TRADE SHOW

2023 WUSATA PAVILION AT SIAL CANADA

Sunday, May 7 - Friday, May 12, 2023
Registration: Friday, Jan 13 - Friday, Mar 24, 2023
Toronto, Canada | Canada | North America

https://www.wusata.org/e/AMQMWH9

EVENT DETAILS

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

Toronto ~ May 7 - 12, 2023

SIAL Canada is the largest food innovation trade show in North America. SIAL Canada is the meeting point of the Canadian agri-food industry and the gateway to both American and international markets. The show brings together more than 1,000 national and international exhibitors from 50 countries and welcomes more than 20,000 professional visitors from Canada, the U.S., and 60 other countries. SIAL Canada is the only national trade show to offer a complete range of food products under one roof, meeting the needs of retail, food service, and food processing industries.

There are many reasons for why to exhibit at this show! By the numbers: 85% of visitors are decision- makers or prescribers, 91% of visitors consider SIAL Canada important for their business, 74% of visitors do not attend any other show in Canada, 55% of visitors do not attend any other trade fair in the world, 40% of show floorspace is dedicated to international exhibitors, and exhibitors average 350 qualified contacts by booth!

Prior to the show, participate virtually in one-on-one meetings with qualified buyers! Buyers will then be strongly encouraged to visit the show and sample participating company's products. Booths are offered at a reduced rate in a prime location. Registration fee includes: 100 SF booth, additional meeting space in the USA Pavilion lounge, co-exhibitor fee, listing in the official show directory and Online catalogue. Assistance with sample shipments will be provided and this activity is also eligible for FundMatch! Do not miss this opportunity to showcase your company's innovative products!

Booths are filled on a first come, first serve basis and **limited to one booth per company**.

- **$3,202 Aisle Booth**

- **$3,661 Corner Booth**

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.

Benefits of Participation:

- Gather market intelligence, consumer preferences, and trend information directly from the source

PRODUCT DESCRIPTION

Included, but not limited to: food service and retail products, ingredients, bakery goods, specialty foods, desserts, sweets, confectionery, natural/ healthy foods, produce, sauces and condiments, gourmet foods, and beverages including: craft beers and ciders, distilled spirits, wine. Products must be at least 50% U.S. agricultural origin by weight, exclusive of water and packaging.

INDUSTRY FOCUS

Consumer Oriented **Ingredient** **Organic** **Retail** **Products** **Specialty Beverage**

BUYER AUDIENCE

Worldwide

- Identify new buyers for your product or reconnect with existing clients.
- Discounted booth prices in prime location, plus hotel stay for one room (5 nights) included
- 100 SF booth includes walls, wall-to-wall carpeting, some furniture including a table, two chairs, one trashcan, lighting, and electricity
- Registration includes co-exhibitor fee so your company is listed in the official show directory and online catalogue
- WUSATA will subsidize 33% of booth fee to each participant company
- Virtual one-on-one meetings with qualified buyers prior to the show!
- Assistance with sample shipment costs up to $500
- Provide the meeting space for you and buyers at USA Pavilion Lounge
- Provide the local market tour prior to the show start
- Booth backdrop design tailored for your company product background
- FundMatch eligible activity: get up to 50% reimbursement on exhibition-related costs!

Event Agenda:

May 7: Arrive in Toronto

May 8: Booth Setup and market tour

May 9-11: Exhibit at SIAL Canada

May 12: Return Home

Registration Deadline: March 24, 2023