

TRADE SHOW

2016 WUSATA PAVILION AT SIAL PARIS

Sunday, Oct 16 - Thursday, Oct 20, 2016
Registration: Tuesday, Oct 6, 2015 - Thursday, Aug 18, 2016
Paris | 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: **SIAL Paris 2016**

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 2014, SIAL Paris welcomed 6,500 exhibitors from 104 countries and over 155,766 trade visitors interested in retail, food service products from 194 countries.

- The WUSATA pavilion, located within the USA pavilion, offers a prime booth location, a \$500 Early Bird discount off of the show organizer price (the Early Bird Discount applies to the first booth only and expires March 4, 2016), 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.
- Pricing shown below is the standard pricing BEFORE Discount. Early Bird Discount will be applied at the time of WUSATA invoicing.
- 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 2016 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

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

INDUSTRY FOCUS

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