

# Tasty Expo KC 2018 Application

## BACKGROUND INFORMATION

<b>BUSINESS NAME</b>			
<b>CONTACT PERSON</b>			
<b>MAILING ADDRESS</b>			
<b>CITY</b>	<b>STATE</b>	<b>ZIP CODE</b>	<b>COUNTY</b>
<b>PHONE</b>	<b>EMAIL ADDRESS</b>		
<b>WEBSITE</b>			
<b>YEAR ESTABLISHED</b>		<b>NUMBER OF EMPLOYEES</b>	
<b>PROGRAM SPECIFICATIONS:</b>			
<p>The Kansas City Tasty Expo 2018 is a food and beverage expo to be held May 18 – 20, 2018, in Overland Park, Kan. The Missouri Department of Agriculture’s AgriMissouri/Missouri Grown program will assist 10 companies with the cost of a 10’ x 10’ booth space at the expo. Each booth space is \$1,500, and selected companies will be provided a \$1,000 assistance grant to participate. Selected companies will be notified by Jan. 11, 2018, and will be required to submit a \$500 non-refundable registration fee to the Missouri Department of Agriculture no later than 4:00 p.m. on Jan. 19, 2018. Booth spaces will be paid to the Tasty Expo KC by AgriMissouri/Missouri Grown. Selected companies must be paid AgriMissouri/Missouri Grown members by Jan. 5, 2018, to be eligible to participate. The following timeline will be followed:</p> <ul style="list-style-type: none"> <li>Jan. 5: Completed applications must be submitted electronically to <a href="mailto:Jennifer.Dudenhoeffer@mda.mo.gov">Jennifer.Dudenhoeffer@mda.mo.gov</a> no later than 4:00 p.m.</li> <li>Jan. 11: Selected companies will be notified.</li> <li>Jan. 19: Join or renew paid AgriMissouri membership. Must be completed no later than 4:00 p.m.</li> <li>Jan. 19: \$500 non-refundable registration fee must be received by the Missouri Department of Agriculture by 4:00 p.m.</li> <li>Feb. 1: Missouri Department of Agriculture will submit selected companies’ information to Tasty Expo staff.</li> </ul>			
<b>COMPANY REQUIREMENTS:</b>			
<ul style="list-style-type: none"> <li>Set up on May 18 within the assigned time slot provided by Tasty Expo.</li> <li>The booth must be occupied by two company representatives at all times during open show hours, May 18-20.</li> <li>The expo does not require insurance, but it is highly recommended.</li> <li>Sell only products listed on this application and approved by the Department .</li> <li>Responsible for collecting the appropriate sales taxes for product sold during the show.</li> <li>Use product labels that are professional in appearance (colors, graphics, bar codes, ingredients, etc.).</li> <li>Must be a current, paid AgriMissouri/Missouri Grown member.</li> <li>Display a pop-up Missouri Grown banner, provided by MDA.</li> <li>Make Missouri Grown branded literature available to attendees at the booth. Missouri Grown material will be provided by Department staff.</li> </ul>			
<p>1. Are you a current, paid AgriMissouri member? If not, you must be a paid member by Jan. 19, 2018. Register at <a href="https://agrimissouri.com/">https://agrimissouri.com/</a></p> <p><input type="checkbox"/> YES</p> <p><input type="checkbox"/> NO</p>			
<p>2. Why do you want to participate in the Tasty KC Expo? (100 words or less)</p>			

3. Please list and describe in detail the product(s) that you intend to bring to the expo. Attach a product list if applicable. Photos of all product packaging are required. Email high-quality, clear images of product packaging to [Jennifer.Dudenhoeffer@mda.mo.gov](mailto:Jennifer.Dudenhoeffer@mda.mo.gov)

4. Has your company participated in any of the following? Check all that apply.

- Domestic Trade Shows
- Food/Beverage Events
- Local/Regional Events (i.e. Fair)
- Food Showcase Competition
- Other:
- Please describe. \_\_\_\_\_
- No prior participation

5. The booth size will be 10' x 10', please describe what your booth display will look like. Please include clear photos of previous trade show and/or event displays, if possible. Email high-quality, clear images of displays to [Jennifer.Dudenhoeffer@mda.mo.gov](mailto:Jennifer.Dudenhoeffer@mda.mo.gov)

6. Will you be able to provide at least 5,000 samples for the anticipated 20,000 attendees?

- YES
- NO

7. Will you be able to provide at least 1,000 units of each product to be available for purchase?

- YES
- NO

8. Where can consumers find your products? Check all that apply.

- Missouri
- Regionally
- Nationally
- Internationally

9. How are your products sold? Check all that apply.

- Retail
- Distributor/Wholesaler
- Self-Distributor
- Direct to Consumer/Farmers'
- Market Online Sales

10. Which of these best represents your target consumer market? Check all that apply.

- Convenience
- Specialty
- Budget Conscious
- Natural/Organic Health
- Conscious Local
- Supporter

11. What does the consumer experience mean to you and your company? (100 words or less)

12. Are you interested in exploring new markets? Please elaborate in question 14.

- YES
- NO

13. At what capacity are you currently operating?

- 1-25%
- 26-50%
- 51-75%
- 76-100%

14. Are you interested in expanding your business and, if so, in what ways (i.e. equipment upgrades, capital improvements, marketing ventures, etc.)? Please describe (250 words or less).

15. Which of the following communications platforms do you utilize? Check all that apply and include URLs.

- Company Website      URL: \_\_\_\_\_
- Facebook                      \_\_\_\_\_
- Twitter                         @ \_\_\_\_\_
- Instagram                     @ \_\_\_\_\_
- Pinterest                      \_\_\_\_\_
- Other:                          \_\_\_\_\_

16. What will your company gain from attending the Tasty Expo-Kansas City 2018? (200 words or less)

**REQUESTOR SIGNATURE**

By signing this document the following are understood by the requestor:

- Signing this document does not constitute an approved application by the Missouri Department of Agriculture.
- The information provided is true and correct to the applicant’s understanding.
- Awarded funds are provided directly to the Tasty Expo KC.
- Completed application materials, images and product information must be received by 4:00 p.m. on Jan. 5, 2018, to be considered.
- Approved companies must be paid AgriMissouri members by 4:00 p.m. on Jan. 19, 2018. Register at <https://agrimissouri.com/>
- Approved companies will be notified by Jan. 11, 2018.
- Approved companies must provide the \$500 nonrefundable payment to the Missouri Department of Agriculture by 4:00 p.m. Jan. 19, 2018.
- All materials must be submitted electronically to: [Jennifer.Dudenhoeffer@mda.mo.gov](mailto:Jennifer.Dudenhoeffer@mda.mo.gov)

Please direct questions to Jennifer Dudenhoeffer at (573) 751-5611 or [jennifer.dudenhoeffer@mda.mo.gov](mailto:jennifer.dudenhoeffer@mda.mo.gov)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date