



WORLD FOOD  
**USA PAVILION**  
BOOTH RESERVATION INSTRUCTIONS

DUBAI EXPO CITY | DUBAI WORLD TRADE CENTRE

USA Pavilion World Food Pavilion **ONLY**

Booths in all other sectors of the show managed by Oak Overseas can be booked directly with us



**USA OAK**

## NO CONFECTIONERY

DWTC has declared all chocolate and hard candy, inclusive of cocoa, should be displayed at ISM Middle East and NOT at Gulfood. DWTC will have booth auditors onsite. DWTC reserves the right to have displayed products removed from booths.

## MANDATORY SECTORS: BEVERAGE, SEAFOOD,

### MEAT & POULTRY, DAIRY HALLS

Gulfood 2026 is now by sectors. It is mandatory that companies predominantly representing products in these respective sectors reserve space in the dedicated hall. Contact US for Space Options.



## BOOTH REGISTRATION SUBMISSION INSTRUCTIONS

Please follow the provided instructions and submit your booth reservation contract to our offices starting 8:00pm Dubai Time, 12:00 Noon EST on Wednesday, June 25, 2025.

\*Please review reservation instructions on page 6.\*

- All turnkey booths are allocated by the order in which the contracts are received
- A 50% non-refundable deposit is due 5 business days upon receipt of your invoice

Once signed application/contract is received, deposit is obligatory even without a space assignment. Refunds only in the case of inability to find any available space.

# STOP

Please contact us for information about these shows. If you are a member of or fall into the regions of either of these below organizations, please contact them before submitting your booth application.



### Food Export

**Ms. Femke Bosch**

Tel: 312.334.9201

Email: [fbosch@foodexport.org](mailto:fbosch@foodexport.org)



### Southern United States Trade Association

**Mr. Alister Perez**

Tel: 504-568-5986

Email: [alister@susta.org](mailto:alister@susta.org)



**U.S. Dairy Export Council**

Ingredients | Products | Global Markets

### U.S. Dairy Export Council

**Ms. Angelique Hollister**

Tel: 703.528.3049 • Ext. 379

Email: [ahollister@usdec.org](mailto:ahollister@usdec.org)



### USA Poultry & Egg Export Council

**Ms. Jena Gress**

Tel: 770-413-0006

Email: [JGress@usapeec.org](mailto:JGress@usapeec.org)



### US Meat Export Federation

**Ms. Tammy Connolly**

Tel: 303.623.6328

Email: [tconnolly@usmef.org](mailto:tconnolly@usmef.org)



### Western United States Agricultural Trade Association

**Elise Oliver**

Tel: 360-693-3373

Email: [elise@wusata.org](mailto:elise@wusata.org)

# 2025 STATISTICS



Gulffood

Nearly  
**100,000**  
Visitors

**5,500+**  
Exhibitors  
Across 24 Halls

**129+**  
Exhibiting  
Countries

**150,000**  
New Products  
Showcased

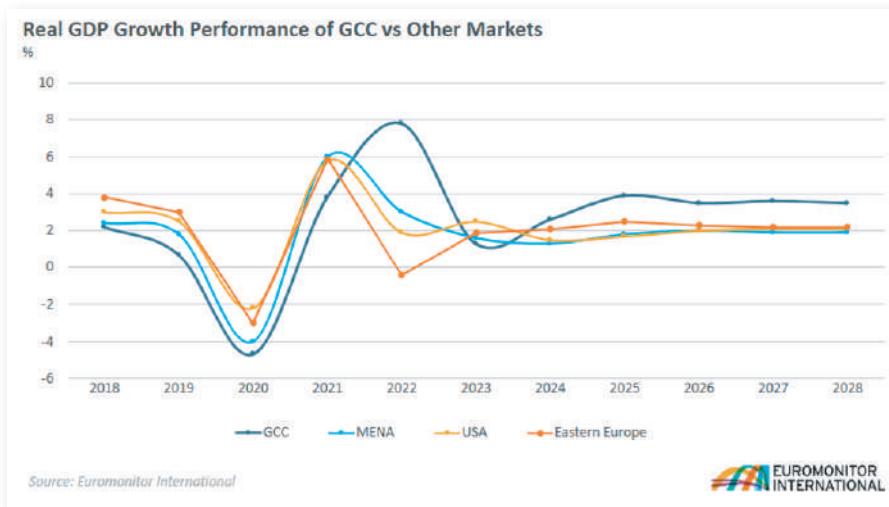
**1 MILLION+**  
Products  
Showcased

Imagine your products reaching some of the most prestigious venues and markets worldwide. At Gulfood, you'll meet key players from every corner of the industry: distributors, retailers, importers, exporters, and hospitality leaders. This is your chance to engage directly with top decision-makers, sparking important discussions and forming partnerships that can place your products on an international platform.

## A STRONG MARKET FOR USA PRODUCTS

- *The GCC exports very little in agricultural product to the United States and thus the “reciprocal tariffs” have not really come into play in the sector.*
- GCC markets have some of the highest per capita income in the world and are thus less price sensitive.
- Consumers pay a premium for higher quality, high-value product.
- The GCC has become a global destination and hub with Gulfood and its many off-shoots as a primary example.
- A growing population and rising GDP, income, and investment will fuel medium-to-long-term growth.
- Retailing grew 5 percent over the past year and is set for continued expansion (*Euromonitor*).

Overall real GDP growth is set to surpass other markets, as well:





# WORLD FOOD USA PAVILION SERVICE & AMENITY PACKAGE

Optimize precious time with a turnkey booth package. **9, 15, 16, 18, 20, 24 sqm spaces are available, and 15+ sqm** booths receive twice the inclusions. Other furnishings and 24 hour power are available at an additional cost.

- Professional guidance and total logistical coordination from Oak Overseas staff in the U.S. and on-site in Dubai
- Exclusive USA Pavilion Exhibitor Lounge access
- One individual entry in official show directory and USA Pavilion directory
- Exhibitor passes (as needed, with a maximum of 5 per booth - except space only booths)
- Strong USA identification - focal point for international importers and brokers
- Prime location on show floor
- Daily booth cleaning
- Full booth design and construction
- Fascia with firm name
- Carpeting
- 1 Lockable reception counter
- 2 Shelves
- 3 Lights
- 1 Electrical outlet, 220 volt, 13 amp
- 24 hour power not included
- 1 Table
- 3 Chairs
- 1 Bar stool
- 1 Trash bin
- Other furnishings available at additional cost

## SHIPPING INSTRUCTIONS

### Shipping Allotment : *Turnkey Booths Only*

Shipping allotment includes Up to 100lbs Dry and 125lbs Frozen/Chilled from Dubai Airport to Booth Per Contracted Exhibitor; Exclusively Applicable Through USA Pavilion Officially Appointed Freight Consolidator and not transferable. Administration, cold storage, duties/taxes, temporary import bond/bond cancellation or associated fees, if applicable are the sole responsibility of exhibitor.

### Space Only Booth Contracts do NOT include any shipping allowances

Complete details and instructions will be provided in the Oak Overseas Exhibitor Manual.

## PACKAGE RATES

### Space Only

USD\$1,212.00/sqm\*

### Turnkey Booth

USD\$1,630.00/sqm\*

### Corner Fee

USD\$85/sqm\*

\*Minimum 12sqm

\* Rates do not include one-time Organizer mandatory fee: USD\$1020

## CONTACT

### Roxanne Brown

Tel: +1 704.837.1980 x304

Fax: +1 704.943.0853

Email: [rbrown@oakoverseas.com](mailto:rbrown@oakoverseas.com)

8611 Concord Mills Blvd  
Suite 159  
Concord, NC 28027





# Gulfood

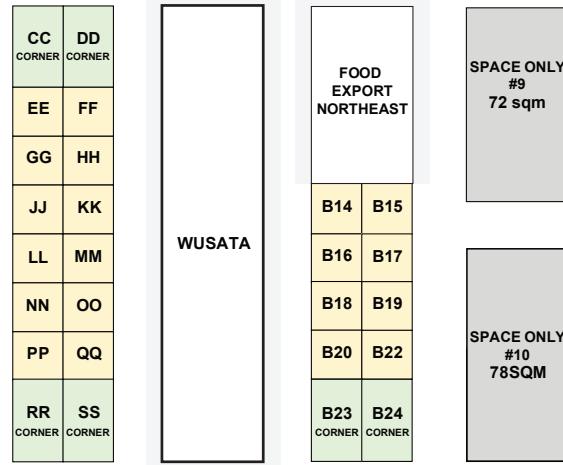
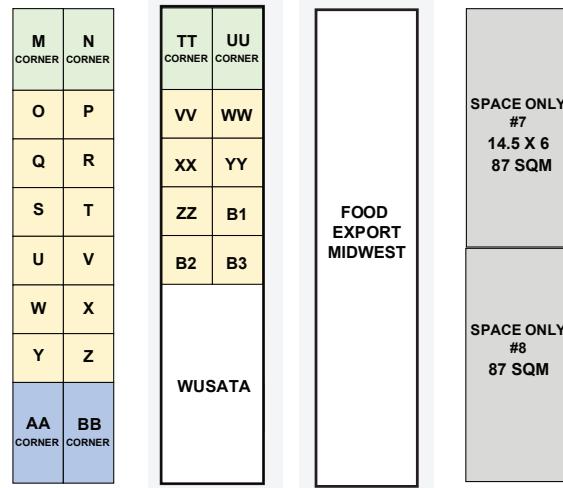
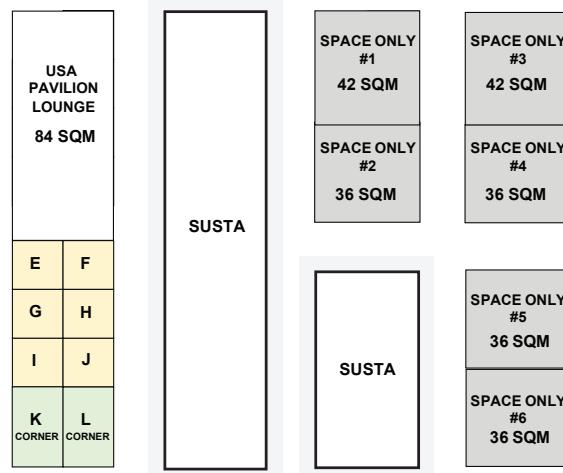
## BOOTH RESERVATION INSTRUCTIONS

1. Complete and sign booth contract on page 8-9 (completed & signed contract in PDF for only is REQUIRED to use this submission site).
2. June 25, 2025 8:00pm Dubai local time, 12:00 noon EST
  - a) Go to: <https://events.oakoverseas.com/form/gf1ive/>  
**(Note: you will fill out company name, first name, last name, email, and upload your pdf.)**
  - b) Register your company and submit a PDF copy of your Booth Application Contract Form
3. Receive Time/Date confirmation from our system
4. Exhibitors will be contacted by Oak Overseas staff to select their booth location in the order contracts are received (based on time-stamped submission—no need to email separately). Due to high volume, please allow up to 1–2 weeks for full pavilion allocation.
5. 50% deposit is due within 5 business days upon receipt.
6. The below is a binding contract for booth space at Gulfood. Once we receive page 8-9, the Exhibiting company is responsible for payment and cannot void the document.

## BOOTH GUIDELINES AND RESTRICTIONS

- Mandatory Sectorization: If exhibited products represent 50% or more of the following categories- Pulses & Grains, Beverage, Dairy, Meat & Poultry, and Seafood - exhibitors are REQUIRED to reserve space in the corresponding sector hall.
- Only One Application Per Company Will Be Accepted
- No Reserving Booths on Behalf of Other Companies
- Booths Cannot Be Resold or Sub Contracted
- Maximum 2 Booths Per Company. Booths Cannot Be Sub Divided, Only Combined 15sqm corner booths are considered 2 booths
- Upon Confirmed Space Allocation, Deposits Must be Received Within 5 Business Days
- All Companies Must Meet the U.S. Origin Requirements Stated in Point 3 of Terms and Conditions of the Booth Contract
- Confectionery Only Companies Not Permitted to Exhibit
- Booth Sharing Limited to 2 Companies Per Booth, 9sqm and Above Only
- Space-only booths are allowed only in designated areas.
- Special Allocation/Location Requests Are NOT Guaranteed
- Double Booth Contracts Unable to be Fulfilled Will Be Permitted to Resubmit a New Single Booth Contract Without Loss of Booth Selection Position
- Oak Overseas Has Final Discretion On Booth Contracting and Allocation
- Successful Submission of Booth Contract Does NOT Guarantee a Booth
- Booth Spaces Are Final

## USAPAVILION Floor Plan



### BOOTH SIZES



9 sqm



15 sqm



16 sqm



18 sqm



20 sqm



24 sqm



Space Only

\*no package included

NOTE: When filling out the contract please note the corner fee for the marked corner spaces

The organization, as described below, hereinafter referred to as "Exhibitor", applies for participation in the **World Food USA Pavilion at Gulfood 2026 (GF2026)** in Dubai, UAE, January 26-30, 2026 organized by Oak Overseas, Ltd. hereinafter referred to as "Management".

## Contact / Company Information

Exhibitor \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Stand / Exhibit Planning Contact \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Products to Be Exhibited \_\_\_\_\_

We confirm our products meet the U.S. Origin requirements as stated in point 3 of the Terms and Conditions  
Initials \_\_\_\_\_

## Booth Pricing Details

All booths include the services specified in the World Food USA Pavilion at Gulfood 2026 brochure.

\* Booth Allocation determined on a strict first-come, first-served basis as per contracts and deposits are received.

### Exhibit Stand / Turnkey Package:

A Total of \_\_\_\_\_ 9 sqm Booth(s) @ USD14,670.00 / Booth USD\$

A Total of \_\_\_\_\_ 12 sqm Booth @ USD19,560.00 / Booth USD\$

A Total of \_\_\_\_\_ 15 sqm Booth @ USD24,450.00 / Booth USD\$

OR

A Total of \_\_\_\_\_ SQM @ USD1,640.00 / SQM USD\$

### Raw Space/Space Only:

A Total of \_\_\_\_\_ SQM @ USD\$1212.00 / SQM USD\$

### Fees:

Booth Sharing: \_\_\_\_\_ company(ies) @ USD\$3,500.00 / Company USD\$

(see terms & conditions, price includes organizer mandatory insurance and enhanced listing fee)

Corner Surcharge (min.12sqm) \_\_\_\_\_ SQM @ USD\$85/SQM USD\$

(Calculate total sqm of booth area foot print by SQM fee, minimum 12sqm)

1050.00

Organizer Compulsory Insurance & Enhanced Internet Listing Fee: USD\$ \_\_\_\_\_

### Booth Preferences:

1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_  
Selections are NOT guaranteed.

**TOTAL:** USD\$

## Submission & Payment Instructions

Space applications submitted must be accompanied by a deposit of 50% of the total space cost 5 business days after invoicing to secure a location. The remaining balance of 50% must be made by October 1, 2026. Payment instructions will be included on the invoice.

## Approval

We, the undersigned exhibiting company, hereby apply and agree to comply by the **Terms and Conditions printed on the reverse side of this application**. The person signing this document expressly represents and warrants to Management that he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges to have read and accepted the terms as set forth on both sides of this USA Pavilion Booth Application & Contract Form.

Signature \_\_\_\_\_ Title \_\_\_\_\_

Type or Print Name \_\_\_\_\_ Date \_\_\_\_\_

# Terms and Conditions

World Food USA Pavilion at Gulfood 2026 (GF2026) January 26-30, 2026



1. The following conditions as well as rules and regulations laid down by the DWTC, hereinafter referred as "Organizer", are part of the Participation Agreement made through the signing of the "Booth Contract", as though fully incorporated therein, and each participant, hereinafter referred as Exhibitor, is bound by each and everyone thereof.
2. Oak Overseas, Ltd., hereinafter referred to as "Management", undertakes within the framework of the offer submitted to carry out the project described in the World Food USA Pavilion at Gulfood 2026 Brochure/Flyer on the condition that the requisite number of Exhibitors apply.
3. **Product Origin:** Firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water. Being a US-based company does not represent compliance. Signing this document is a declaration of compliance to this USDA/FAS stipulation. If actual booth displays are determined non-compliant, Exhibitor may be asked to alter displayed content or to leave the pavilion with no reimbursement of booth fees.
4. **Sector Compliance:** Organizer has declared hard candy, chocolate candy and Cocoa products not eligible for display or represented either as a physical product or graphic representation at Gulfood 2026. Equally, Gulfood is now mostly sectorial: Pulse & Grains, Beverages, Dairy, Fats & Oils, Meat, Poultry and Seafood. Companies with a primary focus on or displaying a majority of products focused on either of these sectors MUST have a stand in the respective sector(s). Organizer and Management reserves the right to audit compliance including insisting products/graphics to be removed from booth(s). No refund or reimbursement of any kind is required by Management for consequences assessed due to non compliance.
5. **Space Assignments:** Exhibit space assignments within the pavilion are made on a first-come-first-served basis. By signing this Booth Application and Contract Form obligates Exhibitor to pay the contractual amount based on Payment Schedule regardless of actual participation. In the instance of a wait list, Exhibitor is obligated to sign the Booth Application and Contract Form and pay the contractual amount based on Payment Schedule but is not guaranteed a location. The location and layout of the USA Pavilion is subject to change at the sole discretion of the Organizers or Management. The floor plan of the pavilion may change to fit the total space demand, limits or modifications set by the show organizers or Management.
6. **Liability Insurance:** Exhibitor agrees to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.
7. **Sharing of Booth:** Management will authorize no more than two companies to be listed on the fascia board (if space provides) and will permit no more than two companies to be physically represented in the booth. An additional USD\$3500.00 booth sharing fee per single booth will be charged to cover administrative charges, plus USD\$1050.00 Organizer Compulsory Insurance and Enhanced Internet Listing Fee per company plus one for the contracting company (once for the contracting company if multiple booths are contracted). Sharing fee does not entitle sharing company to an individual shipping allowance. One single shipping allotment is only applicable to the specific exhibit space. Sharing companies must decide how to use the shipping allowance between them. Sharing fee does not entitle sharing company to any additional booth furnishings or exhibitor badges beyond the Turnkey Booth Inclusions provided with the corresponding booth size. Additional furnishings / badges must be ordered to accommodate the exhibit needs of sharing company.
8. **Liability.** The Exhibitor agrees to indemnify and hold harmless the Management, the Show Organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others. The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air condition or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.
9. **Payment Schedule:** Space applications submitted must be accompanied by a deposit of 50% of the total space cost 5 business days after invoicing to secure a location. The balance of 50% must be made by **October 1, 2025**. Space applications submitted on or after **October 1, 2025** must be accompanied by the full amount of the total space cost 5 business days after invoicing to secure a location. No exhibit space assignments will be made final to com-

panies who have not paid the proper deposit; however, Exhibitor is still liable for the deposit or amount due per the Payment Schedule and/or Cancellation policy. Management has the right to replace any exhibitor who has not paid its deposit space. The cancellation policy listed below will apply in that case.

10. **Additional Service and Product Orders:** Orders for products or services made by Exhibitor in addition to the Turnkey Booth Inclusions stated in the World Food USA Pavilion at Gulfood 2025 Brochure/Flyer must be paid for at time of request of said products or services and before said products and services are ordered by Management, delivered or installed. Products and services ordered after deadlines stated in the exhibitor manual or onsite at the event are strictly subject to availability. Management reserves the right to restrict access and use of booth until said ordered and invoiced products and services are paid to the satisfaction of Management prior to the event dates.
11. **Build & Safety:** Management uses a variety of materials to construct and provide services in any booth including but not limited to shelving, walls, lighting, graphics, etc. Management reserves the right at its discretion to dictate and restrict usage of said materials by Exhibitor if Management, USDA/DOC (if a USDA/DOC endorsed pavilion), or Organizer deem the usage or application of said materials unsafe, infringing on the quality and presentation of the overall pavilion or creates an otherwise non uniform use of materials in respect to Exhibitor neighbor.
12. **Booth Package Construction/Encroachment:** Booth Package construction will encroach on Exhibitor's space. Contracted space size includes booth construction and does not entitle Exhibitor to a credit for unusable space resulting from the Booth Package Construction.
13. **Cancellations:** In the event the Exhibitor seeks to cancel all or part of this contract, Exhibitor may only do so by giving written notice by certified mail, return receipt requested. In such instance, Exhibitor will still be liable for the full amount of the registration fee and internet listing fee and one-half of the total Space and, if applicable, corner fee so long as the written notice of cancellation is received by Management prior to **October 1, 2025**. If written cancellation notice (by certified mail, return receipt requested) is received by Management on or after **October 1, 2025**, Exhibitor shall pay a cancellation fee equal to the total value of the Contract. These cancellation fees are considered to be liquidated damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.
14. **Collections:** Exhibitor is responsible for any fees incurred by Management towards Management's efforts in the collection of any unpaid, invoiced debts associated with participation in the Gulfood 2026 USA Pavilion or cancellation of contracted Gulfood 2026 USA Pavilion space and materials/services associated with participation of Exhibitor in the USA Pavilion at Gulfood 2026 including, but not limited to third party collection services and attorney fees.
15. **Force Majeure:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the show or of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

FULL NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_