TRADE SHOW

2022 WUSATA PAVILION AT GROCERY & SPECIALTY FOOD WEST TRADE SHOW

Monday, Apr 25 - Tuesday, Apr 26, 2022
Registration: Wednesday, Dec 15, 2021 - Monday, Feb 21, 2022 | 5:00 AM
British Columbia | Canada | North America

https://www.wusata.org/e/W2IXZK1

EVENT DETAILS

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:

2022 WUSATA Pavilion at Grocery & Specialty Food West Trade Show
April 25-26, 2022

The 2022 Grocery & Specialty Food West Trade Show in Vancouver B.C. is Western Canada's largest trade event of the year for the grocery retail industry. It is the single best place to engage with thousands of key retail stakeholders and thousands of suppliers. The Canadian Federation of Independent Grocers represents almost 7,000 retailer storefronts; more than 60% of their membership resides in Western Canada. This show features Western Canada's largest grocery gathering and represents the nation's only horizontal grocery retail-specific event catering to ALL facets of this essential industry.

This annual event is where the boundaries and limits of grocery are challenged and redefined. Exciting collaboration that takes place at the show breeds new business ideas and innovation, stimulating future change on a nationwide scale. Grocery & Specialty Food West stays at the forefront of the constantly evolving grocery industry and provides the most effective platform to create face-to-face relationships with retailers, gain insights, discover innovations and ultimately drive business success.

Some retailers include: Save on Foods, Buy Low Foods, Loblaws, Thrift Foods, London Drug, Sobey's, Sysco, Longos, Co-op, Walmart, Costco, Choices Market and many more.

Benefits of Participation:

- 91% of show attendees have the power to influence or make final decisions
- 86% come with purchasing intent
- 61% are independent franchisee retailers
- 30% are chain retailers
- 10x10 Booth included in price of participation
- 3-night hotel stay for ONE person included in the price of participation
- Included in the Booth is:
    - 8' back and 3' side drapes
    - 5 Exhibitor badges per 100 sq. ft. of exhibit space
    - 6 VIP retailer guest passes
    - Material handling from loading dock to booth and back
    - Removal, storage and return of exhibit crates
    - Complimentary ice
    - Access to wash stations
    - 24 hour professional security
    - Free company listing in the official printed show guide and

PRODUCT DESCRIPTION

Suitable Products Include: Value-added food & and non-alcoholic beverages, specialty items; consumer oriented products, and processed package products. Dried fruits & veggies, canned fruits & vegetables, nuts, beverage mixes, coffee, tea, sauces & BBQ sauces, spices, seasonings, condiments, cereals, wheat & grain products, confectioneries, bakery products, snacks, candies, healthy & natural products; Specialty Alcoholic beverages, Non-alcoholic beverages. Preferred all products shelf-stable with exception of Alcoholic Beverages.

INDUSTRY FOCUS

Consumer Oriented **Retail Products**

mobile app
    - Exhibitor E-News Updates
    - Opportunity to sample products
    - DIRECT FACE-TO-FACE EXPOSURE WITH RETAILERS
- Market tour to local retail stores before the trade show

Tentative Itinerary:

- Saturday April 23rd - Arrive in Vancouver, B.C.
- Sunday April 24th - Market tour
- April 25-26 - Booth setup. Trade Show
- Wednesday, April 27th - Leave Vancouver, B.C.

Participation Fee: 10X10 Booth, $500.00

Registration Deadline: February 21st, 2022