

TRADE SHOW

WUSATA PAVILION AT NATIONAL RESTAURANT ASSOCIATION SHOW

Friday, May 15 - Tuesday, May 19, 2026
Registration: Monday, Feb 2 - Thursday, Mar 5, 2026 | 9:00 AM
Chicago | United States of America

https://www.wusata.org/e/6L34JAH

EVENT DETAILS

WUSATA Pavilion at National Restaurant Association Show

Chicago, Illinois

May 15-19, 2026

The Western U.S. Agricultural Trade Association (WUSATA®), in partnership with the 15 Western Region Departments of Agriculture, is pleased to announce participation and registration for the following activity, made possible through the support of the USDA Foreign Agricultural Service. The National Restaurant Association Show is one of the largest and most comprehensive events for the restaurant and food service industry, with a strong focus on supply chain efficiencies, sustainability, and emerging consumer taste trends. Participating WUSATA companies will have the opportunity to meet with food service and hospitality buyers and professionals from all 50 states and 112 countries.

The WUSATA Pavilion will include three full 10x10 booths reserved for previous exhibitors and three shared booths accommodating up to six companies for new exhibitors. A wait list will be available.

INDUSTRY FOCUS

Consumer Oriented **Food Service Products** **Ingredient** **Natural/Health** **Organic** **Produce** **Retail Products** **Seafood** **Specialty Beverage**

BUYER AUDIENCE

Worldwide

Benefits of Participation

Participants will have the opportunity to:

- Meet one on one with buyers coordinated through NASDA (Brazil, China, Chile, the Dominican Republic, Guatemala, South Korea, Singapore, and Vietnam)
- Meet one on one with qualified buyers from the Canada market
- Exhibit in the WUSATA Pavilion at a discounted booth rate
- Receive support with sample shipping logistics and related costs
- Participate in the Taste of State program and chef demonstration
- Receive assistance with booth and backdrop design

Important note: NASDA buyer meetings are available through a meeting pass that is designed for **WUSATA exhibitors only**.

Companies are responsible for providing: round trip airfare to Chicago, hotel lodging May 14 to May 19, meals and incidentals, and product samples.

Itinerary

May 14

- Arrive in Chicago, Illinois

May 15

- Booth setup
- B2B sessions with NASDA buyers (Brazil, China, Chile, the Dominican Republic, Guatemala, South Korea, Singapore, and Vietnam)

May 16

- First day of the show
- Canadian buyers arrive in Chicago
- Networking reception at the show

May 17

- Second day of the show (product showcase)
- Begin one on one meetings with Canadian buyers
- Continue one on one meetings with NASDA buyers

May 18

- Third day of the show (product showcase)
- Canadian buyers walk the show floor

May 19

- Final day of the show (product showcase)
- Canadian buyers return home

May 20

- All WUSATA suppliers depart Chicago and return home

Participation Fee

- **Full booth:** $3,200 per company
- **Shared booth:** $1,600 per company
- **NASDA buyers' meeting pass (WUSATA exhibitors only):** $175 per company
  (WUSATA will coordinate registration for WUSATA exhibitors. Companies attending as walk ons must register directly through NASDA or IMEX and are not eligible for the WUSATA exhibitor meeting pass.)

Number of Passes

Total capacity: **9 companies**

Registration Deadline

March 6, 2026