

## TRADE SHOW

# 2017 WUSATA PAVILION AT CHFA - CANADIAN HEALTH FOOD ASSOCIATION WEST TRADE SHOW

Saturday, Apr 8 - Sunday, Apr 9, 2017

Registration: Thursday, Nov 10, 2016 - Friday, Feb 17, 2017

📍 Vancouver, British Columbia

## EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®), and the 13 Western State Departments of Agriculture, announces participation and registration in the following activity:

### Canadian Health Food Association (CHFA) West Trade Show ~ April 8-9, 2017

The Canadian market offers incredible new sales opportunities for U.S. specialty, natural and organic food companies. To assist in developing this market, we have secured a Pavilion at the 2017 CHFA West trade show in Vancouver, British Columbia, April 8-9, 2017. As bonus, on April 7<sup>th</sup>, we will provide a tour to select Vancouver retail stores as a valuable introduction to the Canadian health food retail trade.

CHFA is Canada's largest trade association dedicated to natural, health, and organic products and this show is the perfect place to meet decision-makers and influencers from some of Canada's largest natural health chains and independent retailers.

**Cost:** 5x10 sq ft aisle booth is \$1,500 / 10x10 sq ft aisle booth \$2,300 / 10x10 sq ft corner booth \$2,500

### Benefits of Participating:

- Turnkey booth space with custom signage and enhanced furnishings
- We will set up one-on-one meetings with key retail buyers and decision makers at your booth while at the event
- Receive information about the nuances of doing business in Canada that will allow you to establish new relationships
- Participate in a pre-show tour of Vancouver's top retailers on April 7<sup>th</sup> (booth set-up April 7<sup>th</sup> from 12:00 noon to 3:00pm ~ retail tour will start at 3:00pm with transportation pick-up at the convention center)
- Opening day of the trade show April 8<sup>th</sup> WUSATA will hold a breakfast briefing
- Year (2017) membership in CHFA which also includes;
  - Access to the CHFA Member Lounge, which includes complimentary beverages and is perfect for one-on-one meetings with CHFA retailer members
  - Triple the exposure in the official Show Guide, distributed to approximately 3,000 show attendees
  - Visibility on the CHFA website within the Exhibitor Listing, which receives approximately 3,500- 4,000 visitors per show

**WUSATA encourages early registration, as there are only 9 slots available on a first come first serve basis.**



## PRODUCT DESCRIPTION

**Suitable products include, but are not limited to:** Natural, organic and specialty food products, including beverages, snack foods, consumer ready, processed foods and most products that would be sold in U.S. natural food stores.

## INDUSTRY FOCUS

Natural/Health

Organic