



Summer Fancy Food Show

New York City, New York
June 23-25, 2024

The Specialty Food Association's Summer Fancy Food Show is traditionally the largest event solely focused on the specialty food industry in the US. The 2024 Summer Fancy Food Show will be the 68th edition. This tradeshow focuses on high value-added specialty food and beverage products. This show features lots of new products and trendy food products. This is a great opportunity for SUSTA region companies to be introduced to a competitive international tradeshow. This show is a major platform for creating brand awareness and sales traction for emerging and established brands alike.

Each year SUSTA sponsors a 21-booth pavilion, allowing new companies to showcase their products to international buyers from across the world! This show provides SUSTA region companies a cost-effective opportunity to introduce their products to a mix of national and foreign buyers without leaving the United States. The show is the perfect venue to establish meaningful business relationships, and introduce them to international markets through the Inbound Trade Missions. With such diverse buyer representation, this show allows SUSTA region companies to cast a wide net, establishing buyer connections with a varied list of high-value industry contacts.

Participation Fee: \$1,400; Early Bird Special: \$1,200 (if you register and pay before January 23, 2024)

Fee Includes:

- 10ft.x 10ft. booth space
- One half-shelf in the "What's New in Specialty Foods" show case
- Lead System Retrieval

Participation Requirements:

- SUSTA exhibitors at this show must be a Tier 2 member of the Specialty Food Association*
- SUSTA companies must be a first-time exhibitor in the SUSTA Pavilion
- Participants should be prepared to explore international sales
- Companies **MUST ATTEND** either of the Global Inbound Missions to Summer Fancy Food Show. Signup is mandatory at time of booth registration

** SUSTA exhibitors who are not yet members of Specialty Food Association must start the membership application process within one (1) week of being prompted by SUSTA activity manager to do so or booth space may be forfeited. Proof of membership application may be requested.*

Registration Deadline: April 10, 2024 (No refunds for cancellation after this date)

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

Product Description: Artisanal, Beverages, Cocktail Drink Mixes, Condiments, GMO and Gluten-free, Ethnic foods, Frozen Deserts and Entrees, Organic and Natural, Nut Butters

Activity Managers:

Mississippi Dept. of Agriculture and Commerce

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Global Event Coordinator: Angelique Rhome, Angelique@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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