TRADE SHOW

2024 WUSATA PAVILION AT ANTAD TRADE SHOW

Tuesday, Mar 12 - Thursday, Mar 14, 2024
Registration: Thursday, Oct 19, 2023 - Thursday, Feb 15, 2024 | 8:00 AM
Guadalajara, Mexico | Mexico | Latin America

https://www.wusata.org/e/ASWUWR6

EVENT DETAILS

The Western U.S. Agricultural Trade Association (WUSATA®) and the 15 Western Region Departments of Agriculture announce participation and registration in the following activity, which is brought to you by the USDA's Foreign Agricultural Service:

2024 WUSATA Pavilion at ANTAD Trade Show
Guadalajara, Mexico
March 12 - 15, 2024

Expo ANTAD Alimentaria is Mexico's leading and largest retail trade show, which attracts more than 37,000 visitors and 1,700 exhibitors. Expo ANTAD has become the largest food industry exhibition in Mexico and is the ideal forum for international exhibitors to showcase their premium products to quality buyers, importers, and industry experts.

Participating companies will be provided with a kiosk, kiosk signage, an interpreter, and a chair

This activity is eligible for WUSATA's FundMatch Program - up to 50% reimbursement on approved expenditures related to product showcases, such as registration fee and product shipping freight.

Benefits of Participation:

- Feature your products in WUSATA's Pavilion at Mexico's largest food and hospitality trade show.
- Potential Mexican buyers, importers, and industry experts will be able to see your products and displayed and promoted by you within the USA Pavilion - WUSATA Pavilion will be in a premium location.
- Participating companies will have the option for an interpreter in their booth.
- 1 hotel room per company per night (4 nights)

Itinerary:

- March 11- Arrival in Guadalajara, Set-up
- March 12- Show Day 1
- March 13- Show Day 2
- March 14- Show Day 3, tear down
- March 15- Departure

Participation Fee: $450 Early Bird Registration (deadline December 31), $750 Standard Registration

Registration Deadline: February 15, 2024

INDUSTRY FOCUS

Consumer Oriented | Food Service Products | Ingredient | Retail Products

BUYER AUDIENCE

Worldwide