



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

2012 European Seafood Exposition

World's Largest Seafood Show

Brussels, Belgium • April 24-26

- **Book Early! Space is limited to 11 companies!**
- **72% of visitors plan on buying products as a result of the show**
- **10 square meter booth space includes furnishings and signage**

Eight companies exhibited in the SUSTA pavilion at the 2011 ESE, with reported sales exceeding \$27 million as a direct result of their ESE participation and additional sales projected over the next 12 months.

ESE is the premier show for the European and world markets, attended by top buyers from all major purchasing categories. The European Union is the world's 3rd largest consumer of seafood in the world and represents SUSTA's 3rd largest seafood regional trading partner.

Participation Fee of \$6,370 includes:

- 10 square meter hard wall booth spaces available
- Chef to prepare product samples
- Ice and overnight cold storage
- Booth furnishings (carpet, table, two chairs, sales counter, two stools, signage, and electricity)

Important: The SUSTA Pre-Qualification form must be completed before registration can be confirmed.

- Registration Deadline: **April 3, 2012**. *No refunds for cancellations after this date.*
- Booths are allocated on a first-come, first-served basis. A company is considered registered when SUSTA has received the pre-qualification form, contract, and participation fee deposit.
- Sign up on the Events page at www.susta.org or contact the activities managers listed on the right.
- Activity participation fee and dates are subject to change.



Register on the Events page at www.susta.org

Contact:

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Florida Department of
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Maryland Department of
Natural Resources
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EUROPEAN SEAFOOD EXPOSITION (ESE) 2012, 2EU09, APRIL 24 - 26, 2012

Thank you for your interest in the European Seafood Exposition 2012. Below you will find the terms and conditions of this activity accompanied by a registration invoice. Please read the terms and conditions carefully. To complete registration, fill out the information below and return this form and the invoice along with your payment to the Southern United States Trade Association.

Company Name:

Contact Name:

Please initial each statement:

I certify that my company is a registered business in the U.S.

I certify that my product(s) or ingredients(s) are grown in the U.S.

I certify that my company will promote product(s) that is at least 50% U.S. origin (excluding added water and packaging) at this event?

I certify that my company is small by SBA standards

Participant Terms and Conditions

- One 100 sq. ft. booth
- SUSTA will pay for shipment of up to 50 lbs. of product to show
- Interpreter support (if needed)
- Central lounge and meeting area fully furnished and decorated

Company Evaluation

Participation in our Generic activities requires each company to complete two evaluations. The first evaluation is completed directly following the activity; the second evaluation six months later. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions and evaluate how effective this activity is in assisting you in your exporting efforts. Proprietary information provided is always maintained as business confidential unless otherwise indicated. SUSTA uses an independent consultant firm to assist with six-month evaluations. I understand that I am responsible for completing two evaluations .

Signature:

Consequences

The U.S. Foreign Agricultural Service maintains strict rules on products being promoted and displayed and regularly audits us for compliance. Therefore, SUSTA and State Department of Agriculture Activity Managers reserve the right to ask you to remove any products from the exhibition space that are not of U.S. origin or otherwise against FAS policy. We also reserve the right that if guidelines are not followed to prohibit your company from participating in any future activities.

Print Name:

Title:

Signature:

Date:



SUSTA 2012 Registration Invoice

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

Activity Name: European Seafood Exposition 2012	Activity Number: April 24 – 26, 2012
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Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

SUSTA Services at the Trade Show

By submitting this form, I understand that I am committing to participate in the SUSTA activity and will be contacted by an Activity Manager.

Name (print): _____ Signature: _____

Date: _____ Title: _____

Participation Fee

The participation fee for this activity is **\$6,370**. This participation fee will entitle you to all of the services outlined above.

I will be paying by: Check Credit Card

Paying By Check:

All checks should be payable to the **Southern U.S. Trade Association**. Mail check with Participation Agreement and this invoice to:

Southern United States Trade Association
701 Poydras Street, Ste 3725
New Orleans, LA 70139

Paying By Credit Card:

All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose. SUSTA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, political beliefs, or marital/family status.



SUSTA 2012 Registration Invoice

Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to Elizabeth@susta.org or fax to 504-568-6010 or mail to the address above.

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