TRADE SHOW

WUSATA PAVILION AT SIAL PARIS

Saturday, Oct 19 - Wednesday, Oct 23, 2024
Registration: Wednesday, Feb 28 - Wednesday, Jul 31, 2024
Paris, France | France | Europe

https://www.wusata.org/e/TAHWCF1

EVENT DETAILS

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

WUSATA Pavilion at SIAL Paris

October 19 - 23, 2024

SIAL Paris is one of the largest food products exhibition in the world. Held biennially, the event attracts over 265,000 visitors, importers, and distributors from not only Europe, but also the Middle East, Africa and Asia. SIAL Paris 2022 resulted in over 10.14 million in on site sales and $142.45 million in 12 month projected sales.

- The WUSATA pavilions, located within the USA pavilions, offers prime booth locations.
- Booths come fully equipped with back & side hard walls, carpeting, fascia with company name, lighting, electricity, some furniture including counter and shelves, wastebasket, exhibitor badges, and visitor invitations.
- WUASAT will be hosting **pavilions in Hall 4 (Grocery) and Hall 8 (Fruits, Vegetables, Pulses & Grains)**
- WUSATA will also be preparing a **chef demo in Hall 8** to promote products from our producers.
- As WUSATA is providing several larger size booths, each company is limited to a **maximum of one Booth.**
- Booths will be allocated on a first-come, first-served basis according to time of registration.

Registration Deadline: July 12, 2024

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2024 FundMatch or update your marketing plan if you are already a participant to offset half of some of your SIAL Paris Trade Show expenses. Eligible costs can include booth space exhibition, travel for two company representatives (including flight, hotel, meals and incidentals), freight for booth materials and samples, point of sales materials and more! Be sure to read the FundMatch manual to go over these eligible expenses and what you need to do before, during and after SIAL Paris to be successful in submitting a claim.

Log into your My WUSATA account now to start the process, or contact us today at 360-693-3373 or fundmatch@wusata.org for more information.

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: food service & retail products, ingredients, natural/health, produce, specialty foods, sauces & condiments, gourmet foods, bakery goods, beverages, and more.

Products must be at least 50% U.S. agricultural origin by weight, exclusive of water and packaging.

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Natural/Health** **Organic** **Produce**

BUYER AUDIENCE

Worldwide