TRADE SHOW

2022 WUSATA PAVILION AT SIAL PARIS

Saturday, Oct 15 - Wednesday, Oct 19, 2022
Registration: Wednesday, Jan 12 - Monday, Aug 15, 2022 | 8:00 AM
France | France | Europe

https://www.wusata.org/e/TY6K7LV

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 ~ October15 - 19, 2022

SIAL Paris is one of the largest food products exhibition in the world. Held biennially, the event attracts over 310,000 visitors, importers, and distributors from not only Europe, but also the Middle East, Africa and Asia. SIAL Paris' record-breaking 2018 attendance reflected that 73% visitors travelled from outside of France.

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location
- Booths come fully equipped with back & side hard walls, carpeting, fascia with company name, lighting, electricity, some furniture including counter and shelves, wastebasket, exhibitor badges, and visitor invitations.
- As WUSATA is providing several larger size booths, each company is limited to a **maximum of one Booth.**
- 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.

Registration Deadline: August 15, 2022

Get 50% reimbursement on exhibition-related costs

Apply now to WUSATA's 2022 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.

PRODUCT DESCRIPTION

Suitable products include, but are not limited to: food service & retail products, ingredients, natural/health, produce, specialty foods, sauces & condiments, gourmet foods, bakery goods, beverages, and more.

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

INDUSTRY FOCUS

Consumer Oriented | **Ingredient** | **Natural/Health** | **Organic** | **Produce** | **Seafood**