

Seafood Expo
NORTH AMERICA

WAVE MAKERS' ZONE

PRODUCT SHOWCASES • DEMONSTRATION THEATER • PODCAST

Seafood Processing
NORTH AMERICA

WAVE MAKERS' ZONE



New and Featured Product Showcase Floor Plan





Galaxy S22

Why product showcase?

1. Maximum Visibility

- The Product Showcase is the first stop for buyers seeking new and innovative products.
- Located in a high-traffic area, it ensures exposure even before buyers reach individual booths.
- Many attendees plan their booth visits based on what they see in the Showcase.

2. Buyer-Focused Exposure

- Attracts purchasing decision-makers specifically seeking new, trending, or award-worthy products.
- Featured products are highlighted in the show's digital and onsite materials, extending visibility beyond the booth.

3. Marketing & Media Advantage

- Frequently photographed and covered by trade media and the show's PR team.
- Boosts visibility through newsletters, press releases, and post-show coverage.

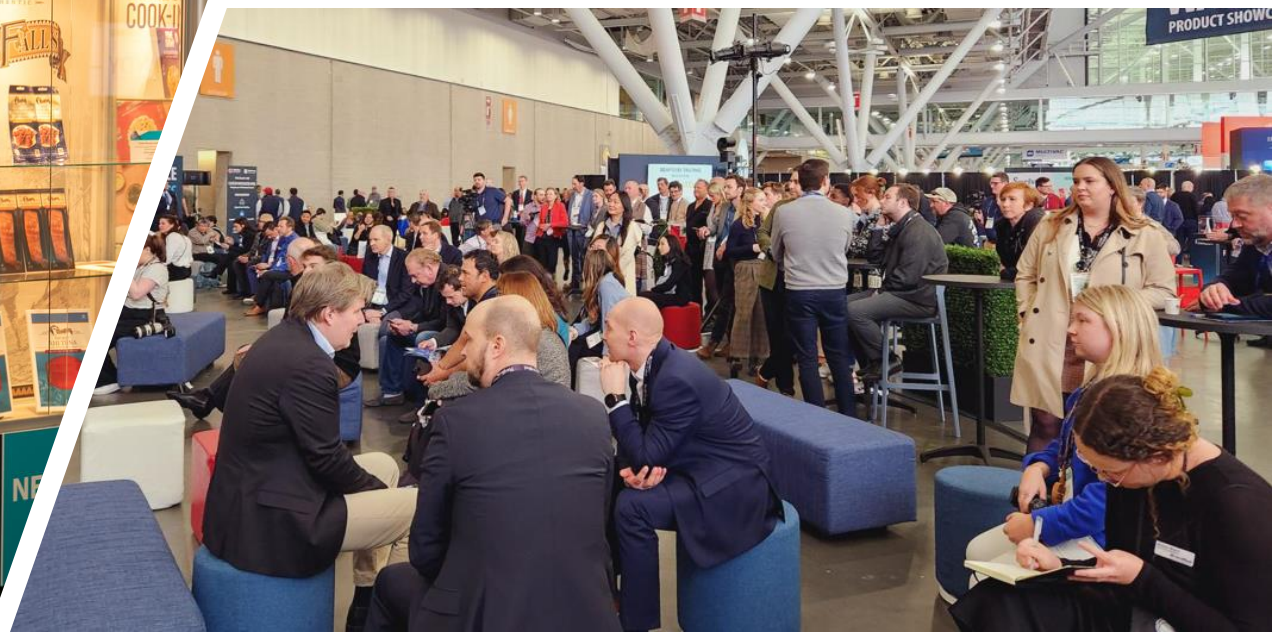
4. Competitive Differentiation

- While many exhibitors focus solely on their booths, the Showcase gives your product a premium spotlight that sets it apart.

5. Proven ROI

- Exhibitors consistently report higher booth traffic and stronger buyer leads after participating.

All new products are automatically entered into the prestigious **Seafood Excellence Awards** (**Food Sector Only**). Winning the competition provides your company with enhanced press coverage, increased exposure to buyers, and heightened recognition at Seafood Expo North America, helping your product stand out in a competitive market.



The **Wave Makers' Zone** is a high-traffic networking hub for industry leaders, making it the perfect place to showcase your latest innovative products. By participating in the **New/Featured Product Showcase**, you'll capture buyers' attention, generate new leads, and maximize your brand's visibility at Seafood Expo North America.



Single Display -
\$730 per entry

Display products
must be non-
perishable
Recommended:
display empty
product packaging.





Single Display \$730 per entry



**Half Poster
Display
2x3' or 3x2'
\$730 per
poster**



New Zealand's
premium
Greenshell™
mussels





Full Poster Vertical Display
3x4' \$1,160 per poster

Showcase Branding Opportunity. With this sponsorship, you receive one showcase highlighting up to 3 products. The showcase's top will feature your company name, logo, and booth number. Sponsorship Fee: \$3,300



Featured Product

Showcase is designed to highlight and give your company the opportunity to promote its **BEST** products to potential buyers regardless of the product's introduction date.

\$3,300





The product showcase is the number one place buyers and visitors will never miss!

Make it easy for the buyers to find you!



PERUVIAN SEAFOOD
TAPAS

#2513

FRESH CA
A GOURMET LINE UP OF THE
PERUVIAN SEAFOOD
LIKE NO OTHER
READY TO E
SHARE AND E

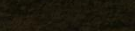


THE ONLY SEAFOOD
NUTRITIONAL VALUE, WITHOUT
CHEMICALS OR CO

WITH HIGH
USE OF ADDITIVES,
PLANTS

WICKETEL REFRIGERATED
WITH PINKISH-RED SALT

SPICED FISH WITH
WICKETEL STORAGE CASE



Alaskan Leader Seafoods

#1647

MISO
BLACK COD
PORTION & FILLETS



HIKARIMISO

5 Star
Superior
Quality

14g
PROTEIN
PER SERVING

Sustainably
Harvested

PRODUCT OF
USA



VIDEO COOKING
INSTRUCTIONS



Wild, Natural & Sustainable



SPECIALTY SEAFOOD

#1205



PRIME
COOK-IT

READY
10 MIN

PRIME SHRIMP

#3074



NO PREP. NO THAW.
NO MESS. NO HASSLE.

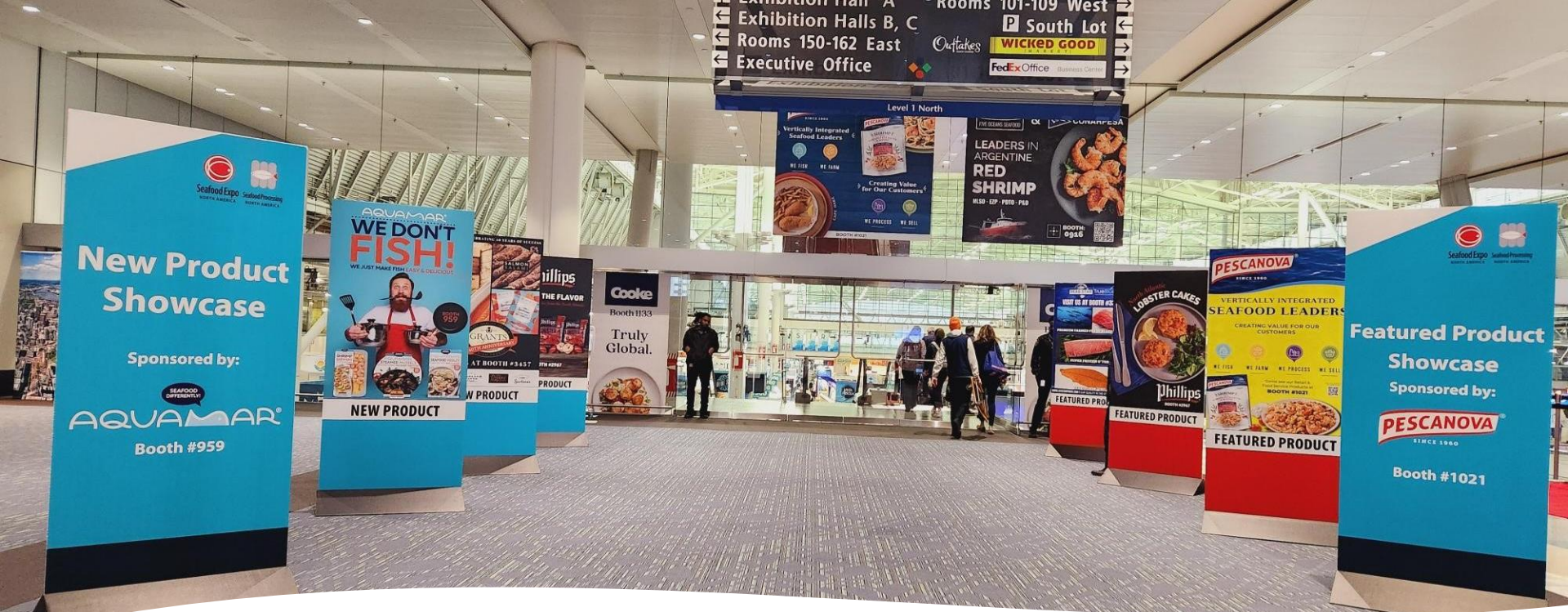


NEW PRODUCT
SHOWCASE

NEW PRODUCT
SHOWCASE

NEW PRODUCT
SHOWCASE

NEW PRODUCT
SHOWCASE



1 Meter Panel Promotion – Double Sided: \$3,850

The **8 ft × 3 ft double-sided panel** will receive significant exposure, attracting a large volume of buyers and maximizing visibility for your product.

Key Buyers Digital Promotion:

- An opportunity to promote your products 3 weeks in advance before the expo opens.
- Sponsorship fee: \$3,200



The advertisement features a top-down view of two white bowls filled with a creamy seafood soup, garnished with fresh herbs and black pepper. A hand is shown garnishing the soup in the bottom right bowl. To the left of the bowls are several square crackers. In the top right corner, a small white bowl contains fresh green herbs. The background is a light-colored, textured surface.

Campbell's
CULINARY RESERVE

seafood soup du jour
every jour

The Campbell's® Culinary Reserve team will be on hand to dish out samples of our enhanced New England Clam Chowder recipe as well as several other delicious seafood dishes from our portfolio.

Join Us At **BOOTH #3077**

TASTE BIG FLAVOR. WIN FUN PRIZES.
Stop by our food truck to get your hands on some great giveaways while cozying up with a hot cup of soup.

VISIT OUR FOOD TRUCK
At the Bazaar at the Boston Fish Pier
SUNDAY & MONDAY
11a.m. - 7p.m.

Campbell's
Foodservice



	2027 Pricing
New/Featured Product Showcase (single shelf)	\$730
New/Featured: Half Poster (2ftx3ft or 3ftx2ft)	\$730
New/Featured: Full Poster 3ftx4ft (Vertical only)	\$1,160
New/Featured: – Branding Opportunity	\$3, 300
North Lobby Full Panel (Double Sided 8ft x 3ft)	\$3,850
New/Featured: Key Buyers Digital Promotion HIGHLY RECOMMENDED! Direct exposure before the expo starts. Only limit to 2 companies.	\$3,200
New Product Showcase Exclusive Sponsorship	\$7,050
Featured Product Showcase Exclusive Sponsorship	\$7,050

New Product:

New Products must have been introduced to the market ***within 18 months*** of the event. All products entered into the New Product Showcase are automatically entered into the Seafood Excellence Awards competition. Products entered must be edible in order to participate in the Seafood Excellence Awards competition.

Featured Product:

Featured Product Showcase is designed to highlight and give your company the opportunity to promote its **BEST** products to potential buyers regardless of the product's introduction date.

*Featured Product **WILL NOT** be eligible to enter the Seafood Excellence Awards competition.*



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For more information, please contact: Minh Ly-Gordon
+1-207-842-5525 or mlygordon@divcom.com

**Deadline to apply for New/Featured Product
Showcase:**

Thursday, February 5, 2027