



SIAL Canada 2027

Toronto, Ontario, Canada

April 27 – 29, 2027

Trade show set-up day is April 26

SIAL Canada is the only national trade show to offer a complete range of food products under one roof. It meets the needs of the retail, food service and food processing industries. SIAL Canada brings in over 1,000 exhibitors from 44 countries and over 21,000 visitors from 79 countries.

This activity includes exhibiting at the SIAL Canada trade show with a booth in the USDA pavilion, as well as a parallel activity to increase product exposure to Canadian buyers. A “Buyer Box Program” offers SIAL exhibitors an opportunity to provide product samples to be sent to Canadian buyers in advance of the trade show. In-person meetings will be scheduled for SUSTA exhibitors present at SIAL Canada.

***To participate in the Canada Buyer Box Program, you must register for it separately.**

Participation Fee:

- **Corner booth space:** \$2,140; **Early Bird Special:** \$1,940 (if you register and pay before December 28, 2026)
- **In-line booth space:** \$1,899; **Early Bird Special:** \$1,699 (if you register and pay before December 28, 2026)

Fee Includes:

- Booth space and standard furniture package
- One-on-one meetings (contingent upon buyer interest)
- Products included in sample box sent directly to Canadian buyers
- USDA market briefing
- 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: **January 25, 2027** (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: Shelf stable consumer packaged goods, high value-added retail products, non-alcoholic beverages

Product Description: Ambient (shelf-stable) packaged goods such as snacks, cereals, confectionery, cookies, crackers, sauces, seasonings, condiments, dressings, jams, spreads, rice, baked goods, canned goods, non-alcoholic drinks, natural/organic, gluten-free. This activity is not suitable for beverage alcohol. Please note, fresh, frozen, and refrigerated products cannot be shipped in the buyer boxes.

50% CostShare: Apply now for SUSTA's 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!

Activity Managers

Kentucky Dept. of Agriculture

Jonathan Van Balen
Import/Export Advisor
(502) 782-4132

Jonathan.VanBalen@ky.gov

Virginia Dept. of Agriculture

Pauline Evins
Project Coordinator
(804) 786-3953

Pauline.Evins@vdacs.virginia.gov

Tennessee Dept. of Agriculture

Christina Slater
Business Consultant
(629)259-1386

christina.slater@tn.gov

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 \(state.gov\)](https://www.state.gov/smart-traveler)

and monitor the [Travel Advisories \(state.gov\)](https://www.state.gov/travel-advisories) 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.