

TRADE SHOW

2016 WUSATA PAVILION AT GULFOOD

Sunday, Feb 21 - Thursday, Feb 25, 2016

Registration: Thursday, Sep 17, 2015 - Friday, Jan 8, 2016

Dubai World Trade Centre | United Arab Emirates | Middle East

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 13 Western State Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service: **Gulfood 2016**

Gulfood is the Middle East's largest annual food & beverage trade show! In 2015, over 4,800 exhibitors participated, and 84,642 visitors attended from 170 different countries.

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location and a \$500 Early Bird discount off of the show organizer price. The Early Bird Discount applies to the first booth only and expires December 1, 2015.
- **Note:** This year, the Dubai World Trade Center will charge mandatory participation, insurance and enhanced internet listing fees totaling \$830 per company.
- Pricing shown below is the standard pricing BEFORE Discount and Fees. Early Bird Discount and DWTC mandatory fees will be applied at the time of WUSATA invoicing.
- Each company is limited to a **maximum of one corner booth and two booths total.**
- Waitlisting is now available online in the registration page.
- Booths will be allocated on a first-come, first-served basis according to time of registration.

Out-of-region companies are asked to call WUSATA® directly at 360-693-3373, and are not eligible for WUSATA event discounts or services.

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2016 FundMatch or update your marketing plan if you are already a participant to offset half of some of your Gulfood 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 Gulfood 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

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

INDUSTRY FOCUS

Food Service Products	Natural/Health	Organic
Produce	Retail Products	