TRADE SHOW

WUSATA STATE PAVILION AT WINTER FANCYFAIRE

Sunday, Jan 11 - Tuesday, Jan 13, 2026
Registration: Monday, Aug 18 - Friday, Oct 17, 2025 | 11:00 AM
San Diego, California | United States of America | North America

https://www.wusata.org/e/ZWWBTL2

EVENT DETAILS

WUSATA State Pavilion at Winter FancyFaire

Join Winter FancyFaire 2026 - the first trade event of the year! Reimagined, and reinvigorated to build brands and customers.

Exhibiting brings you in contact with buyers from all major food/beverage channels. Shows are strictly B2B, all attendees are vetted to ensure you connect with active buyers and distributors who are there to conduct business. To exhibit, you must be an SFA product-qualified member in good standing.

The Winter FancyFaire also attracts foreign buyers from a variety of international markets.

Exhibiting at the Winter FancyFaire is the most convenient and cost-effective way to meet buyers from every major food/beverage buying channel in the U.S. and around the world.

You must be a product qualified Specialty Food Association member (Tier 2) to exhibit at the Winter FancyFaire Show.

Benefits of Participation:

As a participant in the WUSATA State Pavilion you will be provided with a turn-key exhibition opportunity, inclusive of a uniform pavilion design featuring your company's logo, display cabinet (kiosk), standard electricity (show hours), and barstool. A value of approximately $5,000 per full booth package.

Please note: Exhibitors in the WUSATA State Pavilion are prohibited from using pop-up booth signage/walls (ex: step and repeat) that distract from the overall pavilion back wall design.

Itinerary:

Exhibit Hall Schedule

- Sunday, January 11 - (Hours Pending)
- Monday, January 12 - (Hours Pending)
- Tuesday, January 13 - (Hours Pending)

General Registration Opens: August 18th, 2025

Suitable Products:

Retail packaged foods & beverages, specialty foods, snack foods, dairy products, novelty/ niche food items

Registration Details:

Deadline: October 17, 2025

Participation Fee:

Half Booth - $2,200

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Worldwide

Full Booth - $4,400

Corner Booth - $5,150

Passes Available: 12 Half Booths; 5 Full Booths; 4 Corner Booths

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