

Guiding Principles for USDA-Endorsed Trade Shows

Trade shows can help U.S. companies, especially those new to the export market, expand their reach to potential customers around the globe. Each year, FAS endorses trade shows that will provide the best exposure and marketing opportunities for U.S. companies and producers. FAS works with show organizers and other partners to create a U.S. Pavilion at USDA Endorsed Trade Shows to showcase the variety of quality grown and made-in-America agricultural products. FAS also provides participating companies with marketing and promotion services, market intelligence, logistical support, and on-site assistance.

An endorsement of a trade show is a seal of approval - it signals to companies that the show has USDA support and meets FAS standards of high-quality service. This document is intended to clarify many of the operational aspects of USDA Endorsed Trade Shows.

General Pavilion Design

Approval: The U.S. Pavilion design shall be submitted and reviewed by the Foreign Agricultural Services (FAS) Trade Services Staff (TSS) prior to the implementation of pricing schedules for the show. Requests for approval of final U.S. Pavilion designs shall be submitted to the TSS at least 4 months prior to the event for approval.

Participation: The U.S. Pavilion is for the promotion and display of U.S. agricultural and food products. Products must be appropriate for the show, and must be appropriate for exhibition and promotion in the U.S. Pavilion, as determined by FAS and the U.S. Pavilion organizer.

FAS Trade Show Logo: The FAS Trade Show common brand logo will be used as the main and prominent design feature of the U.S. Pavilion. The logo serves as a unifying element for the U.S. Agricultural International Trade Show effort; positions and promotes U.S. food and agricultural products domestically and abroad; and represents a quality standard for the U.S. food and agriculture industry and products. The signage within the U.S. Pavilion containing the logo should be well placed, well lit, easily visible, and should be hung as high as show rules permit. Colors and fonts are not to be changed and additional features (for example, stars cutlery, glassware, additional text) are not to be added without prior TSS approval.

Open Design: An open design concept for the U.S. Pavilion is preferred and encouraged.

Partitions: Uniform front and side partition setbacks of at least one-half meter from the aisle should be used to achieve an open and welcoming look.

Fascia: Select an attractive, visible fascia.

Lighting: Ensure that the U.S. Pavilion and all booths and areas are well lit.

Flooring: Select a tasteful flooring design. If possible, carpeting should be of a contrasting color in the main show aisle and ensure selected color will not clash with Pavilion design.

Storage Space: Storage space and closets should be available when possible to help prevent clutter in the Pavilion.

Audio: Any sound or noise generating devices (for example, music speakers) must not be so loud as to be considered offensive to other Pavilion exhibitors, nor shall the generated noise interfere with the business of other exhibitors in the Pavilion.

Security: When necessary, professional security services shall be employed to ensure the safety of exhibitors and their belongings.

Cleanliness: The U.S. Pavilion organizer should ensure that the U.S. Pavilion (raw space and turnkey) and lounge is kept clean and well presented. Trash should be emptied on a regular basis.

Raw Space

Requests: Requests for approval of raw space designs shall be submitted to the TSS at the earliest possible time, within a month of receiving U.S. Pavilion floor plans. Late approvals required as the result of delays due to actions outside of the control of the exhibitor will be managed on a case-by-case basis. The TSS will review submitted raw space designs and respond to the exhibitor within 10 working days of receipt of the draft design.

General: A raw space purchase may include space only, may include a minimum number of show required services, or may include space and “a la carte” services negotiated with the U.S. Pavilion organizer. The exhibitor purchasing raw space is responsible for developing and building the booth or display that will occupy the raw space purchased and is responsible for following appropriate FAS, U.S. Pavilion organizer and show guidance.

Non-Market Access Program (MAP) funded Raw Space Builds: A raw space design that is built for an organization that does not receive MAP funding may deviate from the Raw Space requirements within the Guiding Principles document. Nonetheless, such raw space designs shall have booth construction, flooring materials, and colors that are compatible with the theme of the U.S. Pavilion and its turnkey booths. Additionally, such raw space booths shall continue to be located on the perimeter of the U.S. Pavilion so as not to disrupt the flow of turnkey booth presentations within the Pavilion.

U.S. Pavilion Common Branding: The USDA Endorsed Trade Show common branding logo shall be incorporated into all raw space designs of organizations that use MAP funds. The intent of incorporating the common branding logo into the U.S. Pavilion is to unify the Pavilion, without limiting creative and engaging raw space designs. The common branding logo should be a prominent signage design element, and be proportionally as visible as any other design element or signage displayed on the booth. The common branding logo should be visible from all displayed sides, and not be overshadowed by private company or trade association logo’s signage or branding. Final signage layout for a raw space design shall be submitted to the TSS for approval at the earliest possible time, within a month of receiving U.S. Pavilion floor plans. Later approvals required as the result of delays due to actions outside of the control of the

exhibitor will be managed on a case-by-case basis. The TSS will review submitted design and respond to the exhibitor within 10 working days of receipt of the draft design.

Design: Raw space booth construction and flooring materials and colors should be compatible with the theme of U.S. Pavilion and its turnkey booths. The overhead signage, color and background scheme should incorporate the U.S. Pavilion design elements where possible, should include the USDA Endorsed Trade Show common branding logo in a prominent manner, and not block or dominate any other US Pavilion exhibitor. Any display or graphic deemed unprofessional or offensive in appearance, at the discretion of FAS and the U.S. Pavilion organizer, will not be permitted.

Size: Raw space builds for U.S. Pavilions of less than 1,000 square meters total shall consist of a footprint of no less than 36 square meters. For pavilions greater than 1,000 square meters, the minimum footprint size for a raw space build will be no less than 54 square meters.

Size Limit: No one exhibitor shall be permitted to purchase more than twenty percent of the total U.S. Pavilion exhibit space. In high-demand shows, the total amount of exhibit space permitted to be purchased by a single exhibitor may be less than twenty percent of the total U.S. Pavilion exhibit space, and will be managed by TSS on a case by case basis.

Location: Raw space builds within the U.S. Pavilion shall be located on the perimeter of the U.S. Pavilion so as not to disrupt the flow of turnkey booth presentations within the Pavilion. Other locations shall be considered on a case by case basis by TSS.

Height: Single level raw space booth wall heights, including interior design elements, shall not exceed the upper limit of the wall height of turnkey booths at the same show. Two level booths and higher wall heights shall be permitted in shows that have product specific pavilions. For shows that do not have product specific pavilions, two level booths and higher wall heights shall be considered by TSS on a case-by-case basis.

Setback: Raw space builds should include a side partition setback equal to that of the turnkey booths at the same show, and incorporate the booth number in the same manner as turnkey booths in the show.

Turn-Key Booths

Approval: Requests for approval of turn-key booth designs shall be submitted by the U.S. Pavilion organizer to the TSS at least 4 months prior to the event for review. The TSS will review the submitted design and respond to the organizer within 10 working days of receipt of the draft design.

General: A turn-key booth within a USDA Endorsed Trade Show will include a number of standard services, which should include but is not limited to: hands-on assistance from the U.S. Pavilion organizer, shipping and logistics assistance, booth and area cleaning and trash removal, access to clean-up facilities, additional area security, internet access, and use of the U.S. Pavilion Business Lounge.

U.S. Pavilion Common Branding: USDA Endorsed Trade Show common branding logo shall be the dominant design feature of the turn-key section of the U.S. Pavilion. The common branding logo shall be equally as visible as any other design element or signage displayed on each booth from all sides and shall not be overshadowed by any private company or trade association's logo, signage, or branding. Final signage design shall be submitted by the U.S. Pavilion organizer to the TSS for approval at least 4 months prior to the event.

Consistency in Design: All individual exhibitor turn-key booths shall have the same general overall look and styling as the U.S. Pavilion. Individual booth decorations shall not cover, hide or dominate the U.S. Pavilion design or signage. Excess or garish decoration (i.e., excess signage, sample display, multicolored lighting) is discouraged. Any display or graphic deemed unprofessional or offensive in appearance, at the discretion of FAS and the U.S. Pavilion organizer, will not be permitted.

Booth Enhancements: Augmentations to the turn-key booths, such as additional company-branded lighted signage, lighting or other design or decoration enhancements shall be permitted, but must be presented in a tasteful and professional manner, and is subject to prior approval from the TSS and the U.S. Pavilion organizer. FAS and the U.S. Pavilion organizer reserve the right to require an exhibitor to adjust their design.

Booth Presentation: To avoid clutter and enhance the presentation of the U.S. Pavilion, turn-key booth exhibitors should limit the number and size of products and equipment at the front and on the inner perimeter of the booth. Tables, signage, displays, computer stations, etc., should be positioned in the rear portion of the booth such that an attendee's vision of the booth from the aisle is unimpeded. Plants, attractive wall décor, and other design elements are recommended.

Storage: Hidden storage should be used; overstocking individual booths with excessive samples, bulk containers, or equipment is discouraged.

Pop-up Displays: Pop-up displays are permitted if the display fits within the exhibitor's booth or assigned space. Exhibitor's pop-up and other types of advertising paraphernalia and displays should not encroach on common walkways or neighboring exhibitors.

Upgrades to Standard Booths: Reasonably priced upgrade options or packages to enhance turn-key booth design and U.S. Pavilion presentation should be offered by the U.S. Pavilion organizer when available from the show (for example, tall glass showcases, additional shelves, company logo on fascia, printed graphics, etc.).

Business Lounge

Design: An enclosed lounge with an interior which uses an open concept should be employed. The lounge should have a floor plan absent of unnecessary walls, protrusions or obstacles, and should include adequate table and chairs, and be of a design which is favorable for meetings between exhibitors in the U.S. Pavilion and their clients. When possible, private meeting rooms will be included.

Lighting: Ensure that the lounge is well lit.

Décor: Include attractive wall décor and plants (and/or flowers on tables) when possible.

Private Meeting Room: When possible, and cost efficient, include meeting room(s) with tables and chairs to allow for private discussions with clients (by reservation).

Use: The lounge should not be used as an office for exhibitors nor should it be used for permanent exhibitor or private party displays or storage of any kind.

Security: When necessary, professional security services should be employed to ensure the lounge's users are only exhibitors and their accompanied guests in the U.S. Pavilion.


Definitions

Turn-Key Booth: A standard sized exhibitor booth at a USDA Endorsed Trade Show that is within the U.S. Pavilion and is built, carpeted, furnished, and completely ready for the exhibitor.

Raw Space: Unbuilt and unfurnished exhibition floor space purchased within the U.S. Pavilion at a USDA Endorsed Trade Show.

Business Lounge: A private enclosed area within the U.S. Pavilion at a USDA Endorsed Trade Shows for use by U.S. Pavilion exhibitors and/or their accompanied guests for business purposes.

U.S. Pavilion Organizer: A private sector company selected to be the manager and primary liaison and agent for the U.S. Pavilion at a USDA Endorsed Trade Show. They are the key point of contact for FAS' Trade Services Staff and the key point of contact for the exhibitors within the U.S. Pavilion.

U.S. Endorsed Trade Show Common Branding/FAS Trade Show Logo/Common Brand Logo: The logo with USA lettering layered on top of "farmland" red and blue artwork is the official logo to be used at USDA Endorsed Trade Shows. This common brand logo should only be used at USDA Endorsed Shows (not to be used at non-endorsed shows), and one of the few USA or USDA logos permitted to be used in the U.S. Pavilion at a USDA Endorsed Trade Show. Other logos or branding elements may be considered on a case by case basis (for example, "USDA Organic" ). Colors and fonts are not to be changed without prior approval, and additional features (for example, stars cutlery, glassware, and additional text) are not to be added without prior approval. Orientation or exact layout may be modified or "fine-tuned" after review and approval by the TSS. Approximations of the logo are shown below:

