TRADE SHOW

ANTAD TRADE SHOW PAVILION

Tuesday, Apr 27 - Friday, Apr 30, 2027
Registration: Tuesday, Dec 15, 2026 - Friday, Jan 29, 2027
Guadalajara, Jalisco | Mexico | Latin America

https://www.wusata.org/e/MYFHEY8

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in ANTAD Trade show, which is endorsed by the USDA's Foreign Agricultural Service.

2027 ANTAD Trade Show Pavilion

Guadalajara, Jalisco, Mexico

April 27-30, 2027

Expo ANTAD is Mexico's leading and largest retail trade show, which attracts more than 50,000 visitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their products to premium buyers, importers, and industry experts.

This activity is eligible for WUSATA's FundMatch Program - up to 50% reimbursement on approved expenditures related to product showcases, such as registration fee and shipping freight.

Benefits of Participation

- Feature your products in WUSATA's Pavilion at Mexico's largest food and hospitality trade show.
- Potential Mexican buyers, importers, and industry experts will be able to see your products displayed and promoted by you within the USA Pavilion - WUSATA Pavilion premium location.
- Participating companies will be provided with a kiosk, kiosk signage, and a chair.
- **1 hotel room per company per night (4 nights total, single bed)**
- Participating companies will have the option of an interpreter (shared between all companies).
- ANTAD sets the stage for innovation, collaboration, and growth.
- The USA Pavilion is endorsed by the USDA.

Draft Itinerary:

- April 26- Arrival to Guadalajara
- April 27- Set up & Show Day 1
- April 28 - Show Day 2
- April 29- Show Day 3 & Tear Down
- April 30 - Departure

Participation Fee:

- Early Bird Price (before December 15, 2026) - $2,885 Kiosk
- Standard Price - $3,950 Kiosk

Passes Available - 10 Kiosks

PRODUCT DESCRIPTION

Retail-consumer oriented products

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Retail Products**

BUYER AUDIENCE

Mexico