



Request for Proposal for Trade Show Management



About NASDA

NASDA is a non-partisan, non-profit trade association representing the fifty state and four territorial departments of agriculture. NASDA has been actively involved in export promotion for more than forty years, primarily through trade shows.

Most NASDA members also have their own international promotion arms and work with one of four state regional trade groups (SRTGs). NASDA and the SRTGs are cooperators funded by USDA’s Foreign Agricultural Service (FAS). Through this arrangement, NASDA has close contact with FAS foreign-service personnel and their local staff throughout the world. The relationships with FAS and with the marketing staff of NASDA members play an integral role in NASDA’s trade show program.

History

NASDA began working with FAS in the early 1980s to build a domestic trade show focused on exports of US consumer food products. The goal was to combine the efforts of state department of agriculture marketing staff, funding support from FAS/USDA, and the global network of FAS overseas offices.

NASDA began working with the National Restaurant Association in 1998 with an export-focused pavilion inside the National Restaurant Show, formerly branded as the American Food Fair. NASDA also assists the show by promoting the show to an international audience. See chart below for more detail.

In 2005, NASDA began producing the USA Pavilion at the Americas Food and Beverage Show in partnership with the World Trade Center Miami (WTCM). The goal of the show is to support two-way trade in the Latin America and Caribbean regions. See chart below for more detail.

Last year, NASDA rebranded each of its trade show pavilions to be named, “A Taste of the States”. This name is intended to represent and promote the strong, diverse participation of state departments of agriculture in NASDA’s trade show pavilions.

NASDA’s trade show program is contingent funding from FAS. In the event that funding is interrupted, NASDA will keep the show management company updated to the best of its ability.

	National Restaurant Show	Americas Food & Beverage Show
A Taste of the States pavilion net exhibit space (sq ft)	16,000	19,000
Overall show net exhibit space (sq ft)	700,000	80,000
Exhibit space cost to the exhibitor	\$42.50/sq ft	\$37.00/sq ft
Exhibit space cost to NASDA	\$34.00/sq ft	\$24.05/sq ft
Approximate space revenue	\$680,000	\$703,000
Total attendance	65,000	10,000
International attendance	5,000	3,000
Maximum resources for international attendee promotion	included	\$50,000

Additional Trade Show Partnership Opportunities

At the time of this request for proposal, NASDA is in discussions with the Specialty Food Association with the objective of organizing an “A Taste of the States” pavilion at the Summer Fancy Food Show and/or Winter Fancy Food Show in 2025 and beyond. In the case that NASDA takes on an additional trade show partnership, NASDA wishes to work with the same trade show management partner as the National Restaurant Show and Americas Food & Beverage Show.

Overview of Management Company Responsibilities

The relationship between NASDA and its trade show management company is more than a sales agent agreement. The trade show management company will work as part of an integrated team with NASDA to:

1. Strategy

- Identify goals for upcoming events
- Explore alternative formats and approaches to exhibits, events, and educational opportunities
- Assess potential new opportunities

2. Pre-Show Planning

- Develop timelines and establish detailed budgets and projections
- Determine and refine exhibitor product categories to generate revenue

3. Market Research

- Obtain and manage prospective exhibitor data
- Refine a “target” list of likely exhibitors
- Work harmoniously with NASDA’s trade show partners (Informa, WTCM, FAS, etc.) to create complementary event marketing strategies
- Maintain an open and creative view of alternative approaches to all aspects of the shows
- Develop a plan to attract more minority owned businesses as exhibitors

4. NASDA Members and Marketing Staff

- Establish relationships with NASDA members and state departments of agriculture marketing staff to facilitate exhibit space sales and support state pavilions on-site

5. Education

- Identify, select, and develop educational topics and programs (or products) to help NASDA exhibitors to support the development of their export business

6. Operations and Logistics

- Manage the relationships with selected vendors for pre-show planning, on-site logistics and post-show evaluation
- Serve as liaison with each show’s general contractor
- Assist with procurement process for applicable vendors and review submissions
- Liaise with union officials, as necessary
- Assist in the development, production and distribution of exhibit service manuals and materials
- Ensure adherence to rules applicable to the application of FAS funding

7. On-Site Management

- Maintain appropriate contact with NASDA staff and exhibitors
- Be responsible for show operations including move-in, show days, and move-out
- Supply appropriate staff to manage all on-site needs
- Oversee service providers to ensure correct services are provided, including A/V requirements, décor, signage (copy, placement, timing) and refuse collection
- Ensure that NASDA exhibitors have appropriate access to show registration
- Ensure that exhibit rules are respected and provide clarification and correction
- Collect and analyze on-site surveys from exhibitors

8. Post-Show

- Review invoices from vendors
- Secure feedback from partners, such as FAS

9. Exhibit Sales

- Develop a strategy and individual marketing plan for each show
- Implement the marketing plans and sales materials
- Prepare and provide regular sales reports to NASDA
- Provide excellent customer service to NASDA, exhibitors and others – including:
 - Timely response to all inquiries.
 - Timely processing of contracts, exhibit payments and invoices
 - Maintain the master floor plan
 - Generate exhibit directory listings
 - Develop and distribute education materials
 - Distribute Exhibit Services Kits, exhibit registration information and forms

NASDA Responsibilities

NASDA will ensure that the management company has the knowledge and support to:

- Work with NASDA members and their staff
- Develop strategies and marketing plans for the overall program and for each show
- Develop and implement detailed budgets
- Adjust strategies, plans and budgets to reflect changes
- Make prompt payment for services rendered
- Promptly share information regarding developments affecting funding from FAS

Proposals Should Include:

Description of company and structure

- Company history/background (noting experience in the food sector and international business)
- A description of all services proposed including strategies for clear communication
- A listing of company partners including outside management consultants, service contractors, registration companies, housing services, etc.
- A list of current clients to serve as references
- Notation of any potential conflicts of interest
- Notation of any possible timing conflicts

Timing

Proposal Due date: *July 26, 2024*

Selection: *August 2024*

Services Begin: *Rebooking commitments for 2025 Americas Food & Beverage Show in September 2024*

Term: *3 years*

Proposals should be submitted via email to Blake Ramsey (Director, Trade Shows) blake.ramsey@nasda.org