



U.S. Commercial Service Agribusiness Team

Participate in a USA Pavilion at overseas trade shows

## 2017 USA Pavilions for Agricultural Machinery

Maximize your presence at overseas agricultural machinery shows through USA Pavilions supported by the U.S. Commercial Service Agribusiness Team. With these USA Pavilions, you can access

- Full or mini sized booth exhibition spaces
- Market research specific to your company’s needs (Catalog Promotion)
- Logistics support
- In-country matchmaking assistance (Gold Key Service)

Choose from the following overseas ag machinery shows and options:

Show	Country	Dates	Show-Intel	Mini Booth	Full Booth	Gold Key
Expo Carnes & Lacteos	Mexico	March 1-3	✓	✓	✓	✓
AgriTek	Kazakhstan	March 15-17	✓	✓ - free	✓ - free	✓
Expo Agro	Argentina	March 7-10		✓		✓
IFT Agro	Chile	April 16-19	✓		✓	✓
AgriShow	Brazil	May 1-5	✓			✓
SIAM	Morocco	April 25-30	✓	✓	✓	✓
NAMPO	South Africa	May 16-19	✓	✓	✓	✓
Canada Farm Progress	Canada	June 21-23	✓			✓
Fieldays	New Zealand	June 13-16				✓
SIMA ASEAN	Thailand	September 7-9				✓
InterAgro	Ukraine	November 2017	✓	✓	✓	✓
Agritechnica	Germany	November 12-18	✓	✓	✓	✓
AgroAlimentaria	Mexico	November 22-25		✓	✓	✓

For more information or to register, please contact [Heather.Ranck@trade.gov](mailto:Heather.Ranck@trade.gov)



# Program Descriptions

## Booth Exhibition Space

- A traditional trade show booth is 3 x 3 meters, approximately 9 x 9 feet. Booth exhibitors are listed in the show directory (print and online). At some shows, the U.S. Commercial Service organizes a USA Pavilion, where U.S. companies are co-located and can access services such as:
  - On-site market counseling
  - Private meeting space
  - Food and beverage for visitors
  - Receptions
  - Translation services
  - Show advertising
  - Pre and post show electronic outreach
  - Print catalog featuring U.S. Companies at the show

## Mini Booth

- At some shows, the U.S. Commercial Service organizes mini-booths, which are typically 1/3 the size of full sized booth, therefore less expensive and allowing U.S. companies to still be listed in the show directory (even without renting full sized booth)
- With a mini booth, there is no need to ship full booth display to the show; 1 or 2 pop-up banners can be carried in client's luggage (you will also have a small kiosk for brochure display)
- Open layout allows more people in the space, company representatives have more flexibility to walk the show floor, which is often just as beneficial as having a booth space

## In-Country Matchmaking Assistance (Gold Key Service)

- U.S. Commercial Service in-country staff proactively seeks personalized and relevant contacts, info, and leads prior to show
- This service must be coordinated in advance, contact local U.S. Commercial Service Trade Office to start the process

## Show-Intel – Price: \$699-\$799

- If you're unable to travel to the show or are unsure of potential in the market, a U.S. Commercial Service Trade Specialist will walk show grounds on your behalf, actively promoting your products and gathering leads/feedback
- You will receive a summarized report of market feedback and additional market research regarding opportunities for your product in the market
- Your company will be featured in a full color catalog of U.S. companies distributed at the show; and electronic outreach before and/or after the show to generate more interest and leads
- Alternatively, if you have your own separate show space at the show and want to be affiliated with the USA Pavilion, you can be featured in the USA Pavilion catalog and the U.S. Commercial Service will drive web and foot traffic to your booth through pre-show and on-show promotion.