TRADE SHOW

2021 WUSATA PAVILION AT ANUGA TRADE SHOW

Saturday, Oct 9 - Wednesday, Oct 13, 2021
Registration: Thursday, Apr 1 - Thursday, Sep 23, 2021 | 12:00 PM
Germany | Europe

https://www.wusata.org/e/G6MHG42

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:

ANUGA ~ Cologne, Germany ~ October 9-13, 2021

Held every other year, ANUGA is one of the leading trade shows for food & beverages. In 2019, the show drew over 7,972 exhibitors from over 100 countries and approximately 169,000 decision-makers from retail, industrial and catering industry. With 10 specialized trade shows under one roof, ANUGA is an innovative meeting place for the industry and an international business platform for the food and beverage world. Exhibiting at ANUGA is one of the best ways of making your products known!

Within the WUSATA® pavilion, booths come fully furnished, carpeted booth with fascia in USA Pavilion design, spotlights, garbage removal, exhibitor passes, one-way shipping allotment (weight only), and fairground-wide Wi-Fi with dedicated USA Pavilion log-in. ***Number of furniture, exhibitor passes, and shipping allotment vary upon booth size.

Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- On site assistance during show
- Preshow support

Your options are as follows:

1. You may choose to participate in the WUSATA Pavilion by having your company attend in person or if you have a representative in Germany (or surrounding country) they may attend on your behalf.
2. Walk-up booths, providing the opportunity to show your products without taking on the expense of a full-size booth. The walk-up booth, while small, is still significant and great for the first-time exhibitor to experience this amazing trade show.

Booth Pricing – Discount of 33% reflected in price

*Show-mandated marketing package fee: $1,300 per exhibitor (included in price)

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.

REGISTRATION DEADLINE - August 27, 2021

PRODUCT DESCRIPTION

Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging. Please see additional details regarding product and company eligibility on the U.S. Supplier Page located on the homepage of the WUSATA® website.

INDUSTRY FOCUS

Food Service Products **Ingredient** **Natural/Health** **Nutraceutical** **Organic** **Produce** **Retail Products** **Seafood**

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. Do not miss this opportunity to maximize your participation!

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