



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

## Seoul Food & Hotel 2012

Food, Drink, Retail, Hospitality, Foodservice

Seoul, South Korea • May 8-11, 2012

- *Seoul Food & Hotel serves as the entry point to this dynamic market*
- *Last year's event attracted nearly 11,000 exhibitors and more than 45,000 visitors*

Korea imports 70% of its food and agricultural products. Imports hit a record in 2011 and totaled \$31 billion. The U.S. is the leading supplier of agricultural products to this market. Imports from the U.S. were over \$8 billion. Implementation of the recently signed Free Trade Agreement will lower tariffs on most products, and U.S. products are well-regarded in Korea.



### Best Prospects:

■ Dairy Products	■ Beverages & Wines
■ Sauces, Condiments & Seasonings	■ Canned Foods
■ Seafood & Meat Products	■ Fresh Produce
■ Confectionery & Snacks	■ Tree Nuts

Register on the Events page at [www.susta.org](http://www.susta.org)

### Benefits of Participation:

- Join the SUSTA pavilion and take advantage of:
  - ☑ One-on-one meetings with qualified buyers
  - ☑ A dedicated interpreter for your company
  - ☑ Sample shipping from consolidation point to show (100 lbs gross weight)

### Important Information:

- Booth space is limited. The cost fee for an in-line furnished 9m<sup>2</sup> booth is **\$580.50**. Corner booths are available for **\$655**
- Sign up for this opportunity by **February 24, 2012** at [www.susta.org](http://www.susta.org)
- No refunds for cancellations after **February 17, 2012**
- Activity participation fee and dates are subject to change

### Benefits of Branded:

- **2012 MAP Branded participants can request 50% reimbursement** for eligible expenses after the event.
- For more information on the Branded program, visit [www.susta.org/services/map.htm](http://www.susta.org/services/map.htm)

### Contact:

Theresa Brophy  
Maryland Dept. of  
Agriculture  
(410) 841-5781

### Email:

[BrophyT@mda.state.md.us](mailto:BrophyT@mda.state.md.us)

## SUSTA PAVILION AT SEOUL FOOD & HOTEL, SEOUL, KOREA, MAY 8-11, 2012 ACTIVITY #2AS39

Thank you for your interest in the SUSTA PAVILION AT SEOUL FOOD & HOTEL 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

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

Participants receive:

- One 9 square meter booth space (corner is available at an additional charge)
- One standard furniture package
- Sample shipping from consolidation point to show (100 lbs gross weight)
- SUSTA pavilion exhibitors are individually responsible for: Individual booth design, special furniture, travel expenses, sample shipment in excess of 100 lbs. gross weight and drayage.

### 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:

Signature:

Title:

Date:



# SUSTA 2012 Registration Invoice

Activity Name: <b>SUSTA Pavilion at 2012</b>	Activity Number: <b>2AS39</b>
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COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

### SUSTA Services at the Trade Show

- One 9 square meter booth space or corner booth, if available
- Dedicated interpreter
- One standard furniture package
- Sample shipping from consolidation point to show (100 lbs gross weight)

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: \_\_\_\_\_

### Booth Fee

The fee for an in-line 9 square meter booth is **\$580.50**. The fee for a corner booth is **\$655**.

This booth fee will entitle you to all of the services outlined above.

For 2012 MAP Branded companies, SUSTA will reimburse 50% of the booth fee per company's request after the show.

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:

Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to [alicia@susta.org](mailto:alicia@susta.org) or fax to 504-568-6010 or mail to the address above.

*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.*

