



SIAL Paris 2022

Paris, France
October 15-19, 2022

Every two years, Paris hosts one of the largest and most acclaimed food and beverage tradeshow in the world, SIAL Paris. Thousands of food business professionals from around the globe meet in the one and only City of Light. The 2018 edition of SIAL Paris hosted 7,200 participants, who had the chance to exhibit their products to over 310,000 business visitors from almost 200 countries in the European Union, Asia, the Middle East, North and South America and Africa. 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:

Corner Booth: \$7,600; **Early Bird Special:** \$7,400 (if you register and pay before May 15, 2022)

In-line Booth: \$5,900; **Early Bird Special:** \$5,700 (if you register and pay before May 15, 2022)

Fee Includes:

- 9m² 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 15, 2022 (No refunds for cancellation after this date)

50% CostShare: Apply for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals & incidentals), promotional giveaway items, point of sale material & more!

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

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