



WUSATA

Western U.S. Agricultural Trade Association

WUSATA Pavilion at 2017 ANUGA Trade Show October 7-11, 2017 in Cologne, Germany

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announce participation and registration for:

ANUGA - October 7-11, 2017 - Cologne Expo Center - Cologne, Germany

Held biennially, the 2017 ANUGA Trade Show is one of the leading trade shows for the food and beverage industry. Approximately 160,000 decision makers from the grocery, catering, and food service sectors from over 192 countries attended the 2015 show. Interest in the WUSATA pavilion is high as we offer prime booth location within the USA Pavilion, complimentary one-on-one meetings with pre-qualified buyers, and a team of translators speaking multiple languages.

If you plan to exhibit within the WUSATA pavilion (located in the USA Pavilion), be sure to register through this event announcement.

FundMatch® can help boost your international marketing budget with 50% cost reimbursement on eligible international marketing expenses such as: trade show booths, travel, advertising, freight/shipping, giveaways, and much more. Don't miss this opportunity to maximize your participation!

Benefits of Participation:

- Prime booth location within the USA Pavilion
- One-on-one meetings with pre-qualified buyers
- A team of translators speaking multiple languages
- On-site project manager assistance during the show

Early Bird Participation Fees: Ends January 1, 2017

- After January 1, 2017 rates will increase by \$40 per SQM.
- Show-mandated marketing package fee: \$1,250 per exhibitor

AISLE:

- 6 sqm booth package: \$ 8,540
- 9 sqm booth package: \$ 12,185
- 10 sqm booth package: \$ 13,400
- 12 sqm booth package: \$ 15,830
- 13.5 sqm booth package: \$ 17,653
- 14 sqm booth package: \$ 18,260
- *16 sqm booth package: \$ 20,440 (with 1/2 pillar)
- *18 sqm booth package: \$ 22,870 (with 1/2 pillar)

CORNER (Premium Fee of 10% Added):

- 15 sqm booth package: \$ 21,298
- *16 sqm booth package: \$ 22,359 (with 1/2 pillar)
- 16 sqm booth package: \$ 22,634
- *18 sqm booth package: \$ 25,032 (with 1/2 pillar)
- 18 sqm booth package: \$ 25,307

*booths with 1/2 pillars include a \$250 price reduction within the early registration pricing

Available space in the WUSATA Pavilion is limited and booths are assigned on a first-come, first served basis via our online event registration system. **Each company is limited to a maximum of one corner booth and two booths total.**

Suitable products include, but are not limited to: food service & retail products, ingredients, natural/healthy, produce, specialty foods, sauces & condiments, gourmet foods, beverages, bakery goods, and more.

WUSATA:

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