)

San Juan Food & Equipment Trade Expo

Food (40 per cent), equipment, supplies and services

VISITORS:

Food retail chains, restaurants, hotels, institutions

CONTACT:

Francisco Ramos
P.O. Box 5171
Puerta de Tierra Station
Puerto Rico 00906
Tel: (809) 722-0876

1990

April (first week)	Toberto Clemente Coliseum 115 exhibitors	San Juan 8 000 visitors
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(National)

Snaxpo '90

Snack food ingredients (20 per cent), packaging and machinery

VISITORS:

Snack food manufacturers

CONTACT:

Snack Food Association
1711 King Street
Alexandria, VA 22314
Tel: (703) 836-4600

1990

March 10-13	Marriott Hotel 160 exhibitors	San Diego 2 000 visitors
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(Regional)

Southeast Hotel, Motel and Restaurant Supply Show

Foods and beverages (45 per cent), equipment, furnishings, supplies and services

VISITORS:

Owners and managers of hotels, motels, restaurants, food services from South Carolina and surroundings

CONTACT:

Leisure Time Unlimited Inc.
P.O. Box 332
Myrtle Beach, SC 29578
Tel: (803) 448-9483

1990

Jan. 30-Feb. 1	Convention Center 400 exhibitors	Myrtle Beach 22 000 visitors
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(Regional)

Southeastern Hospitality Food Service Expo

Food products (40 per cent), equipment, furnishings, supplies and services

VISITORS:

Restaurants and hotels from southeastern states

CONTACT:

Hospitality Travel Association of Georgia
148 International Boulevard NE, Suite 635
Atlanta, GA 30303
Tel: (404) 873-4482

1989

Oct. 18-20	World Congress Center 400 exhibitors	Atlanta 15 000 visitors
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1990

Oct. 10-12	World Congress Center 400 exhibitors	Atlanta 15 000 visitors
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(Regional)

Southern Beverage Expo

Alcoholic beverages and mixes

VISITORS:

Beverage retailers, wholesalers

CONTACT:

Showpro
108 South Washington Street
Rockville, MD 20850
Tel: (301) 294-1341

1990

March (TBA)	Convention Center 120 exhibitors	Orlando 4 000 visitors
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(Regional)

Tennessee Food Service Expo

Food products (45 per cent), beverages, equipment, services

VISITORS:

Restaurants, hotels, institutional food services

CONTACT:

Tennessee Restaurant Association
P.O. Box 1029
Franklin, TN 37065-1029
Tel: (615) 790-2703

1989

Nov. 20-21	Opryland Hotel 200 exhibitors	Nashville 5 200 visitors
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(Regional)

The Restaurant Show

Foods (45 per cent), equipment and services for the hospitality industry

VISITORS:

Owners and managers of food service establishments from 10-state area

CONTACT:

Colorado-Wyoming Restaurant Association
887 Logan 300
Denver, CO 80203-3156
Tel: (303) 830-2972

1990

April 28-30	Convention Complex 450 exhibitors	Denver 20 000 visitors
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(Regional)

Upper Midwest Hospitality Trade Show

Food products (60 per cent), equipment, supplies and services

VISITORS:

Restaurant owners, hotel managers from chains and independents, operators of food service establishments

CONTACT:

Hospitality Trade Show
871 West Jefferson Avenue
St. Paul, MN 55102
Tel: (612) 222-7401

1990

Feb. 11-13	Civic Center 750 exhibitors	St. Paul 23 000 visitors
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(Regional)

Western Pizza & Pasta Show

Food and beverages (80 per cent), equipment and services related to delivery and franchising

VISITORS:

Pizza chains, independents, Italian-style restaurants, hotels

CONTACT:

Drew Axelrod
P.O. Box 802079
Chicago, IL 60680
Tel: (312) 938-0127

1990

April (TBA)	Convention Center 210 exhibitors	Los Angeles 8 000 visitors
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(Regional)

Western Restaurant Show

Food (65 per cent), equipment and services related to restaurant/hotel industry

VISITORS:

Buyers from hotels, restaurants, institutions and hospitality services from 13 western states

CONTACT:

John Crissey, Director Conventions and Expositions
P.O. Box 76816
Los Angeles, CA 900-0816
Tel: (213) 384-1200

1989

Aug. 12-15	Convention Center 1 100 exhibitors	Los Angeles 40 000 visitors
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1990

Aug. 25-28	Moscone Center 1 150 exhibitors	San Francisco 43 000 visitors
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(Regional)

Wisconsin Food Service & Lodging Show

Food (40 per cent), equipment including bedding, etc. (30 per cent), hospitality-related services

VISITORS:

Restaurants, hotels, distributors

CONTACT:

Wisconsin Restaurant Association/Wisconsin Innkeepers Association
125 West Doty Street
Madison, WI 53703
Tel: (608) 251-3663
Fax: (608) 251-3666

1990

March 6-8	Milwaukee Exhibition Center	Madison
	500 exhibitors	13 000 visitors

Canadian Government Trade Offices in the United States

Mission**Area**

Atlanta

Canadian Consulate
General
400 South Tower
One CNN Center
Atlanta, GA
30303-2705
Tel: (404) 577-6810
Telex: 054-3197
(DOMCAN ATL)
Fax: (404) 524-5046

Alabama
Florida, Georgia
Mississippi
North Carolina
South Carolina
Tennessee
Puerto Rico
U.S. Virgin Islands

Boston

Canadian Consulate
General
Three Copley Place
Suite 400
Boston, MA 02116
Tel: (617) 262-3760
Telex: 94-0625
(DOMCAN BSN)
Fax: (617) 262-3415

Maine
Massachusetts
New Hampshire
Rhode Island
Vermont
Saint-Pierre-et-
Miquelon

Buffalo

Canadian Consulate
One Marine Midland
Center
Suite 3550
Buffalo, NY
14203-2884
Tel: (716) 852-1247
Telex: Easylink 62014371
(DOMCAN BUF)
Fax: (716) 852-4340

Western,
central and
upstate
New York

Chicago

Canadian Consulate
General
310 South Michigan
Avenue
12th Floor
Chicago, IL
60604-4295
Tel: (312) 427-1031
Telex: 00254171
(DOMCAN CGO)
Fax: (312) 922-0637

Illinois
Missouri
Wisconsin
Quad-city region
of Iowa

Cleveland

Canadian Consulate
Illuminating Building
Suite 1008
55 Public Square
Cleveland, OH
44113-1983
Tel: (216) 771-0150
Telex: 00985364
(DOMCAN CLV)
Fax: (216) 771-1688

Kentucky
Ohio
West Virginia
Western
Pennsylvania

Dallas

Canadian Consulate
General
St. Paul Place
Suite 1700
750 N. St. Paul Street
Dallas, TX
75201-9990
Tel: (214) 922-9806
Telex: 00732637
(DOMCAN DAL)
Fax: (214) 922-9815

Texas
Arkansas
Kansas
Louisiana
New Mexico
Oklahoma

Detroit

Canadian Consulate
General
600 Renaissance Center
Suite 1100
Detroit, MI
48243-1704
Tel: (313) 567-2340
Telex: 23-0715
(DOMCAN DET)
Fax: (313) 567-2164

Toledo (city)
Michigan
Indiana

Los Angeles

Canadian Consulate
General
300 South Grand Avenue
10th Floor
California Plaza
Los Angeles, CA
90071
Tel: (213) 687-7432
Telex: 00674119
(DOMCAN LSA)
Fax: (213) 620-8827

Arizona
California
(10 southern
counties)
Nevada
(Clark County)

Minneapolis

Canadian Consulate
General
701 Fourth Avenue South
Minneapolis, MN
55415-1078
Tel: (612) 333-4641
Telex: 29-0229
(DOMCAN MPS)
Fax: (612) 332-4061

Iowa
Nebraska
Minnesota
North Dakota
South Dakota
Montana

New York

Canadian Consulate
General
1251 Avenue of the Americas
New York, NY
10020-1175
Tel: (212) 768-2400
Telex: 62014481
(DOMCAN NY)
Fax: (212) 768-2441

Connecticut
New Jersey
New York
(southern)
Bermuda

San Francisco

Canadian Consulate
General
50 Fremont Street
Suite 2100
San Francisco, CA
94105
Tel: (415) 495-6021
Telex: 0034321
(DOMCAN SFO)
Fax: (415) 541-7708

California
(balance of)
Colorado
Hawaii
Nevada
(balance of)
Utah
Wyoming

Seattle

Canadian Consulate
General
412 Plaza 600
Sixth and Stewart Streets
Seattle, WA
98101-1286
Tel: (206) 443-1777
Telex: 032-8762
(DOMCAN SEA)
Fax: (206) 443-1782, Ext. 107

Alaska
Idaho
Oregon
Washington

Washington

Canadian Embassy
Trade Promotion and
Market Access
501 Pennsylvania Avenue
Washington, DC
20001
Tel: (202) 682-1740
Telex: 0089664
(DOMCAN A WSH)
Fax: (202) 682-7726

District of Columbia
Maryland
Virginia
Delaware
Eastern Pennsylvania

International Trade Centres in Canada

International Trade Centres are located across Canada to provide a full range of trade services for Canadian exporters. They are staffed by experienced trade commissioners under the direction of a senior trade commissioner from External Affairs and International Trade Canada.

Services such as export counselling and the provision of market opportunity information are combined with the ability to assist in the development of individual marketing plans. The centres also act as focal points for export awareness programs such as seminars and workshops. In addition, each centre will be linked with the WIN Exports system at External Affairs and International Trade Canada.

The centres are co-located in regional offices of Industry, Science and Technology Canada and are often the first point of contact for potential exporters. Future centres are to be located in Calgary, Regina, London and Quebec City.

Newfoundland and Labrador

International Trade Centre
Parsons Building, 90 O'Leary Avenue
P.O. Box 8950
St. John's, Newfoundland
A1B 3R9
Telephone: (709) 772-5511
Telex: 016-4749
Fax: (709) 772-5093

Prince Edward Island

International Trade Centre
Confederation Court Mall
Suite 400
134 Kent Street
P.O. Box 1115
Charlottetown, Prince Edward Island
C1A 7M8
Telephone: (902) 566-7400/7443
Telex: 014-44129
Fax: (902) 566-7450

Nova Scotia

International Trade Centre
1496 Lower Water Street
P.O. Box 940
Station M
Halifax, Nova Scotia
B3J 2V9
Telephone: (902) 426-7540
Telex: 019-22525
Fax: (902) 426-2624

New Brunswick

International Trade Centre
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, New Brunswick
E1C 8P9
Telephone: (506) 857-6452
Telex: 014-2200
Fax: (506) 857-6429

Quebec

International Trade Centre
Tour de la Bourse
800, Place Victoria
C.P. 247
Montréal, Québec
H4Z 1E8
Telephone: (514) 283-8185
Telex: 055-60768
Fax: (514) 283-3302

Ontario

International Trade Centre
Dominion Public Building
4th Floor
1 Front Street West
Toronto, Ontario
M5J 1A4
Telephone: (416) 973-5203
Telex: 065-24378
Fax: (416) 973-8714

Manitoba

International Trade Centre
608-330 Portage Avenue
P.O. Box 981
Winnipeg, Manitoba
R3C 2V2
Telephone: (204) 983-8036
Telex: 07-57624
Fax: (204) 983-2187

Saskatchewan

International Trade Centre
6th Floor
105-21st Street East
Saskatoon, Saskatchewan
S7K 0B3
Telephone: (306) 975-5315
Telex: 074-2742
Fax: (306) 975-5334

Alberta

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Chronological Index to 1989 and 1990 Shows

1989

June

- 11-13 Texas Retail Grocers Association
18-20 National Confectioners Expo
25-28 International Fancy Food and Confection
Show
25-29 IFP Food Expo

July

- 11-15 National Association of College and University
Food Services
16-19 National Nutritional Foods Expo
19-23 National Pizza and Pasta Show
24-26 American School of Food Service Show
26-30 National Candy Wholesalers Association Show
30-Aug. 2 National Food Distributors Expo

August

- 12-15 Western Restaurant Show
13-15 Food Dealers Association of North Carolina
22-23 Eastern Dairy Deli Taste Show
26-28 Florida Restaurant Association Show

September

- 15-19 Baking Industry Expo
22-24 Food Distributors Association of Montana
22-24 Natural Foods Expo East
24-26 Retail Grocers Association of Utah
24-27 National Association of Convenience Stores
Show
24-27 New York Gourmet Show
26 Frozen Food Festival
30-Oct. 2 California Grocers Association Convention
and Trade Show

October

- 5-8 Oregon Food Industry Expo
- 7-10 Food Dealers Association of Washington
- 14-16 Midwestern Food Service & Equipment Expo
- 14-17 Produce Marketing Association Expo
- 15-16 Michigan & Great Lakes Food Service Show
- 15-17 New York State Food Merchants Association
- 16-17 Northeast Regional Food Service Show
- 17-19 New York State Restaurant Show
- 18-20 Southeastern Hospitality Food Service Expo
- 21-24 Mid-Atlantic Food Dealers Show
- 21-23 Missouri Retail Grocers Association
- 21-24 Ohio Grocers Association Show
- 21-24 Mid-Atlantic Food Dealers Show
- 22-25 National American Wholesale Grocers Association
- 22-25 National Frozen Food Show
- 28-29 Food Dealers Association of Virginia

November

- 11-14 International Hotel, Motel and Restaurant Show
- 11-15 Dairy Expo
- 20-21 Tennessee Food Service Expo
- 28-30 Mid-Atlantic Food Service and Lodging Expo
- 30-Dec. 5 National Food Brokers Marketplace Expo

1990

January

- 14-15 All Hospitality Industry Expo
- 14-15 Ohio Hospitality Industry Expo
- 21-24 National Grocers Association Show
- 30-Feb. 1 Southeast Hotel, Motel and Restaurant Supply Expo

February

- 11-13 United Fresh Fruit & Vegetable Association Expo
- 11-13 Upper Midwest Hospitality Trade Show
- 14-18 National Candy Wholesalers Association Show
- 18-19 Mid-American Soft Serve/Pizza Show
- 27-March 1 Motion Picture Concessions Trade Show
- TBA Midwestern Frozen Food Show

March

3-4	East-South Regional Restaurant Hospitality Expo
4-6	International Fancy Food and Confection Show
4-7	National American Wholesale Grocers Association
6-8	Wisconsin Food Service & Lodging Show
9-11	Natural Foods Expo West
10-13	Retail Bakers of America
10-13	Snaxpo '90
20-22	Carolina Food Service Expo
23	Dairy Deli Show
24-26	Pacific International Restaurant Show
TBA	California Now — A Food Show
TBA	New York Metro Food Service Show
TBA	Pittsburgh Restaurant & Equipment Show
TBA	Southern Beverage Expo

April

22-24	San Francisco Food & Beverage Show
22-24	Northeast Food Service & Lodging Expo
22-24	San Francisco Food & Beverage Show
24-25	Mississippi Restaurant, Hospitality & Equipment Expo
28-30	Retail Grocers Association of Houston
28-30	Tennessee Grocers Association Show
28-30	The Restaurant Show
TBA	Eastern Frozen Foods Association Show
TBA	Garden State Restaurant Association Show
TBA	Georgia School Food Service Association Expo
TBA	Harrisburg Restaurant Food & Equipment Show
TBA	International Deli/Bakery Association Show
TBA	National Eastern Pizza, Fast Food and Soft Serve Show
TBA	Philadelphia Restaurant Food & Equipment Show
TBA	San Juan Food & Equipment Trade Expo
TBA	Western Pizza & Pasta Show

May

6-9	Food Marketing Supermarket Industry Expo
19-23	National Restaurant Show
TBA	Retail Grocers Association of Arizona

June

2-5	Food Retailers of South Carolina
17-20	IFP Food Expo
28-30	American Society for Enology & Viticulture
TBA	Texas Retail Grocers Association

July

- 2-5 National Association of College and University Food Services
- 14-16 National Pizza and Pasta Show
- 16-18 National Food Distributors Expo
- 16-18 American School of Food Service Show
- 22-25 National Nutritional Foods Expo
- 25-29 National Candy Wholesalers Association Show

August

- 21-22 Eastern Dairy Deli Taste Show
- 25-28 Western Restaurant Show
- TBA Food Dealers Association of North Carolina

September

- 8-10 Florida Restaurant Association Show
- 10-12 New York Gourmet Show
- 16-18 Food Merchants of Pennsylvania
- 16-18 Mid-Atlantic Food Dealers Show
- 23-26 National Association of Convenience Stores Show
- TBA Food Distributors Association of Montana

October

- 10-12 Southeastern Hospitality Food Service Expo
- 14-17 National Frozen Food Show
- 15-17 New York State Restaurant Show
- 18-21 Oregon Food Industry Expo
- TBA Food Dealers Association of Virginia
- TBA New York State Food Merchants Association
- TBA Northeastern Regional Food Service Show

November

- 10-13 International Hotel, Motel and Restaurant Show

December

- 7-12 National Food Brokers Marketplace Expo

1993

October

- T Baking Industry Expo

Alphabetical Index of Food Trade Shows

Retail and Specialty Store Food Trade Shows

California Grocers Association Convention and Trade Show
California Now — A Food Show
Eastern Dairy Deli Taste Show
Eastern Frozen Foods Association Show
Food Dealers Association of North Carolina
Food Dealers Association of Virginia
Food Dealers Association of Washington
Food Distributors Association of Montana
Food Marketing Supermarket Industry Expo
Food Merchants of Pennsylvania
Food Retailers of South Carolina
International Deli/Bakery Association Show
International Fancy Food and Confection Show
Mid-Atlantic Food Dealers Show
Midwestern Frozen Food Show
Missouri Retail Grocers Association
National American Wholesale Grocers Association
National Association of Convenience Stores Show
National Candy Wholesalers Association Show
National Food Brokers Marketplace Expo
National Food Distributors Expo
National Frozen Food Show
National Grocers Association Show
National Nutritional Foods Expo
Natural Foods Expo West/East
New York Gourmet Show
New York State Food Merchants Association
Ohio Grocers Association Show
Oregon Food Industry Expo
Produce Marketing Association Expo
Retail Grocers Association of Arizona
Retail Grocers Association of Houston
Retail Grocers Association of Utah
San Francisco Food & Beverage Show
San Juan Food & Equipment Trade Expo
Southern Beverage Expo
Tennessee Grocers Association Show
Texas Retail Grocers Association
United Fresh Fruit & Vegetable Association Expo

Food Shows for Hotel, Restaurant and Institutional Food Services

All Hospitality Industry Expo
American School of Food Service Show
Baking Industry Expo
Carolina Food Service Expo

Dairy Deli Show
Dairy Expo
East-South Regional Restaurant Hospitality Expo
Eastern Dairy Deli Taste Show
Florida Restaurant Association Show
Frozen Food Festival
Garden State Restaurant Association Show
Georgia School Food Service Association Expo
Harrisburg Restaurant Food & Equipment Show
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Mid-Atlantic Food Dealers Show
Mid-Atlantic Food Service and Lodging Expo
Midwestern Food Service & Equipment Expo
Midwestern Frozen Food Show
Mississippi Restaurant, Hospitality & Equipment Expo
Motion Picture Concessions Trade Show
National Association of College and University Food Services
National Confectioners Expo
National Eastern Pizza, Fast Food and Soft Serve Show
National Frozen Food Show
National Pizza and Pasta Show
National Restaurant Show
New York Metro Food Service Show
New York State Restaurant Show
Northeast Food Service & Lodging Expo
Northeast Regional Food Service Show
Ohio Hospitality Industry Expo
Pacific International Restaurant Show
Philadelphia Restaurant Food & Equipment Show
Pittsburgh Restaurant Food & Equipment Show
Produce Marketing Association Expo
Retail Bakers of America
San Francisco Food & Beverage Show
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Southern Beverage Expo
Tennessee Food Service Expo
The Restaurant Show
Upper Midwest Hospitality Trade Show
Western Pizza & Pasta Show
Western Restaurant Show
Wisconsin Food Service & Lodging Show

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