



# Summer Fancy Food Show

New York, NY  
June 25<sup>th</sup>- 27<sup>th</sup>, 2017

For decades the Summer Fancy Food Show has been the largest specialty food show in North America. First organized in 1952, the Fancy Food Show invites buyers not only from the US but from other parts of the world such as India, China and Germany into a one of a kind trade show held in New York City. In 2016, more than 47,000 specialty food professionals attended the Summer Fancy Food Show to see over 2,670 exhibitors from over 55 countries. Eligible MySUSTA companies can log into your account to [register online](#).

**Booth Fees:**

10 x 10 booth space                      \$1,750.00

**Registration Deadline:** March 3<sup>rd</sup>, 2017

**No refunds for cancellation after April 7<sup>th</sup>, 2017.**

**Fee Includes:** booth space, One half shelf in the “What’s New! What’s Hot!” show case, SUSTA signage

**Requirements:** SUSTA exhibitors at this show must be members of the Specialty Food Association. SUSTA exhibitors who are not yet members of the Specialty Food Association must start the application process after they have successfully secured a booth space in the SUSTA pavilion. SUSTA companies must be a first-time exhibitor at Summer Fancy Food Show. Participants should be prepared to explore international sales and must participate in SUSTA’s educational export webinar in advance of the show.

**Product Description** (suitable products but not limited to): GMO and Gluten-free • Ethnic foods • Organic and Natural • Artisanal • Condiments • Cocktail Drink Mixes • Frozen Deserts and Entrees • Nut Butters • Beverages

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Retail Products

**50% CostShare**

Apply now for 50% CostShare to request 50% reimbursement of certain expenses related to this event, such as promotional giveaway items, point of sale materials, shipping and more! Learn more about 50% CostShare.

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