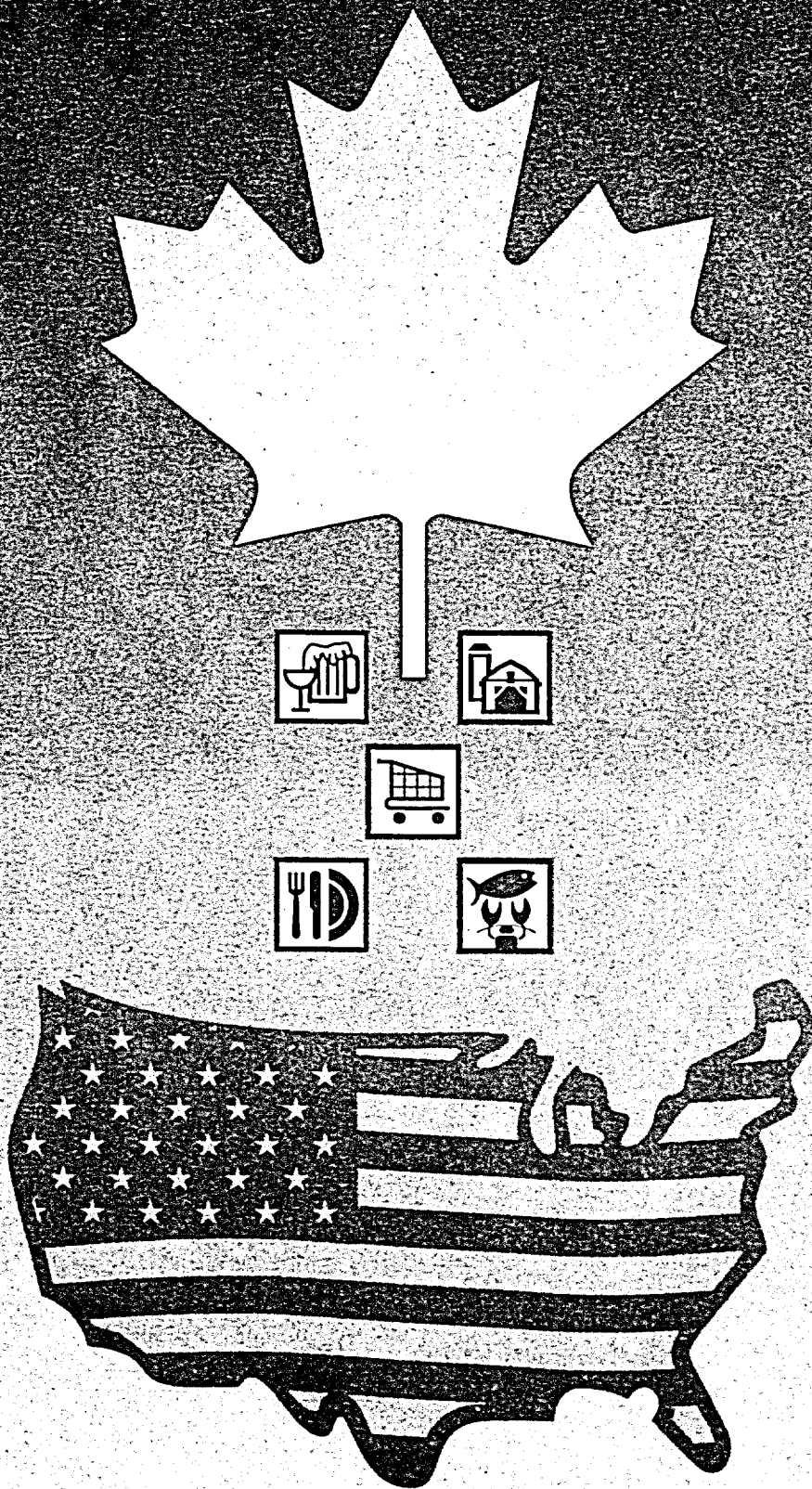


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# A GUIDE TO FOOD TRADE SHOWS IN THE UNITED STATES, 1992-93



External Affairs and  
International Trade Canada

Canada

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**A Guide to Agri-Food Trade Shows in the United States**

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United States Trade, Tourism and Investment Development Bureau  
External Affairs and International Trade Canada

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## FOREWORD

In today's increasingly competitive and demanding world market, business is recognizing it needs to find niche markets, increase product quality and provide value-added products which meet those market demands.

Canada's growing economy and future prosperity depends on trade, and the ability of Canadian businesses to compete against the best and win.

Canadian agri-food and fish exporters have become increasingly aware of the opportunities – and challenges – provided by the Canada-United States Free Trade Agreement (FTA) in selling to the world's largest market.

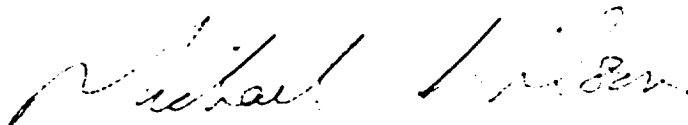
The United States is, and will remain, the most important export market for the entire range of Canadian food, beverage and seafood products. It represents immense potential for job creation for thousands of Canadians, an unparalleled testing ground for new marketing ideas and product innovations. It is the best market opportunity for aggressive, well-prepared new exporters who are willing and able to take up the challenge. Whatever opportunity a business chooses to explore, homework must be done.

This volume, **"A Guide to Food Trade Shows in the United States, 1992-93,"** is part of a three-volume series on Exporting Canadian Agri-Food and Fish Products to the United States, and it lists national and regional trade exhibitions which Canadian agri-food and fish exporters may wish to attend in order to introduce their products to U.S. food and seafood buyers. External Affairs and International Trade Canada (EAITC) is directly involved in many of these promotional events, and works closely with Canadian companies in their marketing efforts.

A companion guide, **"Canadian Exporters' Handbook on Doing Business in the U.S. Food and Seafood Market,"** is designed to assist Canadian agri-food and fish processors in their quest to open up new and exciting sales opportunities south of the border. The guide contains helpful hints on the basics of food marketing in the United States, an outline of the various distribution and regulatory procedures facing novice exporters, and regional market overviews prepared by our trade offices in the United States.

The third publication in this series, **"How to Identify and Work with U.S. Food Brokers and Distributors: Proceedings of a Cross-Canada Seminar Series, September 22nd to October 2nd, 1992,"** summarizes the salient points raised in an EAITC-sponsored programme which featured presentations by representatives of the National Food Brokers Association in Washington, the National Food Distributors Association in Chicago, the agri-food and seafood marketing officers from eight of our Canadian Consulates General, as well as Ontario and Quebec provincial government trade officers in the United States.

Prepared by EAITC's USA Trade, Tourism and Investment Development Bureau these informative publications will provide Canadian agri-food and fish exporters with timely, relevant and easily accessible information on U.S. market trends and opportunities. I hope these publications will assist you to develop your marketing strategy in the United States and successfully compete in the lucrative U.S. market.



The Honourable Michael H. Wilson  
Minister of Industry, Science and Technology and  
Minister for International Trade

This guide is divided into two sections. The first is a guide to determining if your firm is "export-ready" as well as advice on preparing for export. The second is a listing of the food shows in the United States for 1992-1993.

Each show is 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 United States.

This publication was prepared by:

*United States Trade, Tourism and Investment Development Bureau (UTD),  
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 UTD, External Affairs and International Trade Canada, please contact (613) 991-9483.

For any information about marketing your products in the United States, please contact an International Trade Centre whose addresses can be found at the end of this publication.

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

Info Export  
External Affairs and International  
Trade Canada  
Ottawa, Ontario  
K1A 0G2  
Tel (800) 267-8376

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## Section I

### Are You Ready to Export to the United States?

The food products market in the United States is immense and very competitive. Here you must compete against successful domestic manufacturers and in specific product lines against the many off-shore producers for whom the United States represents the wealthiest, most desirable market.

The U.S. food products market offers many excellent opportunities for Canadian manufacturers who benefit from their familiarity with the American lifestyle and environment.

To be export-ready, your company should:

- have been established and operating in Canada for at least two years;
- have sales performance data for those two years or have annual sales in excess of \$100,000;
- have satisfactory marketing and managerial capabilities;
- be financially able to expand production, if necessary, to meet export demand;
- register with the World Information Network (WIN Exports) at External Affairs and International Trade Canada.

How successful your company is in penetrating the U.S. food products market will depend on:

- your product - is it competitive in terms of quality, design and price and does it fill a gap in the marketplace?
- your commitment - export sales rarely become significant until you have established a presence in the market for at least two full years; are you prepared to make the commitment to export on a continuing basis?
- your production capacity - you must have the production capacity or the resources to expand facilities to meet U.S. sales demand;
- your ability to deliver orders on schedule - nothing erases a manufacturer's name from the list of suppliers faster than missed delivery dates; and
- your preparation - the more effort you put into planning your company's entry into the U.S. market the greater the chances of success.

### The Preparation

To prepare your company for the U.S. food products market, you should:

- study the quality, design and price of competitive products available in your target market;
- examine any successful market strategies used by competitors, including their distribution systems, and determine customer overall satisfaction;

- compare your product with what is already available - take note of positive points and determine how you can change, adapt and improve any negative aspects of your product;
- attend, as a visitor, a trade show for your line of merchandise in the geographic area that is both most convenient for you and most suitable for your product in order to see what sales approach and promotional materials are the most effective and to find out who the best agents and the most important buyers are;
- draw up a U.S. marketing plan;
- resolve all questions concerning market access (customs duty, brokerage, transportation costs, etc.);
- set U.S. dollar prices for your product line and establish an invoicing procedure that takes into account customs duty and any other tariffs or border crossing charges in order to free the customer of any problems in receiving of the merchandise;
- work out all financial factors, the sales terms, pro forma income statements and capital requirements;
- establish a credit rating in the United States;
- discuss your marketing plan with the Canadian Trade Commissioner serving your chosen market area to seek guidance and recommendations about distributors, dealers, potential clients and advertising strategy; and
- establish a presence in the United States - through an 800 telephone number, a distributor, or a sales office.

## The Marketing Strategy

A carefully prepared marketing plan is the map that leads to increased sales, higher profits and more effective use of available personnel and resources. The U.S. food products market is tough to crack and demands competitive staying power. The better prepared you are, the more likely you are to gain a foothold in that market.

Information gathering is the first step in developing a market strategy:

- List your expectations of the U.S. market in terms of customers, suppliers, employees, creditors and other relevant factors;
- Analyse your company's performance, the present economic situation, general business and food market forecasts;
- Evaluate your company's capabilities and weaknesses. Be realistic in your assessment of management skills, marketing methods, quality of product, access to supplies, and competitiveness;
- Assess the data gathered during your visit to the selected market area (see The Preparation). Know what the market will buy;
- Set your sales goals, the U.S. prices (to include profit plus all costs to the point of delivery) for your merchandise, and target the type of distributor and dealer appropriate for your product;

- Determine the investment requirements for capital expenditures, sales office, distributors, promotional activities, trade shows, and personnel;
- Plan how you can best provide customer support and services; and
- Specify a minimum and maximum time period for goal-post achievements and determine how you will monitor and evaluate your marketing efforts.

## **The Marketing Plan**

Working with a small group representing the key functions of the company, establish your U.S. marketing plan based upon your assessment:

- Define the target market, the line of products, price ranges, distribution channels and promotional involvement;
- Determine the capacity and costs of production for that market;
- Draw up a realistic budget for packaging, distribution, promotion, customer service and sales support; and
- Identify a management team for the U.S. market.

This type of marketing plan will increase your chances of success in selling your merchandise in the United States.

## **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 to 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 attract primarily 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 a minimum of 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 promotions.
- 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 experience it to the 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. It is important to:

- 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; and
- Evaluate your total show performance--what was good, what could be improved and how to make it better next year.

## Section II

### Food Trade Shows in the United States

#### **██████████ Aquaculture 92 Conference and Exposition**

<b>Category</b>	Regional
<b>Exhibits</b>	Equipment and products for aquaculture industry
<b>Exhibitors</b>	2000
<b>Visitors</b>	Aquaculturists from around world
<b>Contact:</b>	The Crest Organization 940 Emmett Avenue Suite 14 Belmont CA 94002
<b>Telephone:</b>	415 595-2704
<b>Facsimile:</b>	415 595-3379
<b>Date 1992:</b>	May 22-24, Marriott Orlando World Center, Orlando, FL
<b>Date 1993:</b>	TBA

#### **██████████ Baking Industry Expo**

<b>Category</b>	National
<b>Exhibits</b>	(Held every four years) Baking ingredients (40 percent) equipment, supplies and services.
<b>Exhibitors</b>	NA
<b>Visitors</b>	Bakers, buyers from baked goods producers, distributors, retail bakers, transportation industry members
<b>Contact:</b>	American Bakers Association 1111 14th Street NW Washington, DC 20005
<b>Telephone:</b>	202 296-5800
<b>Facsimile:</b>	202 289-4803

**Date 1992:** not held

**Date 1993:** Sept.30-Oct. 4

**California Grocers Association  
Convention and Trade Show**

**Category** Regional

**Exhibits** Food industry supplies of all kinds, with food products representing 50 per cent of total exhibits

**Exhibitors** 900

**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

**Telephone:** 916 448-3545

**Facsimile:** 916 448-2793

**Date 1992:** Oct. 3-5, San Diego Convention Center

**Date 1993:** Oct. 2-4

**Carolina Food Service Expo**

**Category** Regional

**Exhibits** Food products (60 per cent), services and equipment

**Exhibitors** 600

**Visitors** Key operators of restaurants, hotels and foodservice institutions

**Contact:** North Carolina Restaurant Association  
P.O. Box 6528  
Raleigh, NC 27628

**Telephone:** 919 782-5022  
**Facsimile:** 919 782-7251  
**Date 1992:** Mar. 17-19, Merchandise Mart Charlotte, North Carolina  
  
**Date 1993:** Mar. 22-25

### **Certified Grocers of California Show**

**Category** Regional  
  
**Exhibits** Oriented towards supermarkets and wholesale trade  
  
**Exhibitors** NA  
  
**Visitors** Buyers from supermarkets and wholesalers  
  
**Contact:** Responsible Post for details  
  
**Telephone:**  
**Facsimile:**  
**Date 1992:** Jun. 24-25, Long Beach Convention Center, Long Beach, CA  
  
**Date 1993:** TBA

### **Confection West (West of Mississippi)**

**Category** Regional  
  
**Exhibits** Candy, displays, ingredients, packaging, all items related to manufacture, production and marketing  
  
**Exhibitors** 150  
  
**Visitors** Buyers from department stores, retail outlets and for giftbasket sales  
  
**Contact:** Cahners  
P.O.Box 3006  
Radner, PA  
19087  
  
**Telephone:** 215 687 3426

**Facsimile:** 215 687 3426  
**Date 1992:** April, Disneyland Hotel Anaheim, CA  
**Date 1993:** August

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**Confectionery Expo**

**Category** National  
**Exhibits**  
**Exhibitors** 14  
**Visitors**  
**Contact:** Responsible post for details.  
**Telephone:**  
**Facsimile:**  
**Date 1992:** Jun. 14-16, Hyatt Regency Chicago, IL  
**Date 1993:** TBA

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**Coppertunities- Montana Food Distributors Association**

**Category** Regional  
**Exhibits** Equipment emphasized, with a service sector  
**Exhibitors** 50  
**Visitors** Regional suppliers and retailers  
**Contact:** Montana Food Distributors Association  
P.O.Box 5775  
Helena, MT 59604  
**Telephone:** 406 449-6394  
**Facsimile:** 406 449-0647  
**Date 1992:** Jan. 10-12, Copperking Inn, Butte  
**Date 1993:** January

### **Crossroads of New England Foodservice Expo**

**Category** Regional

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

**Exhibitors** 350

**Visitors** Restaurant and hotel  
chains, independents,  
institutional food service

**Contact:** Cahners Exposition Group  
P.O.Box 35  
Boston, MA 02117-0035

**Telephone:** 617 536-8152  
**Facsimile:** 617 536-8719  
**Date 1992:** Feb. 2-3, Eastern States Exposition Center,  
W.Springfield,MA

**Date 1993:** TBA

### **Desert Food Service Expo**

**Category** Regional

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

**Exhibitors** 200

**Visitors** Buyers from hotels,  
restaurants, institutions  
and hospitality services

**Contact:** Gary Huffaker, California Restaurant Association  
3435 Wiltshire Blvd. Suite 2606  
Los Angeles, CA. 90019

**Telephone:** 213 384-1200  
**Facsimile:** 213 384-1623  
**Date 1992:** Dec. 5-6, Palm Springs Convention Center

**Date 1993:** TBA

**East Tennessee Food Service Show**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (40 per cent), beverages, equipment and services
<b>Exhibitors</b>	125
<b>Visitors</b>	Restaurants, hotels, institutional foodservice
<b>Contact:</b>	Tennessee Restaurant Association P.O. Box 1029 Franklin, TN, 37065-1029
<b>Telephone:</b>	615 790-2703
<b>Facsimile:</b>	615 790-2768
<b>Date 1992:</b>	Apr. 13-14, Knoxville Convention Center
<b>Date 1993:</b>	TBA

**East-South Regional Restaurant Hospitality Expo**

<b>Category</b>	Regional
<b>Exhibits</b>	Food and beverages (50 percent), equipment, furnishings and services related to the hospitality industry
<b>Exhibitors</b>	400
<b>Visitors</b>	Restaurant owners, hotels and institutional food service
<b>Contact:</b>	Restaurant Association of Metropolitan Washington 7926 Jones Branch Drive, Suite 530 McLean, VA 22102
<b>Telephone:</b>	703 356-1315
<b>Facsimile:</b>	703 893 4926
<b>Date 1992:</b>	Mar. 1-2, Washington Convention Center
<b>Date 1993:</b>	March



### Eastern Dairy Deli Taste Show

**Category** Regional

**Exhibits** Dairy and deli products (75 percent), baking products, foodservice, equipment and services

**Exhibitors** 300

**Visitors** Retailers, supermarket chains, specialty stores, restaurants/hotels, distributors

**Contact:** Eastern Dairy Deli Association  
295 Northern Blvd. Suite 306  
Great Neck NY 11021

**Telephone:** 516 487-4640  
**Facsimile:** 516 487-4013  
**Date 1992:** Oct. 21-22, Sheraton Hotel, Meadowlands, Secaucus, N.J.

**Date 1993:** October

### Eastern Frozen Foods Festival

**Category** Regional

**Exhibits** Frozen foods (90 per cent), refrigeration equipment and services

**Exhibitors** NA

**Visitors** Retailers and brokers, retail stores

**Contact:** Eastern Frosted Foods Association  
20 West Park Ave. Suite 203  
Long Beach, NY 11561

**Telephone:** 516 431-1772  
**Facsimile:** 516 431-2248

**Date 1992:** March, Meadowlands, N.J.

**Date 1993:** TBA

**Fine Foods Expo**

**Category** Regional

**Exhibits** Specialty foods and equipment

**Exhibitors** 200

**Visitors** Retailers, gourmet shops,  
restaurants, foodservice

**Contact:** GPC Trade Shows  
1099 Hingham Street  
Rockland, MA

**Telephone:** 617 871-2700  
**Facsimile:** 617 871-4721

**Date 1992:** Sept. 14-15, Royal Plaza Trade Center, Marlboro,  
MA

**Date 1993:** TBA

**Food and Fuel Convenience  
Store/Food Service Expo**

**Category** Regional

**Exhibits** Food, equipment and services

**Exhibitors** 200

**Visitors** Convenience store  
operators, service  
stations, supermarkets

**Contact:** Mid-Atlantic Food Dealers  
14 Commerce Street  
Baltimore, MD 21222

**Telephone:** 301 285-6777  
**Facsimile:** 301 285-6404

**Date 1992:** Mar. 17, Festival Hall, Baltimore, MA

**Date 1993:** TBA

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**Food Dealers Association of North Carolina**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (65 per cent), equipment and services
<b>Exhibitors</b>	315
<b>Visitors</b>	Buyers from retail grocers, supermarkets and convenience stores
<b>Contact:</b>	Food Dealers Association of North Carolina P.O.Box 6066 Charlotte, NC 28207
<b>Telephone:</b>	704 334-3935
<b>Facsimile:</b>	704 334-9126
<b>Date 1992:</b>	Aug. 9-11, Charlotte Convention Center, Charlotte, NC
<b>Date 1993:</b>	TBA

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**Food Dealers Association of Virginia**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (65 per cent), equipment and services
<b>Exhibitors</b>	175
<b>Visitors</b>	Buyers from retail grocers, chains and convenience stores
<b>Contact:</b>	Virginia Food Dealers Association 517 West Grace Street Richmond, VA 23220
<b>Telephone:</b>	804 644-0731
<b>Facsimile:</b>	804 644-1423
<b>Date 1992:</b>	Oct. 24-25, Scope Building Norfolk, Virginia
<b>Date 1993:</b>	TBA

**Food Marketing Institute/Supermarket Industry Convention and Educational Exposition**

- Category** National
- Exhibits** Food products (70 per cent), pharmaceuticals equipment and services related to supermarkets
- Exhibitors** 650
- Visitors** Buyers and management from supermarket chains, large independents; international attendance
- Contact:** Food Marketing Institute  
1750 K Street NW,  
Washington, DC 20006
- Telephone:** 202 452-8444  
**Facsimile:** 202 429-4519
- Date 1992:** May 3-6, McCormick Place, Chicago
- Date 1993:** May 9-12

**Food Merchants of Pennsylvania**

- Category** Regional
- Exhibits** Food products (80 per cent) equipment and services
- Exhibitors** 400
- Visitors** Local grocery chains, supermarkets, convenience stores
- Contact:** Pennsylvania Food Merchants Association  
P.O.Box 870  
Camp Hill, PA 17011
- Telephone:** 717 731-0600  
**Facsimile:** 717 731-0609
- Date 1992:** Sept. 20-22, Taj Mahal, Atlantic City
- Date 1993:** TBA

**Food Service Expo**

**Category** Regional

**Exhibits** Dairy and deli products and equipment used in their production

**Exhibitors** 75

**Visitors** Retailers

**Contact:** Mid-Atlantic Food Dealers  
14 Commerce Street  
Baltimore, MD 21222

**Telephone:** 410 285-6777  
**Facsimile:** 410 285-6404

**Date 1992:** Mar. 17, Festival Hall, Baltimore, MA

**Date 1993:** TBA

**Fresh Adventures**

**Category** National

**Exhibits** Produce (50 percent), equipment and packaging

**Exhibitors** 600

**Visitors** Retailers, wholesalers, brokers, growers, shippers and suppliers

**Contact:** United Fresh Fruit & Vegetable Association  
727 N. Washington  
Alexandria, VA. 22314

**Telephone:** 703 836-3410  
**Facsimile:** 703 836-7745

**Date 1992:** Feb. 16-18, Orange County Convention Center, Orlando, Florida

**Date 1993:** Feb. 21-23

**Garden State Restaurant Show**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (40 per cent), equipment and services
<b>Exhibitors</b>	150
<b>Visitors</b>	Buyers from restaurants, hotels, and institutions
<b>Contact:</b>	Garden State Restaurant Association P.O. Box 1136 Teaneck, NJ 07666
<b>Telephone:</b>	201 837-8200
<b>Facsimile:</b>	
<b>Date 1992:</b>	Apr. 6-7, Monmouth Park Race Track, Oceanpark, N.J.
<b>Date 1993:</b>	TBA

**Georgia School Food Service Association Expo**

<b>Category</b>	Regional
<b>Exhibits</b>	Food (50 percent), equipment supplies furnishings and services related to school college and university food services
<b>Exhibitors</b>	175
<b>Visitors</b>	School food service management, board of education and government representatives
<b>Contact:</b>	Georgia School Food Service Association 2372 Main Street Tucker, GA 30084
<b>Telephone:</b>	404 934-8890
<b>Facsimile:</b>	404 934-8917
<b>Date 1992:</b>	Apr. 2-5, Georgia International Trade & Convention Center
<b>Date 1993:</b>	Apr.1-4

**Gourmet Show**

**Category** National

**Exhibits** Specialty foods, beverages, upscale housewares and confections

**Exhibitors** 300

**Visitors** Retailers, restaurants, foodservice, wholesalers

**Contact:** Amy Kuklek, Tradexpo  
P.O.Box 802079  
Chicago, Ill. 60680

**Telephone:** 312 938-0127  
**Facsimile:** 312 938-9167

**Date 1992:** Jun. 19-21, McCormick Place, Chicago

**Date 1993:** TBA

**Harrisburg Restaurant Food & Equipment Show**

**Category** Regional

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

**Exhibitors** 300

**Visitors** Restaurant owners, institutional food services

**Contact:** Connie Mallos  
P.O. Box 2467  
Mechanicsburg, PA 17055

**Telephone:** 717 697-4183  
**Facsimile:** 717 790-9441

**Date 1992:** Apr. 7-8, Farmshow Complex Harrisburg

**Date 1993:** TBA

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**Holiday Expo**

<b>Category</b>	Regional
<b>Exhibits</b>	Liquor related, but also food, vending equipment, insurance and real estate
<b>Exhibitors</b>	300
<b>Visitors</b>	Holders of retail liquor licenses
<b>Contact:</b>	John Berglund, Holiday Expo 800-42nd Avenue North Minneapolis, MN 55412
<b>Telephone:</b>	(612) 522-9614
<b>Facsimile:</b>	
<b>Date 1992:</b>	Oct. 25-26
<b>Date 1993:</b>	Oct. 24-25

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**Host Midwest - Wisconsin Hospitality Expo**

<b>Category</b>	Regional
<b>Exhibits</b>	Food (45 per cent), equipment and services
<b>Exhibitors</b>	500
<b>Visitors</b>	Restaurants, hotels, cafeterias, institutions, delis and bakeries
<b>Contact:</b>	Wisconsin Restaurant Association 125 West Doty Street- Suite 200 Madison, WI 53703
<b>Telephone:</b>	608 251-3663
<b>Facsimile:</b>	608 251-3666
<b>Date 1992:</b>	Mar. 3-5, Mecca Milwaukee, WI
<b>Date 1993:</b>	Mar. 2-4



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**Hotel, Motel and Restaurant Supply Show of the South-East**

**Category** Regional

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

**Exhibitors** 400

**Visitors** Owners and managers of hotels, motels, restaurants and foodservice from South Carolina and surrounding states

**Contact:** Leisure Time Unlimited Inc.  
P.O. Box 332  
Myrtle Beach, SC 29578

**Telephone:** 803 448-9483  
**Facsimile:** 803 626-1513

**Date 1992:** Jan. 28-30, Myrtle Beach Convention Center

**Date 1993:** Jan. 26-28

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**IEFP Food Expo**

**Category** National

**Exhibits** Packaging, equipment and services for food processing industry

**Exhibitors** NA

**Visitors** Management, technical sales staff from major food processors.

**Contact:** International Exposition of Food Processors (IEFP)  
200 Dangerfield Road  
Alexandria, VA 22314

**Telephone:** 703 684-1080  
**Facsimile:** 703 548-6563

**Date 1992:** not held

**Date 1993:** Feb. 21-23

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**IFDA International Dairy Show**

**Category** National

**Exhibits** NA

**Exhibitors** NA

**Visitors** NA

**Contact:** Responsible Post for details.

**Telephone:**

**Facsimile:**

**Date 1992:** Sept. 30 - October 10, New Orleans, LA

**Date 1993:** TBA

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**International Boston Seafood Show**

**Category** National

**Exhibits** Seafoods of all types, seafood processing equipment, as well as equipment from supporting industries. Largest Seafood show in the world.

**Exhibitors** 1000

**Visitors** Over 18,000 retail, wholesale and foodservice buyers, processors and brokers from the United States and international markets.

**Contact:** International Boston Seafood Show,  
P.O.Box 7437,  
Portland, ME 04112-7437

**Telephone:** 207 772-3005

**Facsimile:** 207 772-5059

**Date 1992:** Mar. 17-19, Hynes Convention Center, Boston, MA

**Date 1993:** Mar. 16-18

### International Dairy-Deli-Bake Association Show

**Category** National

**Exhibits** Dairy-deli and bakery food and equipment

**Exhibitors** NA

**Visitors** Buyers, merchandisers and directors of retail, wholesale and convenience store chains.

**Contact:** International Dairy Deli Bakery Association  
313 Price Place, Suite 202  
Madison, WI 53705-0528

**Telephone:** 608 238-7908  
**Facsimile:** 608 238-6330

**Date 1992:** Jun. 7-9, New Orleans, LA

**Date 1993:** Jun. 6-8

### International Fancy Food and Confection Show (Summer)

**Category** National

**Exhibits** Specialty foods, gourmet delicacies and beverages, wholesalers, distributors, importers/exporters

**Exhibitors** 900

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

**Contact:** Cahners Expositions Group  
P.O.Box 3833  
Stamford, CT 06905-0833

**Telephone:** 203 325-5099  
**Facsimile:** 203 325-5000/1

**Date 1992:** Jul. 26-29, Washington Convention Center

**Date 1993:** TBA

**International Fancy Food and Confection Show (Winter)**

**Category** National

**Exhibits** Specialty foods gourmet delicacies and beverages, confection products

**Exhibitors** 650

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

**Contact:** Cahners Exposition Group  
P.O. Box 3833  
Stamford, CT 06905-0833

**Telephone:** 203 964-0000

**Facsimile:** 203 964-0179

**Date 1992:** Mar. 1-3, Moscone Center, San Francisco

**Date 1993:** TBA

**International Hotel Motel and Restaurant Show**

**Category** National

**Exhibits** Food and beverage (25 percent), equipment, furniture, supplies, telecommunications products, all restaurant-related services

**Exhibitors** 1500

**Visitors** International attendance from major hotel and restaurant chains, independents and all types of food service including institutional

**Contact:** International Hotel Motel and Restaurant Show  
2 Park Ave., Suite 1100  
New York, N.Y. 10016

**Telephone:** 212 686-6070  
**Facsimile:** 212 685-6598

**Date 1992:** Nov. 7-10, Jacob Javits Center, New York

**Date 1993:** Nov. 6-9

### **Iowa Restaurant and Beverage Association**

**Category** Regional

**Exhibits** Equipment, food and beverages

**Exhibitors** 250

**Visitors** Restaurateurs

**Contact:** Iowa Restaurant and Beverage Association  
606 Merle Hay Tower  
Des Moines, IA 50310

**Telephone:** (515) 276-1454  
**Facsimile:**

**Date 1992:** Oct. 11-12

**Date 1993:** TBA

### **Iowa Retail food Dealers Association**

**Category** Regional

**Exhibits** Food, services and equipment

**Exhibitors** 90

**Visitors** Store managers,  
warehouse buyers,  
convenience store  
managers

**Contact:** Iowa Retail Food Dealers Association  
2894 - 106th Street, Suite 102  
Des Moines, IA 50322

**Telephone:** (515) 270-2628  
**Facsimile:**

**Date 1992:** Oct. 16-18

**Date 1993:** TBA

**Kentucky Grocers Association  
Convention and Show**

**Category** Regional

**Exhibits** Food, beverage, equipment and services

**Exhibitors** 225

**Visitors** Wholesalers, independent  
grocers, convenience  
store chains, brokers and  
agents

**Contact:** Kentucky Grocers Association  
1939 Goldsmith Lane #134  
Louisville, Kentucky 40218

**Telephone:** 502 459-7111  
**Facsimile:** 502 454-3210

**Date 1992:** Apr. 21-23, Louisville, KY

**Date 1993:** TBA

**MAGA Annual Hispanic Sales,  
Marketing and Promotions  
Conference**

**Category** Regional

**Exhibits** NA

**Exhibitors** NA

**Visitors** NA

**Contact:** Responsible post for details.

**Telephone:**

**Facsimile:****Date 1992:** Feb. 26-29, Palm Springs Hilton, Palm Springs, CA**Date 1993:** TBA**Maine Food Service and Lodging Show****Category** Regional**Exhibits** Hospitality and service equipment, food contracts, room service supplies and furniture**Exhibitors** 100**Visitors** Restarant owners, instutional foodservice, hotel/motel trade**Contact:** North East Trade Shows  
P.O.Box 580  
North Yarmouth, MA**Telephone:** 207 775-1196**Facsimile:** 207 865-3299**Date 1992:** Mar. 24-25, Cumberland County Civic Center, Portland, ME**Date 1993:** TBA**Metro Food Service Show (Caterers World)****Category** Regional**Exhibits** Food products (80 per cent) and services**Exhibitors** 200**Visitors** Buyers from tri-state area, restaurants, hotels, foodservice, institutions and others in hospitality industry**Contact:** New York State Restaurant Association

505 Eighth Avenue  
New York, NY 10018

**Telephone:** 212 714-1330

**Facsimile:** 212 643-2692

**Date 1992:** Apr. 14-15, SUNY Farmingdale, NY

**Date 1993:** TBA

### **Mid-Atlantic Food Dealers Show**

**Category** Regional

**Exhibits** Food (70 per cent) equipment and services

**Exhibitors** 400

**Visitors** Food retailers,  
independents, buyers  
from restaurants/hotels

**Contact:** Mid-Atlantic Food Dealers  
14 Commerce Street  
Baltimore, MD 21222

**Telephone:** 301 285-6777

**Facsimile:** 301 285 6404

**Date 1992:** Sept. 20-22, Atlantic City

**Date 1993:** October

### **Mid-Atlantic Food Service and Lodging Expo**

**Category** Regional

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

**Exhibitors** 550

**Visitors** More than 80 percent are  
owners, managers, chefs  
or purchasing agents  
from restaurants from the  
five surrounding states.



**Contact:** Jody Pappas  
7113 Ambassador Road  
Baltimore, MD 21207

**Telephone:** 301 298-0011  
**Facsimile:** 301 298-0299

**Date 1992:** Dec. 1-2, Baltimore Convention Center

**Date 1993:** TBA

### Mid-Atlantic Soft-Serve/Pizza Show

**Category** Regional

**Exhibits** Soft-serve ice cream, yogurt, deli and pizza products

**Exhibitors** 435

**Visitors** Foodservice buyers both institutional and retail

**Contact:** Ohio Restaurant Association  
490 Lily Park Avenue Suite 200  
Columbus, Ohio

**Telephone:** 614 228-0522  
**Facsimile:** 614 228-5731

**Date 1992:** Feb. 16-17, Veterans Coliseum, Columbus, Ohio

**Date 1993:** Feb. 14-15

### Mid-Western Deli-Bakery Merchants Association

**Category** Regional

**Exhibits** Food products

**Exhibitors** NA

**Visitors** Retailers

**Contact:** Mid-Western Deli/Bakery Merchants Association  
333 North Michigan Ave.  
Chicago, IL 60601

**Telephone:** 312 332-1601  
**Facsimile:**  
**Date 1992:** Jun. 16, Drury Lane, Oak Brook  
**Date 1993:** TBA

██████████ **Midwest Food Expo - Minnesota Grocers Association**

**Category** Regional  
**Exhibits** Grocery related items  
**Exhibitors** 215  
**Visitors** Varies from small to corporate grocers  
**Contact:** Minnesota Grocers Association/Midwest Food Expo,  
533 St. Clair Avenue  
St. Paul, MN 55102  
**Telephone:** (612) 228-0973  
**Facsimile:**  
**Date 1992:** Sept. 26-28  
**Date 1993:** Sept. 25-27

██████████ **Midwest Regional Gift, Cheese and Specialty Food Show**

**Category** Regional  
**Exhibits** Specialty foods and beverages, gifts both retail and wholesale  
**Exhibitors** 150  
**Visitors** Specialty store owners, large buyers, chain stores  
**Contact:** Wisconsin Cheese/Specialty Food Merchants Association,  
302 E. Washington Ave. Suite 200

Madison, WI 53703

**Telephone:** 608 255-0373

**Facsimile:** 608 255-6600

**Date 1992:** Feb. 25 Mecca, Milwaukee, WI

**Date 1993:** TBA

### **Midwestern Food Service & Equipment Expo**

**Category** Regional

**Exhibits** Food (40 per cent) equipment and services related to the hospitality industry (Kansas, Missouri, Illinois, Iowa, Nebraska, Oklahoma and Arkansas)

**Exhibitors** 475

**Visitors** NA

**Contact:** Missouri Restaurant Association  
P.O. Box 10277  
Kansas City, MO 64111

**Telephone:** 816 753-5222

**Facsimile:** 816 753-6993

**Date 1992:** Oct. 4-5, Cervantes Convention Center, St. Louis

**Date 1993:** Oct. 31- Nov.2

### **Midwestern Frozen Food Show**

**Category** Regional

**Exhibits** Food (95 per cent), equipment and services

**Exhibitors** 100

**Visitors** F o o d s e r v i c e  
operators/institutes

**Contact:** Mid-Western Frozen Food Association  
333 North Michigan Avenue  
Chicago, IL 60601

**Telephone:** 312 332-1601  
**Facsimile:**  
**Date 1992:** Mar. 10, Drury Lane, Terrance  
**Date 1993:** TBA

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**Minnesota Bakers Association**

**Category** Regional  
**Exhibits** Bakery supplies  
**Exhibitors** 100  
**Visitors** Retail bakers  
**Contact:** Minnesota Bakers Association  
240 Minnetonka Avenue South  
Wayzata, MN 55391  
**Telephone:** (612) 475-0711  
**Facsimile:**  
**Date 1992:** Feb. 21-23  
**Date 1993:** TBA

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**Mid-Winter Tabletop Show /NFDA  
Annual Convention**

**Category** National  
**Exhibits** Low volume specialty foods and beverages  
**Exhibitors** 250  
**Visitors** Distributors, wholesalers  
**Contact:** National Food Distributors Association  
401 North Michigan Ave.  
Chicago, IL, 60611  
**Telephone:** 312 644-0610  
**Facsimile:** 312 245-1084  
**Date 1992:** Jan. 31 - Feb.2, Phoenix Civic Plaza Convention  
Center

Date 1993: Jan.

**Mississippi Restaurant Hospitality & Equipment Expo**

**Category** Regional

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

**Exhibitors** 175

**Visitors** NA

**Contact:** Mississippi Restaurant Association  
P.O. Box 16395  
Jackson, MS 39236

**Telephone:** 601 982-4281

**Facsimile:** 601 982-0062

**Date 1992:** Apr. 5-6, Trade Mart Building Jackson, Mississippi

**Date 1993:** TBA

**National American Wholesale Grocers Annual Convention**

**Category** National

**Exhibits** Foods (80 percent), consulting and other services

**Exhibitors** NA

**Visitors** Management and buyers from food wholesalers, trade relations reps. from food manufacturers

**Contact:** 201 Park Washington Court  
Falls Church, VA 22046

**Telephone:** 703 532-9400

**Facsimile:** 703 538-4673

**Date 1992:** Mar. 1-4, Fontainebleu Hilton, Miami Beach

**Date 1993:** Mar. 7-10

**██████████ National Association of College and University Food Services**

- Category** National
- Exhibits** Food products (55 per cent), distribution services and equipment.
- Exhibitors** 170
- Visitors** Participation limited to 170 exhibitors with members given first option. Food service directors and support staff from educational institutions
- Contact:** National Association of College and University Food Services  
NACUFS,  
1405 South Harrison Road, Suite 303  
Michigan State University,  
East Lansing, Michigan, 48824
- Telephone:** 517 332-2494  
**Facsimile:** 517 332-8144
- Date 1992:** Jul. 6-10, Cincinnati Convention Center
- Date 1993:** Jul. 5-10

**██████████ National Association of Convenience Stores Show**

- Category** National
- Exhibits** Food and beverage products (45 per cent), health and beauty aids, novelty items, equipment and store fixtures
- Exhibitors** 900
- Visitors** Owners and operators of convenience stores
- Contact:** National Association of Convenience Stores

1605 King Street  
Alexandria, VA 22314

**Telephone:** 703 684-3600  
**Facsimile:** 703-836-4564

**Date 1992:** Oct. 18-20, Georgia World Congress Center

**Date 1993:** Sept. 19-22

### **National Candy Wholesalers Association Show**

**Category** National

**Exhibits** Candies, chewing gum (75 per cent), health aids, tobacco and snack food

**Exhibitors** 400

**Visitors** Wholesalers, food brokers, drugstores, supermarkets and other retailers

**Contact:** National Candy Wholesalers Association  
1120 Vermont Avenue NW Suite 1120  
Washington, DC 20005

**Telephone:** 202 463-2124  
**Facsimile:** 202 467-0559

**Date 1992:** Feb. 13-15, San Diego Convention Center

**Date 1993:** Jul. 23-25

### **National Food Distributors Association Annual Convention**

**Category** National

**Exhibits** NA

**Exhibitors** NA

**Visitors** NA

**Contact:** Responsible Post for details.

**Telephone:**  
**Facsimile:**

**Date 1992:** Aug. 10-12, Las Vegas, NV

**Date 1993:**

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**National Frozen Food Show**

**Category** National

**Exhibits** Food (85 per cent), equipment and services

**Exhibitors** 140

**Visitors** Retailers, distributors,  
restaurants

**Contact:** National Frozen Food Association  
P.O. Box 6069  
Harrisburg, PA 17112

**Telephone:** 717 657-8601  
**Facsimile:** 717 657-9862

**Date 1992:** Oct. 26-29, Bally-Grand, Las Vegas

**Date 1993:** Oct. 3-6

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**National Grocers Association Show**

**Category** National

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

**Exhibitors** 425

**Visitors** Retailers, wholesalers and distributors

**Contact:** National Grocers Association  
1825 Samuel Morse Drive  
Reston, VA 22090

**Telephone:** 703 437-5300  
**Facsimile:** 703 437-7768



**Date 1992:** Feb. 2-5, Orange County Convention Center,  
Orlando, Florida

**Date 1993:** Feb. 7-10

### **National Nutritional Foods Expo**

**Category** National

**Exhibits** Health food products, beverages, health, beauty  
and personal care supplements

**Exhibitors** 600

**Visitors** Natural food wholesalers,  
distributors, retailers

**Contact:** National Nutritional Foods Association  
150 East Paularino, Suite 285  
Costa Mesa, CA 92626

**Telephone:** 714 966-6632  
**Facsimile:** 714 641-7005

**Date 1992:** Jul. 24-27, Opryland Hotel, Nashville, Tennessee

**Date 1993:** Jul. 17-20

### **National Pizza and Pasta Show (Spring)**

**Category** National

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

**Exhibitors** 250

**Visitors** P i z z a c h a i n s ,  
independents, Italian style  
restaurants, hotels.

**Contact:** Amy Kulek, Tradexpo  
P.O.Box 802079,  
Chicago, Ill. 60680

**Telephone:** 312 938-0127  
**Facsimile:** 312 938-9167

**Date 1992:** Jun. 19-21, McCormick Place, Chicago

**Date 1993:** TBA

### **National Pizza and Pasta Show (Fall)**

**Category** National

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

**Exhibitors** 200

**Visitors** Pizza chains, independents, Italian style restaurants, hotels

**Contact:** Amy Kulek, Tradexpo  
P.O.Box 802079  
Chicago, Ill. 60680

**Telephone:** 312 938-0127

**Facsimile:** 312 938-9167

**Date 1992:** Fall, Atlantic City

**Date 1993:** TBA

### **National Prepared Frozen Food Festival**

**Category** Regional

**Exhibits** Frozen foods, prepared and refrigerated foods

**Exhibitors** 130

**Visitors** Restaurants, institutions, supermarkets and independents

**Contact:** National Prepared & Frozen Food Association  
P.O. Box 1136  
Teaneck, NJ 07666

**Telephone:** 201 837-8200

**Facsimile:** 201 837-9770

**Date 1992:** Sept. 23, Giants Stadium East Rutherford, N.J.

Date 1993: TBA

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**National Produce Marketing Association Expo**

**Category** National

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

**Exhibitors** 900

**Visitors** Retailers, wholesalers, growers, foodservice

**Contact:** Produce Marketing Association  
1500 Casho Mill Road  
Newark, DE 19714

**Telephone:** 302 738-7100

**Facsimile:** 302 731-2409

**Date 1992:** Oct. 11-13, Colorado Convention Center, Denver

**Date 1993:** Oct. 24-26

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**National Restaurant Show**

**Category** National

**Exhibits** Food (30 per cent), beverages, equipment (50 per cent) and services

**Exhibitors** 1800

**Visitors** Restaurants, hotels, foodservice institutions, supermarkets and distributors

**Contact:** Dick Gaven  
150 N. Michigan Avenue, Suite 2000  
Chicago, Ill. 60601

**Telephone:** 312 853-2525

**Facsimile:** 312 853-2548

**Date 1992:** May 16-20 McCormick Place, Chicago

**Date 1993:** May 22-26

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**National Wholefood Show**

**Category** National

**Exhibits** Natural foods and beverages, vitamin supplements and body care

**Exhibitors** 150

**Visitors** Manufacturers, wholesalers, buyers, retail stores

**Contact:** Amy Kulek, Tradexpo  
P.O.Box 802079  
Chicago, Ill. 60680

**Telephone:** 312 938-0127

**Facsimile:** 312 938-9167

**Date 1992:** Jun. 19-21, McCormick Place, Chicago

**Date 1993:** TBA

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**Natural Foods Expo West/East**

**Category** Regional

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

**Exhibitors** 2000

**Visitors** Retail trade, distributors, importers/exporters

**Contact:** National Food Expo  
1301 Spruce St.  
Boulder Col. 80302

**Telephone:** 303 939-8440

**Facsimile:** 303 939-9559

**Date 1992:** Apr. 10-13, Anaheim, CA

**Date 1993:** Feb. 19-21

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**Nebraska Retail Grocers Association**

**Category** Regional

**Exhibits** Food and non-food products, services

**Exhibitors** 100

**Visitors** Retail grocers and employees, wholesalers and suppliers

**Contact:** Nebraska Retail Grocers Association  
6509 Irvington Road  
Omaha, NE 68122

**Telephone:** (402) 572-8991

**Facsimile:**

**Date 1992:** Jan. 23-24

**Date 1993:** TBA

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**New England Dairy Deli Bakery Trade Show and Seminar**

**Category** Regional

**Exhibits** Food (90 per cent) and equipment

**Exhibitors** 400

**Visitors** Retailers, wholesalers and distributors

**Contact:** 400 Washington St. Suite 106  
Braintree, MA 02184

**Telephone:** 617 849-1334

**Facsimile:** 617 849-0821

**Date 1992:** Apr. 7-8, Bayside Expo Center, Boston, MA

**Date 1993:** Apr. 13-14

**██████████ New York Fall Tabletop Show**

**Category** Regional

**Exhibits** Housewares, foodservice equipment and food

**Exhibitors** 100

**Visitors** Restaurant owners,  
institutional buyers, retail  
stores, import/export,  
boutiques

**Contact:** George Little Management  
2 Park Avenue, Suite 1100  
New York, NY, 10016-5748

**Telephone:** 212 686-6070  
**Facsimile:** 212 685-6598

**Date 1992:** Nov. 7-10, 69th Infantry Armory, New York, NY

**Date 1993:** TBA

**██████████ New York Spring Tabletop Show**

**Category** Regional

**Exhibits** Housewares, foodservice equipment and food

**Exhibitors** 100

**Visitors** Restaurant owners,  
institutional buyers, retail  
stores, import/export,  
boutiques

**Contact:** George Little Management  
2 Park Avenue, Suite 1100  
New York, NY, 10016-5748

**Telephone:** 212 686-6070  
**Facsimile:** 212 685-6598

**Date 1992:** Apr. 25-28, 69th Infantry Armory, New York, NY

**Date 1993:** TBA

**New York State Food Merchants Association**

- Category** Regional
- Exhibits** Food products (80 per cent), equipment and related services
- Exhibitors** 450
- Visitors** Buyers from the tri-state area, supermarkets, corner stores, independents
- Contact:** New York State Food Merchants Association  
50 Broadway  
New York, NY 10004
- Telephone:** 212 558-6500
- Facsimile:**
- Date 1992:** Oct. 25-27, Concord Hotel
- Date 1993:** Jan. 22-24

**NFBA Sales and Marketing Convention and Marketplace Expo**

- Category** National
- Exhibits** Food products (90 per cent) and services
- Exhibitors** 200
- Visitors** Brokers and food manufacturers
- Contact:** National Food Brokers Association  
1010 Massachusetts Avenue NW  
Washington, DC 20001
- Telephone:** 202 789-2844
- Facsimile:** 202 842-0839
- Date 1992:** Dec. 4-8, New Orleans Convention Center
- Date 1993:** Dec. 3-7

**North Dakota Grocers Association**

**Category** Regional

**Exhibits** Food and non-food items

**Exhibitors** 100

**Visitors** Grocers

**Contact:** North Dakota Grocers Association  
P.O.Box 758  
Bismarck, ND 58502

**Telephone:** (701) 223-4106  
**Facsimile:**

**Date 1992:** Jan. 10-12

**Date 1993:** TBA

**Northeast Food Service & Lodging Expo**

**Category** Regional

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

**Exhibitors** 600

**Visitors** Restaurants and hotel chains, independents, institutional food services, health care buyers

**Contact:** Cahners Exposition Group  
P.O. Box 35  
Boston, MA 02117-0035

**Telephone:** 617 536-8152  
**Facsimile:** 617 536-8719

**Date 1992:** Apr. 12-14, Bayside Exposition Center Boston

**Date 1993:** Apr.25-27



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**██████████ Northeast Regional Food Service Show**

**Category** Regional

**Exhibits** Food (45 per cent), equipment and services

**Exhibitors** 200

**Visitors** Restaurants, hotels, cafeterias, delis, bakeries, institutions, supermarkets

**Contact:** Wisconsin Restaurant Association  
125 West Doty Street, Suite 200  
Madison, WI 53703

**Telephone:** 608 251-3663  
**Facsimile:** 608 251-3666

**Date 1992:** Oct. 19-20, Green Bay Expo Center

**Date 1993:** Oct. 18-19

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**██████████ Northwest Nutritional Foods Show**

**Category** Regional

**Exhibits**

**Exhibitors** NA

**Visitors** Natural food buyers from Pacific Northwest

**Contact:** Kathy Spector,  
Northwest Nutritional Foods Association  
1303 Monroe St.  
Port Townsend, WA 98368

**Telephone:** 206 385-1186  
**Facsimile:**

**Date 1992:** Feb. 26 - Mar. 1, Tacoma, WA

**Date 1993:** TBA

**OFI's Convention and Trade Show**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (65 per cent) equipment and related retail food services
<b>Exhibitors</b>	250
<b>Visitors</b>	Retailers, wholesalers and brokers
<b>Contact:</b>	Association of Oregon Food Industries P.O.Box 12847 Salem, OR 97309
<b>Telephone:</b>	503 363-3768
<b>Facsimile:</b>	503 363-5433
<b>Date 1992:</b>	Oct. 22-25, Lane County Fair Grounds, Eugene, Oregon
<b>Date 1993:</b>	Oct. 21-24

**Ohio Grocers Association Show**

<b>Category</b>	Regional
<b>Exhibits</b>	Food products (65 per cent), equipment, furnishings and services
<b>Exhibitors</b>	400
<b>Visitors</b>	Food retailers including chains and independents, corner store owners
<b>Contact:</b>	Ohio Grocers Association 1564 West 1st Ave. Columbus, OH 43212
<b>Telephone:</b>	614 487-9991
<b>Facsimile:</b>	614 487-9806
<b>Date 1992:</b>	Oct. 23-25, Columbus Convention Center
<b>Date 1993:</b>	Oct. 8-10

### Ohio Hospitality Industry Expo

<b>Category</b>	Regional
<b>Exhibits</b>	Foods and beverages (45 per cent), equipment, supplies and services for hospitality industry
<b>Exhibitors</b>	450
<b>Visitors</b>	Hotels, restaurants and foodservice
<b>Contact:</b>	Ohio Restaurant Association 490 City Park Avenue Suite 200 Columbus, OH 43215
<b>Telephone:</b>	614 228-0522
<b>Facsimile:</b>	614 228-5731
<b>Date 1992:</b>	Feb. 16-17, Veterans Memorial Coliseum, Columbus, Ohio
<b>Date 1993:</b>	Feb. 14-15

### Pacific International Restaurant Show

<b>Category</b>	Regional
<b>Exhibits</b>	Foods and beverages (45 per cent), china, supplies, furnishings, equipment and services
<b>Exhibitors</b>	1000
<b>Visitors</b>	West Coast restaurants, hotels and institutional foodservice
<b>Contact:</b>	Restaurant Association of Washington 600 Steward St. Suite 220 Seattle, WA 98101
<b>Telephone:</b>	206 441-1190
<b>Facsimile:</b>	206 441-8746
<b>Date 1992:</b>	Mar. 28-30, King Dome Seattle, WA
<b>Date 1993:</b>	TBA

**Philadelphia National Candy Show  
(Fall)**

- Category** National
- Exhibits** Candy, displays, ingredients and packaging, all items related to manufacture, production and marketing
- Exhibitors** 300
- Visitors** Buyers from department stores, retail stores, and for giftbaskets
- Contact:** P.O.Box 3006  
Radner, PA 19087
- Telephone:** 215 688-7027  
**Facsimile:** 215 687 3426
- Date 1992:** Sept. 13-15, Valley Forge Lodge, King of Prussia, PA
- Date 1993:** Sept. 12-14

**Philadelphia National Candy Show  
(Spring)**

- Category** National
- Exhibits** Candy, displays, ingredients and packaging, clothing, all items related to manufacture, production and marketing
- Exhibitors** 300
- Visitors** Buyers from department stores, retail stores, and for giftbaskets
- Contact:** P.O.Box 3006  
Radner, PA 19087
- Telephone:** 215 688-7027  
**Facsimile:** 215 687 3426
- Date 1992:** Jan. 1-15, Valley Forge Lodge, King of Prussia, PA

**Date 1993:** Jan. 10-12

**Philadelphia Restaurant Food & Equipment Show**

**Category** Regional

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

**Exhibitors** 400

**Visitors** Restaurant owners, institutional foodservice

**Contact:** Connie Mallos  
P.O. Box 2467  
Mechanicsburg, PA 17055

**Telephone:** 717 697-4183

**Facsimile:** 717 790-9441

**Date 1992:** Apr. 26-27, Valley Forge Lodge, King of Prussia, PA

**Date 1993:** TBA

**Retail Bakers of America**

**Category** National

**Exhibits** Baking ingredients (45 per cent), equipment and services

**Exhibitors** 400

**Visitors** Bakers, distributors and equipment suppliers

**Contact:** Retail Bakers of America  
6525 Bellcrest Road  
Hyattsville, MD 20782

**Telephone:** 301 277-0990

**Facsimile:** 301 277-2090

**Date 1992:** Mar. 21-24, Convention Center Anaheim, CA.

**Date 1993:** Mar. 27-30

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**Retail Grocers Association of Arizona  
Trade Show**

**Category** Regional

**Exhibits** Food (60 per cent), equipment and services

**Exhibitors** 300

**Visitors** Retail food stores and  
supermarkets

**Contact:** Retail Grocers Association of Arizona  
120 East Pierce  
Phoenix, AZ 85004

**Telephone:** 602 252-9761

**Facsimile:** 602 252-9021

**Date 1992:** May 16-17, Phoenix Civic Plaza Convention Center

**Date 1993:** May 15-18

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**Seafare International**

**Category** National

**Exhibits** Food products, equipment and services related to  
the seafood industry

**Exhibitors** 500

**Visitors** NA

**Contact:** Seafare Expositions Inc.  
454 N. 34th Street  
Seattle, WA 98103

**Telephone:** 206 547-6030

**Facsimile:** 206 548-9346

**Date 1992:** Feb. 12-14, Long Beach Convention Center, Long  
Beach, CA

**Date 1993:** TBA

### Show East

- Category** National
- Exhibits** Snack foods, leisure-time foods i.e. hot dogs and popcorn, motion picture equipment and theatre furnishings
- Exhibitors** 175
- Visitors** Theatre owners and managers, film distributors
- Contact:** Robert Sunshine  
244 West 49th Street, Suite 305  
New York, NY, 10019
- Telephone:** 212 246-6460  
**Facsimile:** 212 265-6428
- Date 1992:** Oct. 13-15, Taj Mahal, Atlantic City
- Date 1993:** Oct.

### Show West

- Category** National
- Exhibits** Snack food, leisure-time foods i.e. popcorn hot dogs, motion picture equipment and theatre furnishings
- Exhibitors** 290
- Visitors** Theatre owners and managers, film distributors
- Contact:** NATO/Show West  
116 North Robertson, Suite F  
Los Angeles, CA 90048
- Telephone:** 213 657-7724  
**Facsimile:** 213 657-4758
- Date 1992:** Feb. 17-20, Bally-Grand, Las Vegas
- Date 1993:** TBA

**Snaxpo**

**Category** National

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

**Exhibitors** 500

**Visitors** S n a c k f o o d  
manufacturers

**Contact:** Snack Food Association  
1711 King Street  
Alexandria, VA 22314

**Telephone:** 703 836-4500  
**Facsimile:** 703 836-8262

**Date 1992:** Feb. 22-28, Moscone Center, San Francisco, CA

**Date 1993:** TBA

**South-Eastern Hospitality and  
Foodservice Show**

**Category** Regional

**Exhibits** NA

**Exhibitors** NA

**Visitors** NA

**Contact:** Cahners Exposition Group, Food Service Division  
P.O.Box 35,  
Boston, MA 02117-0035

**Telephone:** 617 536-8152  
**Facsimile:** 617 536-8719

**Date 1992:** Oct. 11-13, Georgia World Congress Center,  
Atlanta, GA

**Date 1993:** TBA



**South-Eastern US Food Service Expo**

- Category** Regional
- Exhibits** Food (40 percent), equipment (15 percent), food service supplies
- Exhibitors** 725
- Visitors** Restaurant owners, purchasing agents for institutional food services, airlines and cruise lines
- Contact:** Florida Restaurant Association  
2441 Hollywood Boulevard  
Hollywood, FL 33020
- Telephone:** 305 921-6300  
**Facsimile:** 305 925-6381
- Date 1992:** Sept. 18-20, Orange County Convention Center, Orlando, Florida
- Date 1993:** Aug. 27-29

**Southern County Food Service Expo**

- Category** Regional
- Exhibits** Food (65 per cent), equipment and services related to restaurant/hotel industry
- Exhibitors** 300
- Visitors** Buyers from hotels, restaurants, institutions and hospitality services
- Contact:** Gary Huffaker,  
California Restaurant Association  
3435 Wiltshire Blvd. Suite 2606  
Los Angeles, CA. 90019
- Telephone:** 213 384-1200  
**Facsimile:** 213 384-1623
- Date 1992:** Mar. 8-9, San Diego Convention Center
- Date 1993:** TBA

**Sweet Snacks/Chocolate Expo and Annual Convention**

- Category** National
- Exhibits** (Held every three years) Chocolate, coatings, flavourings and other ingredients, equipment, packaging, films and materials
- Exhibitors** 220
- Visitors** Association members, non-members in trade and technical buyers of equipment
- Contact:** National Confectioners Association  
7900 Westpark Drive - Suite A320  
McLean, VA 22102
- Telephone:** 703 790-5750  
**Facsimile:** 703 790-5752
- Date 1992:** Jun. 14-16, Hyatt Regency, Chicago
- Date 1993:** no show

**Tennessee Food Service Expo**

- Category** Regional
- Exhibits** Food products (40 per cent), beverages equipment services
- Exhibitors** 325
- Visitors** Restaurants, hotels, institutional foodservice
- Contact:** Tennessee Restaurant Association  
P.O. Box 1029  
Franklin, TN 37065-1029
- Telephone:** 615 790-2703  
**Facsimile:** 615 790-2768
- Date 1992:** Nov. 9-10, Opryland Hotel, Nashville, Tennessee

**Date 1993:** TBA

**Tennessee Grocers Association  
Convention and World of Food Show**

**Category** Regional

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

**Exhibitors** 275

**Visitors** Wholesalers, grocers, supermarkets and retailers

**Contact:** Tennessee Grocers Association  
1838 Elm Hill Pike Suite 136  
Nashville, TN 37210-3726

**Telephone:** 615 889-0136

**Facsimile:** 615 889-2877

**Date 1992:** Apr. 25-27, Cook Convention Center, Memphis, Tennessee

**Date 1993:** TBA

**Texas Food Industry Association**

**Category** Regional

**Exhibits** Foods (55 per cent), equipment and services

**Exhibitors** 450

**Visitors** Grocers, distributors, buyers for independent supermarkets and convenience stores

**Contact:** Texas Food Industry Association  
7333 Highway 290 East  
Austin, TX 78723

**Telephone:** 512 926-9285

**Facsimile:** 512 926-0917

**Date 1992:** Jun. 14-15, George R. Brown Convention Center, Houston

**Date 1993:** June 10-16

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**The Hospitality Show**

**Category** Regional

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

**Exhibitors** 425

**Visitors** Owners and managers of food service establishments from a ten state area

**Contact:** Colorado Restaurant Association  
899 Logan- Suite 300  
Denver, CO 80203-2972

**Telephone:** 303 830-2972

**Facsimile:** 303 830-2973

**Date 1992:** Apr. 12-13, Colorado Convention Center, Denver, CO

**Date 1993:** Mar. 21-22

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**Tristate Restaurant Food & Equipment Show**

**Category** Regional

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

**Exhibitors** 250

**Visitors** Restaurant owners, institutional foodservice

**Contact:** Connie Mallos  
PO. Box 2467  
Mechanicsburg, PA 17055

**Telephone:** 717 697-4183

**Facsimile:** 717 790-9441

**Date 1992:** Mar. 15-16, Expo Mart, Monroeville

**Date 1993:** TBA

### **Upper Midwest Restaurant and Lodging Show**

**Category** Regional

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

**Exhibitors** 400

**Visitors** Restaurant owners, hotel managers from chains and independents and operators of foodservice establishments

**Contact:** Hospitality Trade Show  
871 West Jefferson Avenue  
St. Paul, MN 55102

**Telephone:** 612 222-7401

**Facsimile:** 612 222-7347

**Date 1992:** Feb. 23-25, Minneapolis Convention Center

**Date 1993:** Feb. 21-23

### **Utah Retail Grocers Association**

**Category** Regional

**Exhibits** Foods (75 per cent), equipment and services

**Exhibitors** 90

**Visitors** Regional supermarket chains, independents and corner grocers

**Contact:** Utah Retail Grocers Association  
1578 West 1700 South  
Salt Lake City, UT 84104

**Telephone:** 801 973-9517

**Facsimile:** 801 972-8712

**Date 1992:** Sept. 28-29, Salt Palace, Salt Lake City

**Date 1993:** Sept. 27-28

**Washington State Food Dealers Association Convention**

**Category** Regional

**Exhibits** Goods and equipment for retail grocery

**Exhibitors** 400

**Visitors** Retail grocers from  
Washington and Alaska

**Contact:** Washington State Food Dealers Association  
480 East 19th Street  
Tacoma, WA 98421

**Telephone:** 206 272-2966

**Facsimile:** 206 272-2723

**Date 1992:** Aug. 20-23, Tacoma Dome, Tacoma, WA

**Date 1993:** TBA

**Western Association of Food Chains Show**

**Category** Regional

**Exhibits** Convention only - no exhibits

**Exhibitors** NA

**Visitors** Food store chain owners  
and operators

**Contact:** Western Association of Food Chains, Inc.,  
825 Colorado Blvd., Suite 202  
Los Angeles, CA 90041-1714

**Telephone:** 213 254-7279

**Facsimile:** 213 254-6032

**Date 1992:** Apr. 4-9, San Diego, CA

**Date 1993:** TBA

### **Western Restaurant Show**

- Category** Regional
- Exhibits** Food (65 per cent), equipment and services related to restaurant/hotel industry. Second largest restaurant show in the U.S.
- Exhibitors** 2000
- Visitors** Buyers from hotels, restaurants, institutions and hospitality services from 13 western states
- Contact:** Gary Huffaker,  
California Restaurant Association  
3435 Wiltshire Blvd. Suite 2606  
Los Angeles, CA 900-0816
- Telephone:** 213 384-1200  
**Facsimile:** 213 384-1623
- Date 1992:** Aug. 15-18, Moscone Center, San Francisco
- Date 1993:** Aug. 14-17

### **Western States Meat Association Annual Convention**

- Category** Regional
- Exhibits** NA
- Exhibitors** NA
- Visitors** NA
- Contact:** Responsible Post for details.
- Telephone:**  
**Facsimile:**
- Date 1992:** Feb. 27-29, Palm Springs, CA
- Date 1993:** TBA

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### Atlanta

Carolina Food Service Expo  
East Tennessee Food Service Show  
Food Dealers Association of North Carolina  
Fresh Adventures  
Georgia School Food Service Association Expo  
Hotel Motel and Restaurant Supply Show of the South-East  
Mississippi Restaurant Hospitality & Equipment Expo  
National American Wholesale Grocers Annual Convention  
National Association of Convenience Stores Annual Convention  
National Association of Convenience Stores Show  
National Grocers Association Show  
National Nutritional Foods Expo  
South-Eastern Hospitality and Foodservice Show  
South-Eastern US Food Service Expo  
Tennessee Food Service Expo  
Tennessee Grocers Association Convention + World of Food Show

### Boston

Crossroads of New England Foodservice Expo  
Fine Foods Expo  
International Seafood Show  
Maine Food Service and Lodging Show  
New England Dairy Deli Bakery Trade Show and Seminar  
Northeast Food Service & Lodging Expo

### Chicago

FMI Supermarket Foodservice Conference  
Gourmet Show  
Host Midwest-Wisconsin Hospitality Expo  
Mid-Western Deli-Bakery Merchants Association  
Midwestern Food Service & Equipment Expo  
Midwestern Frozen Food Show  
National Pizza and Pasta Show  
National Restaurant Show  
National Wholefood Show  
Northeast Regional Food Service Show  
Sweet Snacks/Chocolate Expo and Annual Convention

### Cleveland

Harrisburg Restaurant Food & Equipment Show  
Kentucky Grocers Association Convention and Show  
National Association of College and University Food Services  
Ohio Grocers Association Show  
Ohio Hospitality Industry Expo  
Philadelphia Restaurant Food & Equipment Show



**Tristate Restaurant Food & Equipment Show****Dallas**

IFDA International Dairy Show  
International Dairy-Deli-Bake Association Show  
NFBA Sales and Marketing Convention and Marketplace Expo  
Texas Food Industry Association

**Los Angeles**

California Grocers Association Convention and Trade Show  
Desert Food Service Expo  
MAGA Annual Hispanic Sales, Marketing and Promotions Conference  
Mid-Winter Tabletop Show /NFDA Annual Convention  
National Candy Wholesalers Association Show  
National Food Distributors Association Annual Convention  
National Frozen Food Show  
Retail Grocers Association of Arizona Trade Show  
Seafare International  
Show West  
Southern County Food Service Expo  
Western Association of Food Chains Show

**Miami**

Aquaculture 92 Conference and Exposition  
San Juan Food and Equipment Trade Expo  
Minneapolis Holiday Expo

**Minneapolis**

Coppertunities- Montana Food Distributors Association  
Iowa Restaurant and Beverage Association  
Iowa Retail food Dealers Association  
Midwest Food Expo - Minnesota Grocers Association  
Minnesota Bakers Association  
Nebraska Retail Grocers Association  
North Dakota Grocers Association  
Upper Midwest Restaurant and Lodging Show

**New York**

Eastern Dairy Deli Taste Show  
Eastern Frozen Foods Festival  
Food Merchants of Pennsylvania  
Garden State Restaurant Show  
International Hotel Motel and Restaurant Show  
Metro Food Service Show (Caterers World)  
Mid-Atlantic Food Dealers Show  
National Pizza and Pasta Show (Fall)  
National Prepared Frozen Food Festival  
Fall Tabletop Show  
Spring Tabletop Show  
State Food Merchants Association

Show East

**San Francisco**

Certified Grocers of California Show  
International Fancy Food and Confection Show (Winter)  
National Produce Marketing Association Expo  
Natural Foods Expo West/East  
Retail Bakers of America  
Snaxpo  
The Hospitality Show  
Utah Retail Grocers Association  
Western Restaurant Show  
Western States Meat Association Annual Convention

**Seattle**

Northwest Nutritional Foods Show  
OFI's Convention and Trade Show  
Pacific International Restaurant Show  
Washington State Food Dealers Association Convention

**St. Louis**

Midwest Regional Gift, Cheese and Speciality Food Show

**Washington**

Baking Industry Expo  
Food Dealers Association of Virginia  
Food Service Expo  
Food and Fuel Convenience Store/Food Service Expo  
IEFP Food Expo  
International Fancy Food and Confection Show (Summer)  
Mid-Atlantic Food Dealers Show  
Mid-Atlantic Food Service and Lodging Expo

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- 10-12 North Dakota Grocers Association
- 28-30 Hotel Motel and Restaurant Supply Show of the South-East
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### February 1992

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- 2-5 National Grocers Association Show
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### March 1992

- 1-2 East-South Regional Restaurant Hospitality Expo
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- 1-4 National American Wholesale Grocers Annual Convention
- 3 Eastern Frozen Foods Festival
- 3-5 Host Midwest-Wisconsin Hospitality Expo
- 8-9 Southern County Food Service Expo
- 10 Midwestern Frozen Food Show
- 15-16 Tristate Restaurant Food & Equipment Show
- 17 Food Service Expo
- 17 Food and Fuel Convenience Store/Food Service Expo
- 17-19 Carolina Food Service Expo
- 17-19 International Boston Seafood Show
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### April 1992

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- 4 Confection West (West of Mississippi)
- 4-9 Western Association of Food Chains Show
- 5-6 Mississippi Restaurant Hospitality & Equipment Expo
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- |                |   |
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| 7-8            | New England Dairy Deli Bakery Trade Show and Seminar                                |
| 10-13          | Natural Foods Expo West/East  |
| 12-13          | The Hospitality Show  |
| 12-14          | Northeast Food Service & Lodging Expo   |
| 13-14          | East Tennessee Food Service Show  |
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| 25-28          | New York Spring Tabletop Show   |
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| 16-20          | National Restaurant Show  |
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| 7-9            | International Dairy-Deli-Bake Association Show                                      |
| 14-15          | Texas Food Industry Association   |
| 14-16          | Confectionery Expo  |
| 14-16          | Sweet Snacks/Chocolate Expo and Annual Convention                                   |
| 16             | Mid-Western Deli-Bakery Merchants Association                                       |
| 19-21          | Gourmet Show  |
| 19-21          | National Pizza and Pasta Show   |
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| 26-29          | International Fancy Food and Confection Show (Summer)                               |
| August 1992    |   |
| 9-11           | Food Dealers Association of North Carolina  |
| 10-12          | National Food Distributors Association Annual Convention                            |
| 15-18          | Western Restaurant Show   |
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26-28 Midwest Food Expo - Minnesota Grocers Association  
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23-25 Ohio Grocers Association Show  
24-25 Food Dealers Association of Virginia  
25-26 Holiday Expo  
25-27 New York State Food Merchants Association  
25-28 National Association of Convenience Stores Annual Convention  
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November 1992

7-10 International Hotel Motel and Restaurant Show  
7-10 New York Fall Tabletop Show  
9-10 Tennessee Food Service Expo

December 1992

1-2 Mid-Atlantic Food Service and Lodging Expo  
4-8 NFBA Sales and Marketing Convention and Marketplace Expo  
5-6 Desert Food Service Expo

## Canadian Government Trade Offices in the United States

For each Office the name of the officer responsible for the agri-food sector is included.

Mr. Rafael (Ray) Munoz  
Commercial Officer  
Canadian Consulate General  
400 South Tower  
One CNN Center  
Atlanta, Georgia 30303 2705  
Tel: (404) 577-6810  
Fax: (404) 524-5046  
(see also Satellite Office in Miami)

Territory: Alabama, Florida,  
Georgia, North Carolina  
& South Carolina,  
Tennessee, Mississippi

Mr. Jack McManus  
Commercial Officer  
Canadian Consulate General  
Three Copley Place  
Suite 400  
Boston, Massachusetts 02116  
Tel: (617) 262-3760  
Fax: (617) 262-3415

Territory: Maine, Massachussets  
New Hampshire, Rhode  
Island, Vermont

Ms. Marcia Grove  
Commercial Officer  
Canadian Consulate General  
One Marine Midland Center  
Suite 3550  
Buffalo, New York 14203 2884  
Tel: (716) 852-1247  
Fax: (716) 852-4340

Territory: West, Central and  
Upstate New York

Ms. Karen Willhite  
Commercial Officer  
Canadian Consulate General  
180 North Stetson Drive  
2 Prudential Building, Suite 2400  
Chicago, Illinois 60601  
Tel: (312) 616-1860  
Fax: (312) 616-1877

Territory: Illinois, Missouri,  
Wisconsin, Quad-City  
region of Iowa, Kansas  
City

Ms Betsy Holm  
Commercial Officer  
Canadian Consulate General  
Illuminating Building  
55 Public Square  
Suite 1008  
Cleveland, Ohio 441133 1983  
Tel: (216) 771-0150  
Fax: (216) 771-1688  
(also, see Satellite Office  
in Cincinnati)

Territory: Kentucky, Ohio,  
West Virginia, Western  
Pennsylvania

Ms. Joanne Legault  
Trade Commissioner and Vice-Consul  
Canadian Consulate General  
St. Paul Place  
750 N. St. Paul Street  
Suite 1700  
Dallas, Texas 75201 9990  
Tel: (214) 922-9806  
Fax: (214) 922-9815

Territory: Arkansas, Kansas  
(except Kansas City)  
Louisiana, New Mexico,  
Texas, Oklahoma

Mr. James Lyons  
Commercial Officer  
Canadian Consulate General  
600 Renaissance Center  
Suite 1100  
Detroit, Michigan 48243 1704  
Tel: (313) 567-2340  
Fax: (313) 567-2164

Territory: Michigan, Indiana,  
City of Toledo

Mr. Carl Light  
Commercial Officer  
Canadian Consulate General  
300 South Grand Avenue  
10th Floor  
California Plaza  
Los Angeles, California 90071  
Tel: (213) 687-7432  
Fax: (213) 620-8827

Territory: Arizona, 10 South  
Counties of California  
Clark County Nevada

Ms. Margaret Mearns  
Commercial Officer  
Canadian Consulate General  
701 Fourth Avenue South, Suite 900  
Minneapolis, Minnesota 55415-1899  
Tel: (612) 333-4641  
Fax: (612) 332-4061

Territory: Iowa, Minnesota,  
Montana, Nebraska,  
North & South Dakota

Mr. Richard Campanale  
Commercial Officer  
Canadian Consulate General  
1251 Avenue of the Americas  
New York, NY 10020 1175  
Tel: (212) 768-2400  
Fax: (212) 768-2440

Territory: Connecticut, New  
Jersey, Southern  
New York

Ms. Arlene Holden  
Commercial Officer  
Canadian Consulate General  
50 Fermont Street, Suite 2100  
San Francisco, California 94105  
Tel: (415) 495-6021  
Fax: (415) 541-7708  
(also, see Satellite Office in Denver)

Territory: California (except  
10 South Counties)  
Colorado, Hawaii,  
Nevada (except  
Clark County), Utah,  
Wyoming

Mr. Doug McCracken  
Commercial Officer  
Oregon, Washington  
Canadian Consulate General  
412 Plaza 600  
Sixth and Stewart  
Seattle, Washington 98101 1286  
Tel: (206) 443-1777  
Fax: (206) 443-1782

Territory: Alaska, Idaho



Ms. Cynthia Stevenson  
Commercial Officer  
Canadian Embassy  
501 Pennsylvania Ave. N.W.  
Washington, D.C. 20008  
Tel: (202) 682-1740  
Fax: (202) 682-7726

Territory: District of Columbia,  
Virginia, Maryland,  
Delaware, East  
Pennsylvania

Satellite Trade Offices

Mr. Steve Pickens  
Commercial Officer  
Canadian Government Trade Office  
1120 Chiquita Plaza  
250 East 5th Street  
Cincinnati, Ohio 45202  
Tel: (513) 762-7655  
Fax: (513) 762-7802

Territory: Kentucky, S. Ohio,  
West Virginia

Mr. Gibson McEwen  
Consul and Trade Commissioner  
Canadian Gov't Trade Office  
999-18th Street, Suite 1000  
Denver, Colorado 80202  
Tel: (303) 291-9611  
Fax: (303) 291-9615

Territory: Colorado, Utah,  
Wyoming

Mr. Stewart Beck  
Trade Commissioner  
Canadian Govt. Trade Office  
801 Brickell Avenue, Suite 920  
Miami, Florida 33131  
Tel: (305) 372-2352  
Fax: (305) 374-6774

Territory: Florida, Puerto  
Rico, US Virgin  
Islands

Mr. Matthew Share  
Commercial Officer  
Canadian Govt. Trade Office  
One Gateway Centre, South Wing  
9th Floor  
Pittsburgh, Pennsylvania 15222  
Tel: (412) 392-2308  
Fax: (412) 392-2317

Territory: West Pennsylvania  
and West Virginia

**International Trade Centre Locations****Vancouver**

International Trade Centre  
900-650 West Georgia Street  
PO Box 11610  
Vancouver, British Columbia  
V6B 5H8  
Tel: (604)666-0434  
Fax: (604)666-8330  
Telex: 045-1191

**Whitehorse**

Suite 301  
108 Lambert Street  
Whitehorse, Yukon  
Y1A 1Z2  
Tel: (403)668-4655  
Fax: (403)668-5003

**Edmonton**

International Trade Centre  
Canada Place  
Suite 540  
9700 Jasper Avenue  
Edmonton, Alberta  
T5J 4C3  
Tel: (403)495-2944  
Fax: (403)495-4507  
Telex: 037-2762

**Calgary**

International Trade Centre  
Suite 1100  
510-5th Street S.W.  
Calgary, Alberta  
T2P 3S2  
Tel: (403)292-6660  
Fax: (403)292-4578

**Yellowknife**

Precambrian Building  
10th Floor  
PO Bag 6100  
Yellowknife, Northwest Territories  
X1A 2R3  
Tel: (403)920-8568  
Fax: (403)873-6228

**Saskatoon**

International Trade Centre  
Suite 401  
119-4th Avenue South  
Saskatoon, Saskatchewan  
S7K 5X2  
Tel: (306)975-5315  
Fax: (306)975-5334  
Telex: 074-2742

**Regina**

International Trade Centre  
1955 Smith Street  
4th Floor  
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