

## TRADE SHOW

# 2018 WUSATA PAVILION AT GULFOOD TRADE SHOW

Sunday, Feb 18 - Thursday, Feb 22, 2018  
Registration: Tuesday, Oct 24 - Friday, Dec 15, 2017  
Dubai World Trade Centre (DWTC) | 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:

**WUSATA Pavilion at Gulfood 2018 ~ February 18 - 22, 2018**

Gulfood is the Middle East's largest annual food & beverage trade show!

### Benefits of Participation:

- Located in the USA Pavilion, a prime location is offered
- On-site project manager assistance during the show
- Free access to internet lounge
- Transportation to/from hotel/Dubai World Trade Centre (DWTC) free of charge

### PLEASE NOTE:

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location
- **Note:** DWTC will charge mandatory participation, insurance and enhanced internet listing fees and will be applied at time of invoicing, totaling \$858
- 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

**Suitable Products:** Food Service products including but not limited to: ingredients, organic, natural/health, produce, food preparation, dried fruit and nuts, beverages, baked goods, honey products, specialty foods, and more.

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 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](mailto:fundmatch@wusata.org) for



## PRODUCT DESCRIPTION

**Suitable Products include but are not limited to:** Food Service products including but not limited to: ingredients, organic, natural/health, produce, food preparation, dried fruit and nuts, beverages, baked goods, honey products, specialty foods, and more.

**PLEASE NOTE:** confectionery and seafood products are not allowed.

### INDUSTRY FOCUS

Food Service Products   Natural/Health   Organic   Produce  
Retail Products

more information.