



SIAL Paris

Paris, France
October 17-21, 2026

Every two years, Paris hosts one of the largest and most acclaimed food and beverage tradeshow in the world, SIAL Paris. SIAL Paris is the world's largest international meeting point for buyers and suppliers, your number one stop to do trade. Discover 7,000 exhibitors from 119 countries with more than 400,000 food products on display. With over 285,000 trade visitors expected and 85% international visitors from over 200 countries each year, SIAL Paris is shaping up to welcome a melting pot of attendees. SIAL Paris is the unmissable rendez-vous for all the agri-food actors who are working to reinvent the future of the food industry, both in France and all over the world. Register with SUSTA and don't miss this opportunity to present your products to thousands of trade visitors.

Participation Fee:

- **Hall 4 - General Food & Beverages:**
 - **9 sq m Corner Booth:** \$8,000; **Early Bird Special:** \$7,800 (register and pay before May 17, 2026)
 - **9 sq m In-line Booth:** \$6,300; **Early Bird Special:** \$6,100 (register and pay before May 17, 2026)
 - **7 sq m In-line Booth:** \$4,745; **Early Bird Special:** \$4,545 (register and pay before May 17, 2026)
 - **12 sq m In-line Booth:** \$10,665; **Early Bird Special:** \$10,465 (register and pay before May 17, 2026)
- **Hall 8 - Pulses, Grains, Fruits, Vegetables, & Nuts:**
 - **9 sq m In-line Booth:** \$6,300; **Early Bird Special:** \$6,100 (register and pay before May 17, 2026)
 - **7 sq m In-line Booth:** \$4,745; **Early Bird Special:** \$4,545 (register and pay before May 17, 2026)
 - **12 sq m In-line Booth:** \$8,665; **Early Bird Special:** \$8,465 (register and pay before May 17, 2026)
 - This booth is discounted by \$2,000 because there is a column in the booth. See below for a diagram.
 - **12 sq m Corner Booth:** \$12,930; **Early Bird Special:** \$12,730 (register and pay before May 17, 2026)

Fee Includes:

- Booth and standard furniture package
 - Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winnexpo.com)*
- *Fresh/frozen/chilled products may be subject to separate allowances.*

Registration Deadline: **June 17, 2026** (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products

Product Description: Best prospects include but are not limited to: Convenience Foods & Snacks, Ingredients, Fruit & Tree Nuts, Seasonings & Sauces, Frozen Foods, Natural/Health/Organic, Beverages

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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