



SUSTA

Southern United States Trade Association

ProWein 2023

Dusseldorf, Germany

March 19-21, 2023

ProWein is the world's leading trade fair for wines, spirits and craft beverages, and is the largest industry meeting for professionals from viticulture, production, trade, and gastronomy. Pioneers, trendsetters and market leaders in the fields of craft spirits, craft beer, cider and wine are encouraged to present products at this leading industry event. For 25 years, ProWein has proven to be the No. 1 event for the industry. Its success is based on a unique concept and an unbeatable wide range of products and services. ProWein 2022 reported hosting 5,700 exhibitors from 62 countries and over 38,000 trade visitors from 145 countries. ProWein is the central industry event and international business platform.

SUSTA will have a pavilion in the 'Same but Different Hall' for pioneers, trendsetters and market leaders in the growth fields of craft spirits, craft beer and cider. Please join SUSTA for the exciting opportunity to exhibit at this show!

Participation Fee: \$700 (if you register and pay before November 4, 2022)
\$900 (if you register after November 4, 2022)

Fee Includes:

- 4sqm space with personal desk (logo added) and bar stool
- Shared lounge and bar area
- Up to \$500 reimbursement for shipping product samples with proper documentation

**Participants are required to exhibit on all show days*

Registration Deadline: December 19, 2022 (No refunds for cancellation after this date)

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

Industry Focus: Alcohol Beverages

Product Description: Wine, Distilled Spirits and Craft Beer (i.e. still red and white wines and whiskey, and Bourbon)

Activity Managers:

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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.