

WEBINARS

TRADE SHOW PREP — LEVERAGING WUSATA REIMBURSEMENT FOR CALIFORNIA VINEYARDS

Thursday, Dec 4, 2025 | 10:00 AM
Registration: Wednesday, Nov 12 - Friday, Dec 5, 2025
Virtual | United States of America

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

EVENT DETAILS

Webinar Link: Riverside.FM | Webinar

Join us for a dedicated session, presented in partnership with the California Wine Institute (CWI), designed for wineries participating in WUSATA's FundMatch program and preparing for 2026 international trade shows such as Wine Paris, ProWein, and Vinexpo Hong Kong.

During this webinar, Hayden Romig, California FundMatch Representative and Senior Engagement Executive with WUSATA, will walk you through everything you need to know to make the most of your FundMatch benefits. Learn how to properly document and claim reimbursement for booth costs, shipping samples, and international travel expenses - including airfare, lodging, meals, and more. Hayden will also cover best practices for your on-site activities to ensure your claims are fully compliant and successful.

Whether you're a first-time exhibitor or a returning participant, this session will help you navigate the process with confidence and maximize your 50% reimbursement opportunities.

INDUSTRY FOCUS

Specialty Beverage

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