

TRADE SHOW

CANCELED: 2020 WUSATA PAVILION AT SIAL PARIS

Sunday, Oct 18 - Thursday, Oct 22, 2020
Registration: Wednesday, Dec 11, 2019 - Saturday, Aug 1, 2020 | 11:00 AM
Paris, France | France | Europe

<https://wusata2.avibe-stag.com/e/QP3UQ6R>

EVENT DETAILS

****This trade show has been canceled. Please check back in 2021 for registration to open for the 2022 occurrence of SIAL Paris!****

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 ~ October 18 - 22, 2020

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 2018, SIAL Paris welcomed 7,200 exhibitors from 119 countries and over 310,000 trade visitors interested in retail, food service products from 194 countries.

- The WUSATA pavilion, located within the USA pavilion, offers prime booth locations.
- 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.
- Each company is limited to a **maximum of one corner booth and two booths total.***
- Waitlisting is also available online in the registration page.
- Booths will be allocated on a first-come, first-served basis according to time of registration.

*Due to floor plan layout, not all booth size combinations may be available.

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 2020 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



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

Ingredient Natural/Health Organic Produce Seafood

fundmatch@wusata.org for more information.