



ITA Global Agibusiness Team

Agricultural Machinery Trade Shows

The U.S. Department of Commerce will have a presence at the events listed below.

Maximize your presence at overseas agricultural equipment trade shows by working with the U.S Department of Commerce. We will have a presence at the shows listed below, and a USA Pavilion at a few of them. The services offered at each event are checked.

Show	Country	Dates	Show-Intel	Mini Booth	Full Booth	Gold Key	Catalog Option
IndAgra '18	Romania	Oct. 31 – Nov 4				✓	
AgroAlimentaria '18	Mexico	November 13-16		✓	✓	✓	
EuroTier '18	Germany	November 13-16				✓	
AgriTek '19	Kazakhstan	March 13-15	✓		✓ - free	✓	✓
SIAM '19	Morocco	April 24-28	✓	✓	✓	✓	✓
AgriShow '19	Brazil	April 29 – May 3				✓	
IFT Agro '19	Chile	May 9-11	✓		✓		
NAMPO '19	South Africa	May 14-17	✓	✓	✓		
SIMA ASEAN '19	Thailand	June TBD				✓	
Agro 2019	Ukraine	June TBD	✓	✓	✓		
Fieldays '19	New Zealand	June 12-15				✓	
Canada Farm Progress '19	Canada	June 19-21				✓	

For more information or to register, please contact Greg.Thompson@trade.gov.



INTERNATIONAL
TRADE
ADMINISTRATION



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

- 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.