



# WUSATA

Western U.S. Agricultural Trade Association

## WUSATA Pavilion at SIAL Paris 2018

October 21-25, 2018 in Paris, France

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

### SIAL Paris - October 21-25, 2018 - Paris Nord Villepinte - Paris, France

Held biennially, SIAL Paris is one of the largest food products exhibitions in the world. The event attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. In 2016, SIAL Paris welcomed 7,020 exhibitors from 109 countries and over 155,700 trade visitors interested in retail, food service products from 194 countries. Agreement with the U.S. makes this a beneficial export market. This is a trade mission you do not want to miss!

**If you plan to exhibit within the WUSATA pavilion** (located in the USA Pavilion), be sure to respond **only** to this event registration announcement.

**Register Now on Our Events Calendar!**

#### Benefits of Participation:

- Prime booth location within the USA Pavilion
- Complimentary one-on-one buyer meetings and group translation services
- On-site project manager assistance available during the show

#### Early Registration Participation Fees (ends January 31, 2018\*):

- 12 sqm CORNER booth package: \$12,032
- 12 sqm AISLE booth package: \$10,938
- 9 sqm AISLE booth package: \$9,408
- 6 sqm AISLE booth package: \$7,172

*\* Starting February 1, 2018, a \$250 fee increase will apply.*

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 limited to two booths total.** Please check the waitlist box as soon as you see that your desired booth type is sold out.

**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!

**Suitable products include, but are not limited to:** Retail products, food service, ingredients, natural/healthy, nutraceutical, organic, produce, specialty foods, sauces and condiments, gourmet foods, beverages, meats, seafood and more.

WUSATA:

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