



# SUSTA

Southern United States Trade Association

## ANUGA

Cologne, Germany

October 5-9, 2019

Every two years Cologne hosts ANUGA, one of the most attended and cosmopolitan tradeshows in the world. In 2017, approximately 165,000 visitors from all over the world attended the event. This show is a great platform for international business; about 74% of the visitors were foreign. ANUGA is divided into smaller sections each representing a different segment of the broad food industry; these are some of the categories that comprise ANUGA: Fine Food, Frozen Food, Meat, Chilled & Fresh Food, Dairy, Bread & Bakery, Drinks, Organic, Hot Beverages, and Culinary Concepts. All of these offer unparalleled business opportunities for both visitors and exhibitors; furthermore, these are some of the products in high demand at the tradeshow: vegan & vegetarian options, organic, fair trade products, gluten-free products, and lactose-free products.

### Participation Fee:

9m<sup>2</sup> corner booth space for \$6,094; \$5,894 if you register and pay before May 5, 2019

9m<sup>2</sup> semi-corner booth space for \$5,817; \$5,617 if you register and pay before May 5, 2019

9m<sup>2</sup> in-line booth space for \$5,540; \$5,340 if you register and pay before May 5, 2019

### Fee Includes:

- 9m<sup>2</sup> booth and standard furniture package
- Sample shipping from consolidation point to 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 5, 2019 (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:** Food Service Products, Ingredient, Natural/Health, Organic, Produce, Retail Products, Seafood

**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

### Activity Managers:

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