

TRADE SHOW

WUSATA VIRTUAL PAVILION AT SIAL CANADA

Tuesday, Sep 29 - Thursday, Oct 1, 2020
Registration: Thursday, Oct 3, 2019 - Friday, Mar 6, 2020 | 12:00 PM
Montreal, Canada | Canada | North America

<https://www.wusata.org/e/C1KCONL>



EVENT DETAILS

*****This show has been made virtual*****

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

WUSATA Pavilion at the SIAL Canada Montreal ~ September 29 - October 1, 2020

SIAL Canada is the leading name in the agri-food industry, with over 850 national and international exhibitors from 50 countries hosting over 15,000 buyers from Canada, the United States, and 60 other countries. Major retailers in attendance include Costco, Loblaw's, Metro, Sobeys, and Walmart, among others.

This is an opportunity to be a part of the USA Pavilion at the 2020 SIAL Canada in Montreal, giving you access to the marketing support services from the USDA/Office of Agricultural Affairs in Ottawa, including local promotion to importers, on-site market briefing, and on-going market assistance during the show.

Benefits of Participation:

- Gather current market intelligence, consumer preference, and trend information directly from the source
- Identify new buyers for your product, or reconnect personally with existing clients
- FundMatch
- Discounted booth
- Included in the price - 100 SF booth includes walls, wall-to-wall carpeting, one table, two chairs, one lockable demonstration counter, one stool, two wall shelves, spotlights, one trashcan, one outlet, and daily booth cleaning.
- Hotel stay for one room (4 nights) included
- On-site sensory and consumer testing professionally done by Oregon State University's Food Innovation Center Sensory & Consumer Testing Department
 - Sensory & Consumer Testing at SIAL Canada 2020! The sky is the limit - what information do YOU need to know about your product in order to be successful abroad?

What this testing can provide for your company:

- Up to 5 questions specific to your product(s)/category/brand - tested throughout the SIAL Canada show
- Learn more about how your product is perceived through sensory taste tests and leverage which attributes are contributing most positively to its overall liking
- Get feedback about your

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: Food service foods & beverages, specialty foods, desserts, sweets, confectionery, healthy foods.

INDUSTRY FOCUS

Food Service Products



- packaging/messaging/claims/ecolabels/nutrition facts or ingredient statement
- Understand which product attributes are most important, engaging and appealing to Canadian consumers
- Collect comments from buyers about which products/trends they are seeking from the US
- Learn a bit about sensory science in order to conduct your own follow-up research after the show

Discounted Turnkey Booth Costs, Limit ONE booth per company:

- Single Corner Booth (100 SF) - \$4990.00
- Single Aisle Booth (100 SF) - \$4295.00

Booths allocated on a first-come, first-served basis according to the date of registration and payment. Once booths are sold out, you will have the opportunity add yourself to the wait list, also on a first-come, first-served basis, in WUSATA's online registration section.

Event Agenda:

- September 28, 2020 - Set up
- September 29 - October 1, 2020 - SIAL Canada Trade Show

Registration Deadline: February 26, 2020