TRADE SHOW

WUSATA PAVILION AT SIAL PARIS

Saturday, Oct 17 - Wednesday, Oct 21, 2026
Registration: Wednesday, Oct 22, 2025 - Monday, Jun 1, 2026 | 8:00 AM
Paris, France | France | Europe

https://www.wusata.org/e/50GJG8O

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture invite you to participate in the following activity, brought to you by the USDA's Foreign Agricultural Service:

WUSATA Pavilion at SIAL Paris
October 17-21, 2026

SIAL Paris is one of the world's largest food products exhibitions. Held biennially, the event attracts over 265,000 visitors, importers, and distributors from Europe, the Middle East, Africa, and Asia.

What's Included:

The WUSATA pavilion, located within the USA pavilion, offers prime booth locations with comprehensive amenities. Each booth comes fully equipped with back and side hard walls, carpeting, fascia with your company name, lighting, electricity, furniture including counter and shelves, wastebasket, exhibitor badges, and visitor invitations.

WUSATA will host pavilions in Hall 4 (Grocery) and Hall 8 (Fruits, Vegetables, Pulses & Grains).

As WUSATA is providing several larger booths, each company is limited to one booth maximum. Booths will be allocated on a first-come, first-served basis.

Registration Deadline: November 15, 2025

Early Bird Registration: Companies that have not participated in SIAL Paris with WUSATA in the past three years are eligible for a discounted rate.

Get 50% Reimbursement Through WUSATA's FundMatch Program

Apply now to WUSATA's 2026 FundMatch program or update your marketing plan if you're already a participant to offset half of your SIAL Paris expenses. Eligible costs include booth space, travel for two company representatives (flight, hotel, meals, and incidentals), freight for booth materials and samples, point-of-sale materials, and more. Review the 2026 FundMatch Guide for complete details on eligible expenses and requirements before, during, and after SIAL Paris to ensure successful claim submission.

FLOOR PLAN (First Come - First Serve)

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Retail Products | Specialty Beverage

BUYER AUDIENCE

France