

TRADE SHOW

2018 WUSATA PAVILION AT SIAL PARIS

Sunday, Oct 21 - Thursday, Oct 25, 2018
Registration: Tuesday, Oct 3, 2017 - Friday, Aug 31, 2018
Paris Nord Villepinte | France | Europe

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:

WUSATA Pavilion at SIAL Paris ~ October 21 - 25, 2018

Held biennially, SIAL Paris is one of the largest food products exhibitions in the world. The event attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. In 2016, SIAL Paris welcomed 7,020 exhibitors from 109 countries and over 155,700 trade visitors interested in retail, food service products from 194 countries.

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location, and complimentary one-on-one buyer meetings and group translation services
- Booths come fully equipped with back & side hard walls, carpeting, fascia with company name, lighting, electricity, some furniture including counter and shelves, wastebasket, one-way shipping, exhibitor badges, and visitor invitations.
- 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 2018 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.



INDUSTRY FOCUS

Food Service Products	Ingredient	Natural/Health
Nutraceutical	Organic	Produce
Seafood		Retail Products