



# EXHIBITING RULES

Business Service	Distributor/Importer	Manufacturer
<p><b>DEFINITION:</b></p> <p>You or your company provides products and/or services that support the business functions of Retailers, Distributors, Foodservice, and/or Manufacturers within the food industry. This category includes brand management, equipment/ machinery, etc</p>	<p><b>DEFINITION:</b></p> <p>You or your company buy and resell products to retail or food service operations. This category includes wholesalers, distributors, importers, and exporters of finished specialty food products. To qualify for the Distributor classification, you must be a third-party distributor of more than one manufacturer's line of finished products/brands, in addition to any brands owned by your company. If you produce or distribute food-related commodities, ingredients, spices, or unfinished food-related products, see Manufacturer.</p>	<p><b>DEFINITION:</b></p> <ol style="list-style-type: none"> <li>1) Your business manufactures specialty food, beverages, and/or related products for sale.</li> <li>2) Your business produces food commodities and/or unfinished food-related products.</li> <li>3) Your company owns a brand and uses a co-packer, i.e., private label.</li> <li>4) Your business performs a combination of these functions. This category also includes third parties that produce finished products on behalf of other brand owners as a contract manufacturer.</li> <li>5) Your business manufactures accessories that support food businesses or enhance food-related experiences. This includes Packaging and Graphics companies as well as Table Decor.</li> </ol>
<p><b>BOOTH OCCUPANT:</b></p> <p>SFA Tier 1 Member who has contracted for the booth space.</p>	<p><b>BOOTH OCCUPANT:</b></p> <p>SFA Tier 2 Member who has contracted for the booth space.</p>	<p><b>BOOTH OCCUPANT:</b></p> <p>SFA Tier 2 Member who has contracted for the booth space.</p>
<p><b>BOOTH ACTIVITY:</b></p> <p>Written Materials/ Brochures</p>	<p><b>BOOTH ACTIVITY:</b></p> <p>A display of the contracted SFA Tier 2 Member's products and those they have ownership of. *Can display non SFA member products</p>	<p><b>BOOTH ACTIVITY:</b></p> <p>A display of the contracted SFA Tier 2 Member's products.</p>
<p><b>MIMINUM BOOTH SIZE:</b></p> <p>10x10 in Business Services Pavilion</p>	<p><b>MIMINUM BOOTH SIZE:</b></p> <p>10x10</p>	<p><b>MIMINUM BOOTH SIZE:</b></p> <p>10x10</p>



# REPRESENTATIVE

*You are an association, broker, kitchen/business incubator, accelerator, pavilion organizer, government/trade agency, trade show pavilion organizer etc.*

## Accelerator

## Association

## Broker

### DEFINITION:

A food accelerator program is a platform that helps food and beverage companies grow by providing resources, mentorship, and funding.

### DEFINITION:

A trade association, also known as an industry trade group, business association, or sector association, is a nonprofit organization that represents a specific industry. Trade associations are founded and funded by businesses in that industry to promote their common interests. They act as a collective voice for their members, advocating for their interests and addressing industry challenges.

### DEFINITION:

A food broker is a sales professional who helps clients sell their products to customers. Food brokers negotiate product prices and in-store placements to maximize their clients' food product sales. They collaborate with storefronts and manufacturers in their region to build a professional network.

### BOOTH OCCUPANT:

SFA Member (Accelerator) who has contracted for the booth space. Pavilion participants must be SFA Tier 1 members to sample their product.

### BOOTH OCCUPANT:

SFA Member (Association) who has contracted for the booth space. If you are looking to have a product shown in the booth then the company whose product is being shown must be an SFA Tier 2 member and must be present in the booth to sample.

### BOOTH OCCUPANT:

SFA Member (Broker) who has contracted for the booth space

### BOOTH ACTIVITY:

Written Materials/ Brochures

### BOOTH ACTIVITY:

Written Materials/ Brochures

### BOOTH ACTIVITY:

A display of products the broker represents (no sampling of products) If the broker's client is participating, they must be an SFA Tier 2 member to sample their product.

### MIMINUM BOOTH SIZE:

Tabletop

### MIMINUM BOOTH SIZE:

10x10 for association  
If having company/product in booth  
10x15 or larger

### MIMINUM BOOTH SIZE:

10x10

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## Domestic

Trade Show Pavilion Organizer | Government Trade Agency

### DEFINITION:

Pavilion organizers are responsible for planning and organizing pavilions within an industry exhibition event. Domestic trade agencies help businesses export, promote trade, and protect consumers.

### BOOTH OCCUPANT:

SFA Member (Domestic Trade Show Pavilion Organizer/ Government Trade Agency) who has contracted for the booth space. In any booth larger than a 10x10, all occupants must be SFA Tier 2 members, and the manufacturers present in the booth.

### BOOTH ACTIVITY:

Written Materials/ Brochures

### MIMINUM BOOTH SIZE:

10x10 | 600 square feet = Pavilion

## Foreign

Trade Show Pavilion Organizer | Government Trade Agency

### DEFINITION:

Pavilion organizers are responsible for planning and organizing pavilions within an industry exhibition event. Foreign trade agencies help businesses export, promote trade, and protect consumers.

### BOOTH OCCUPANT:

SFA Member (Foreign Trade Show Pavilion Organizer/ Government Trade Agency) who has contracted for the booth space.

### BOOTH ACTIVITY:

Written Materials/ Brochures

### MIMINUM BOOTH SIZE:

10x10 | 600 square feet = Pavilion

## Incubator

### DEFINITION:

An incubator Kitchen or Commercial/ Shared Kitchen is a fully equipped commercial food processing facility designed to allow multiple entrepreneurs or food processing operators to grow their businesses by providing a kitchen space with food and packaging equipment.

### BOOTH OCCUPANT:

SFA Member (Incubator Kitchen) who has contracted for the booth space. Pavilion participants must be SFA Tier 1 members to sample their product.

### BOOTH ACTIVITY:

Written Materials/ Brochures

### MIMINUM BOOTH SIZE:

Tabletop

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