



SIAL Paris 2024

Paris, France
October 19-23, 2024

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 127 countries with more than 400,000 food products on display. With over 265,000 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. Regardless of which international market your company is targeting, you can meet key buyers here!

Participation Fee:

- **Grocery: 9m² Corner Booth:** \$7,800; **Early Bird Special:** \$7,600 (if you register and pay before May 19, 2024)
- **Grocery: 9m² In-line Booth:** \$6,100; **Early Bird Special:** \$5,900 (if you register and pay before May 19, 2024)
- **Fruits, Vegetables, Pulses, Grains & Nuts: 10.2m² Corner Booth:** \$8,840; **Early Bird Special:** \$8,640 (if you register and pay before May 19, 2024)
- **Fruits, Vegetables, Pulses, Grains & Nuts: 10.2m² In-line Booth:** \$6,915; **Early Bird Special:** \$6,715 (if you register and pay before May 19, 2024)

Fee Includes:

- Booth and standard furniture package
- Sample shipping from a U.S. consolidation point to the show (100lbs gross weight) *
- Participants are required to exhibit on all show days

**Fresh/frozen/chilled products may be subject to separate allowances.*

Registration Deadline: July 19, 2024 (No refunds for cancellation after this date)

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, Meat & Poultry

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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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

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.



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