TRADE SHOW

ANTAD TRADE SHOW PAVILION

Monday, May 18 - Friday, May 22, 2026
Registration: Friday, Feb 13 - Friday, Feb 20, 2026
Guadalajara, Jalisco | Mexico | Latin America

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

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in ANTAD Trade show, which is endorsed by the USDA's Foreign Agricultural Service.

2026 ANTAD Trade Show Pavilion

Guadalajara, Jalisco, Mexico

May 18-22, 2026

Expo ANTAD is Mexico's leading and largest retail trade show, which attracts more than 50,000 visitors - 7 out of 10 attendees made purchase decisions in 2025. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their products to premium buyers, importers, and industry experts.

This activity is eligible for WUSATA's FundMatch Program - up to 50% reimbursement on approved expenditures related to product showcases, such as registration fee and product shipping freight. For more information, please contact your WUSATA Engagement Executive at export@wusata.org.

Benefits of Participation

- Feature your products in WUSATA's Pavilion at Mexico's largest food and hospitality trade show.
- Potential Mexican buyers, importers, and industry experts will be able to see your products displayed and promoted by you within the WUSATA Pavilion premium location.
- Participating companies will be provided with a kiosk, kiosk signage, and a chair.
- 1 hotel room per company per night (4 nights total, single bed)
- Participating companies will have the option for an interpreter (shared between all companies).
- ANTAD sets the stage for innovation, collaboration, and growth.
- Event supported by USDA

Draft Itinerary:

May 18: Arrival in Guadalajara - Set up

May 19: Show Day 1

May 20: Show Day 2

May 21: Show Day 3 - Tear Down

May 22: Departure

Participation Fee:

- Early Bird Price (before February 13th, 2026) - $2,350 Kiosk
- Standard Price - $3,500 Kiosk

Passes Available - 4 Kiosks

PRODUCT DESCRIPTION

Retail-consumer oriented products

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Mexico

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373