



Seafood Expo

GLOBAL

Food Export USA-Northeast Pavilion Announcement

**Join our Pavilion in Barcelona, Spain
at 2025 Seafood Expo Global**

May 6th – 8th, 2025



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2025 Seafood Expo Global

May 6th – 8th, 2025 Barcelona, Spain

Food Export USA – Northeast will continue to organize a pavilion for suppliers of Northeast U.S. seafood products at the Seafood Expo Global in 2025. GL Events continues to be our stand builder.

To assist U.S. seafood companies with ever-rising trade show costs, Food Export has decided to hold the standard both costs steady from the 2024 edition of the show. In fact, Food Export will offer 2024 exhibitors a 10% discount on the standard booth cost. Food Export will also extend a three-week early-bird registration period for new exhibitors to take advantage of the same 10% discount.

Food Export USA – Northeast Pavilion booths are hard-wall stands that are 12m² in size, or greater. Each 12m² space is equipped with the following furnishings and services:

- Company name sign
- Information counter and stool
- Table and Chairs
- Carpet
- 24 hr. electricity
- Nightly stand cleaning
- Wastepaper basket
- Lighting
- Use of Pavilion Business Lounge & beverage service

Please read this entire announcement prior to registration. Your registration is considered an agreement to the terms and conditions outlined herein.

Placement Procedure

2024 Registered Exhibitors Granted Priority Placement

Each 2024 registered exhibitor will be offered priority space selection to keep the space they occupied in 2024 or another available space. Stand registrations must be made by **Monday, September 9, 2024**. After this date, any northeast U.S. seafood exporting company can register and select space on a first-come, first-served basis. Registrations submitted on our website will be subject to Food Export staff review before the final confirmation of placement. **Returning 2024 exhibitors can take advantage of a 10% discount from the 2025 standard booth price during this placement period.**

Early-Bird Pricing Window

Following the past-exhibitor registration window, Food Export will offer a 3-week period where booth space will continue to be discounted by 10% from the 2025 standard booth price. This is a great opportunity for new-to-show companies to take advantage of cost-savings. The early-bird pricing window will end **Monday, September 30, 2024**.

Registration and Payment Process

Registrations are accepted online and a non-refundable \$2,000 registration fee (\$750 for tables) will be required at time of registration. 50% of the remaining balance (payable by check or electronic transfer, ACH information will be located on the Food Export invoice you receive after you complete your registration) is required within thirty business days following registration. The remaining balance must be paid by December 1st, 2024, otherwise companies may lose their desired space placement and opportunity to participate.

The registration fee for booths includes booth furnishings, electricity, and lighting. Furnishings include an information counter, stool, meeting table, and four chairs. Additional furnishings (including freezer cases) can be ordered directly from our stand builder. Our stand builder will send registered exhibitors a furnishings & equipment catalog about six weeks before the show. Our stand builder can also print and install wall graphics. The space fee does not include flights, hotel, meals, display freezers or any other company exhibiting expenses.

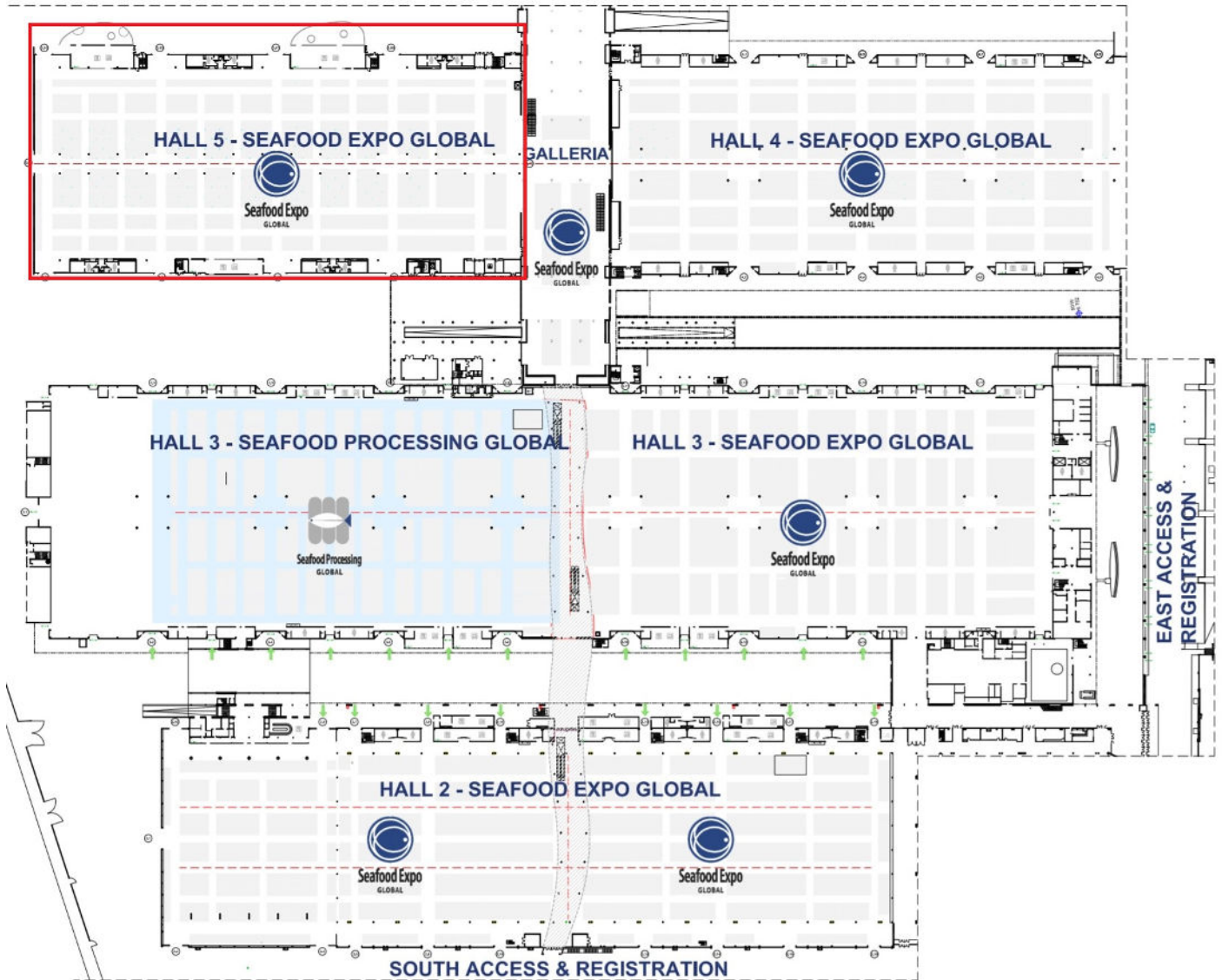
The registration fee for tables includes one meeting table within the pavilion, a tent card with company name, two exhibitor badges and company name published in the exhibitor directory. The space fee does not include flights, hotel, meals, or any other company exhibiting expenses. **Tables are reserved for first-time exhibiting companies only.**



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Below is the floorplan for the Barcelona Gran Fira Convention Center.
We are located in **Hall 5** indicated in **red** below.

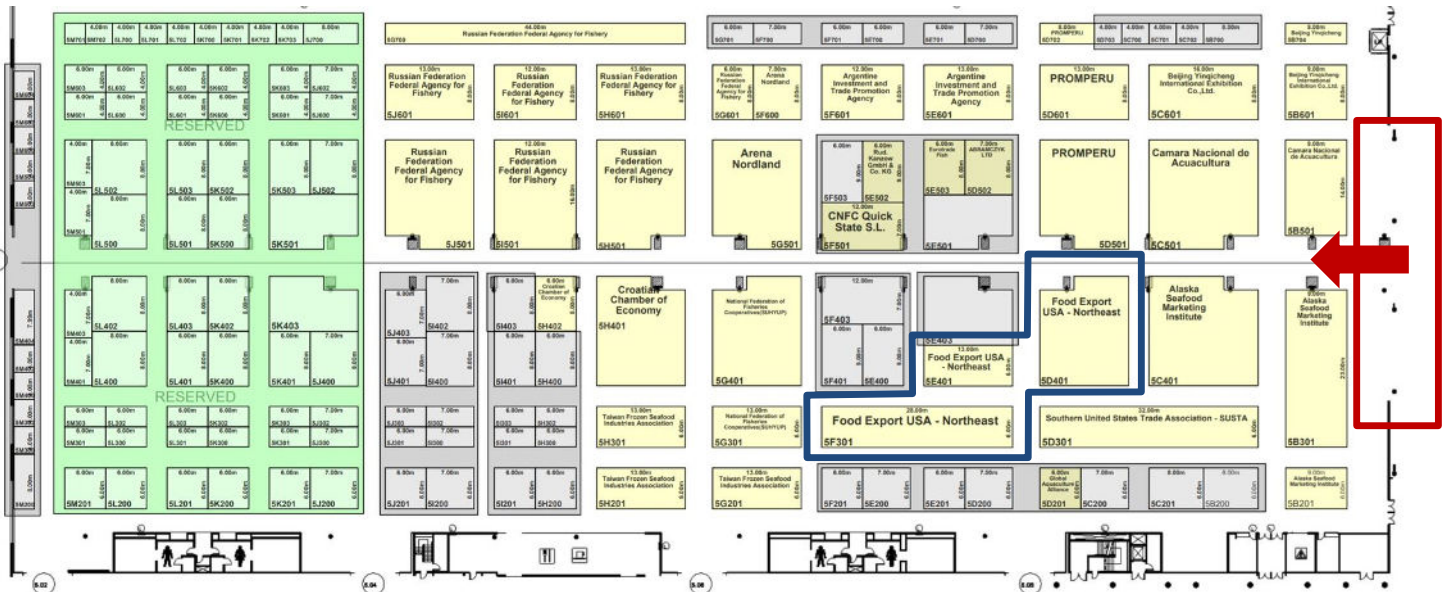


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Below is a view of Hall 5. (The entrance to the hall on the right in red)

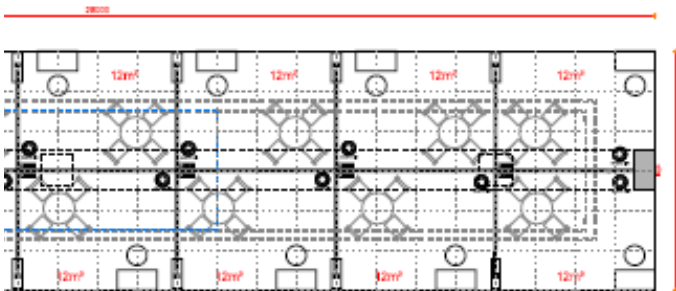
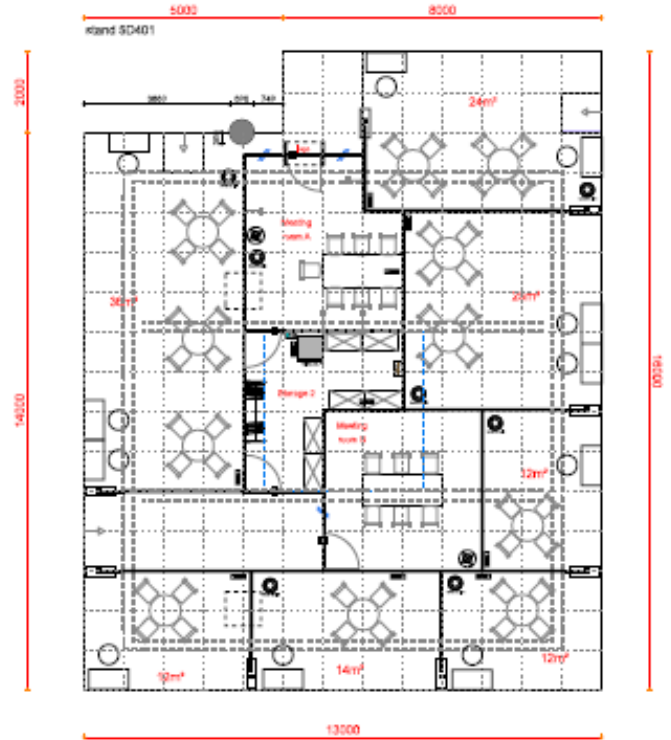
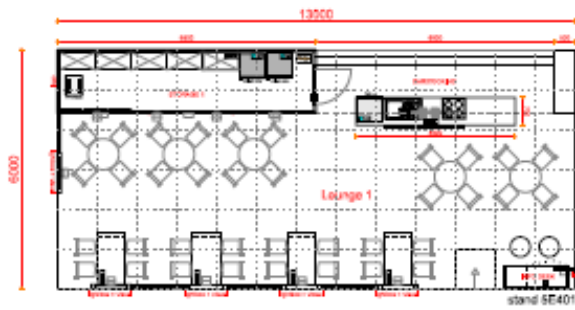
The Food Export USA – Northeast Pavilion is noted in the blue square in the USA Pavilion.



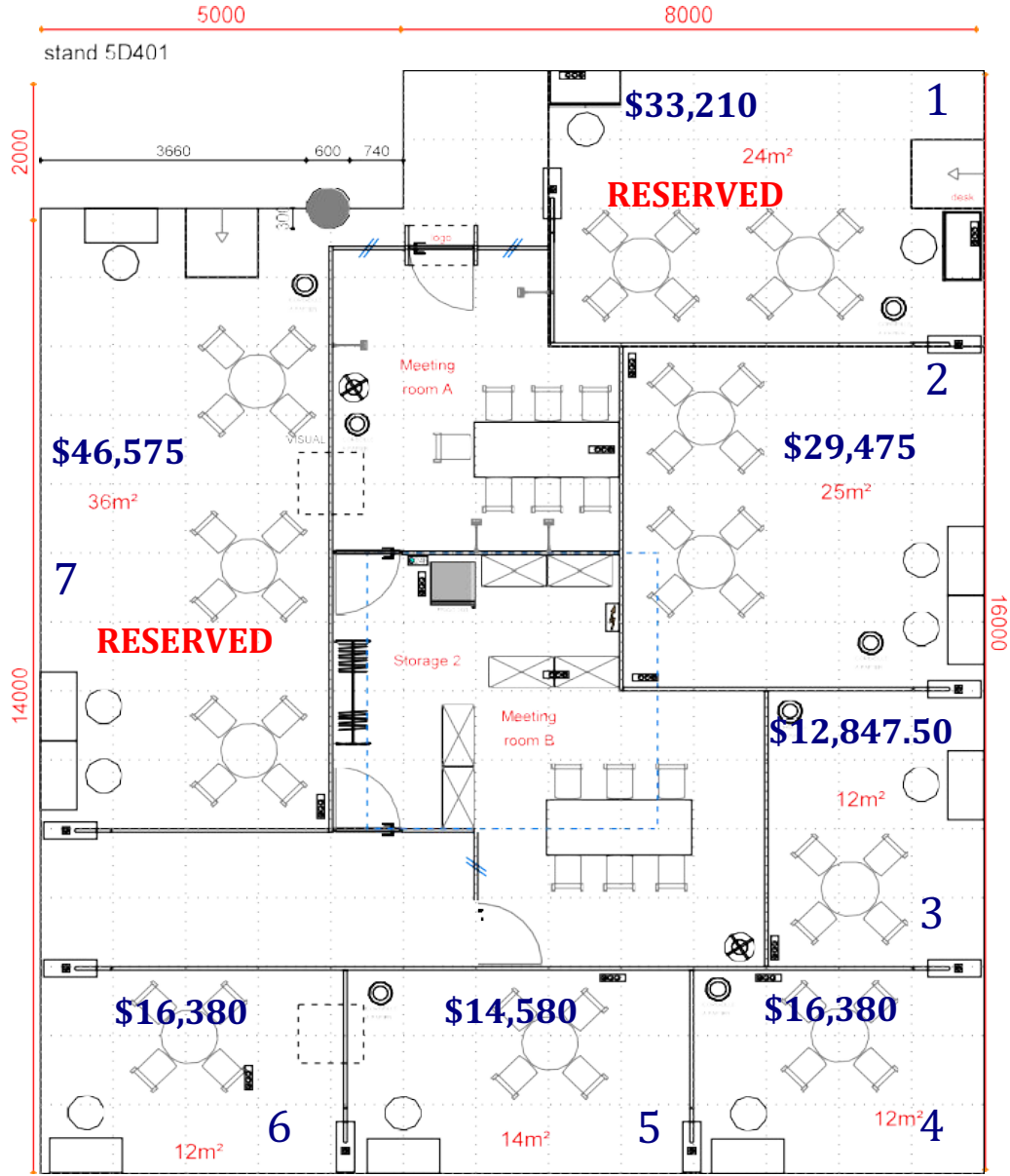
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Below is the floor plan for the Food Export USA – Northeast Pavilion



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Stand 5D401 pricing is indicated in each booth space below along with the corresponding booth number in blue.

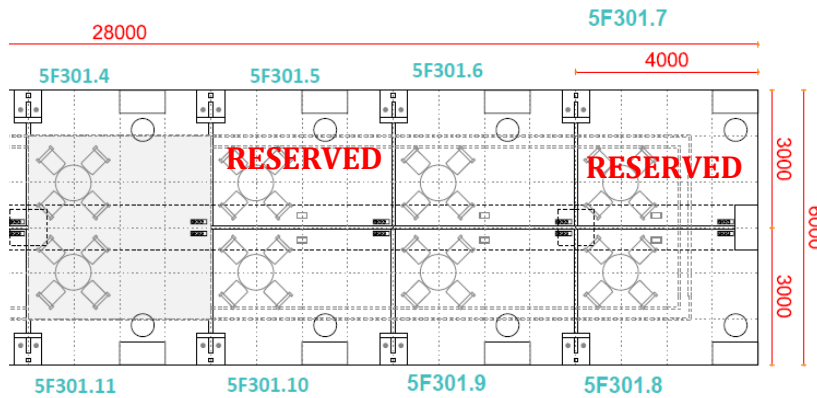
Total cost is indicated in blue.



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Stand 5F301 design & pricing is below:



Booth Size	Booth Deposit	Total Booth Cost
5F301.4 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
5F301.5 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
5F301.6 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
5F301.7 (2 Side Open Corner Booth – 12 m ²)	\$2000	\$16,380.00
5F301.8 (2 Side Open Corner Booth – 12 m ²)	\$2000	\$16,380.00
5F301.9 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
5F301.10 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
5F301.11 (1 Side Open In-Line Booth – 12m ²)	\$2000	\$12,847.50
1 Side Open - Double In -Line Booth 24 m ²	\$2000	\$25,695.00
2 Side Open - Double In -Line Booth 24 m ²	\$2000	\$32,760.00
Table (Located in Food Export Lounge)	\$750	\$ 3,000.00

Branded Program Funding

Please note that Food Export USA – Northeast’s [Branded Program](#) cost-share assistance is only available to qualifying companies that exhibit within the Food Export-Northeast pavilion. Companies are required to make a separate application for Branded Program funding. Please contact Howard Gordon with questions or for more information: (hgordon@foodexport.org). The Branded Program provides a 50% cost-share reimbursement on eligible expenses such as booth fees, travel to international shows, required label modifications, marketing and point-of-sale materials.



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Participating company agrees to the following:

- 1) All stands **must** be staffed during all Expo Hours. An empty stand or early dismantling may subject your company to a **significant fine** imposed by show management **plus your company will forfeit your desired stand location in the Food Export-Northeast pavilion at future editions of Seafood Expo Global.**
- 2) Any requests for additional furnishings or modifications/alterations, or food preparation in a stand space must be submitted to Food Export USA – Northeast in writing for approval no later than 90 days prior to the event. Costs for additional furnishings and approved modifications will be payable directly to our stand builder.
- 3) If Food Export can accommodate a company’s request for a certain size space and if during the booth placement process and/or prior to final payment a company opts to reduce their originally selected space, a 15% penalty fee based on the total price of a company’s original space selection will be assessed.
- 4) All booth payments, including deposits, are non-refundable. In the event that Food Export is able to secure a company to fill space cancelled by February 1st, Food Export will refund booth payments made less an administrative fee equal to 15% of the contracted space cost.
- 5) Exhibiting firms agree to promote only seafood products of U.S.-origin (fish and shellfish grown/harvested by U.S. vessels, within U.S. waters, landed at U.S. ports and processed within the U.S.). **Art files for wall murals, photographs, or banners may only depict and promote U.S.-origin fishery products. Pre-approval by Food Export is required prior to printing and installation of wall murals.**
- 6) Exhibiting firms agree to provide an adequate supply of product and promotional materials including wall decoration, company profiles, brochures, export pricing, etc. All exhibitors must also receive prior approval from Food Export-Northeast for in-booth food preparation and for booth design, if utilizing a stand builder other than Food Export’s designated stand builder.
- 7) No more than two companies may share a single stand. Exhibiting companies must provide the identity of the second company to Food Export-Northeast and receive approval of the second firm.
- 8) Food Export-Northeast cannot guarantee exhibitors the same space from year-to-year because show management does not provide Food Export-Northeast with any such guarantee.

By registering to exhibit at this event you agree to comply with the above terms and conditions of participation in addition to Food Export’s general terms & conditions. Companies can click [here](#) to access the Food Export USA – Northeast’s registration page.

For any questions or inquiries please contact:

Colleen Coyne, Seafood Program Coordinator

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Or Our Food Export Liaison Team:

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