



# PLMA Private Label Show Amsterdam

Amsterdam, The Netherlands  
May 16<sup>th</sup> - 17<sup>th</sup>, 2017

Amsterdam's Private Label Show is organized by PLMA (Private Label Manufacturer's Association), a non-profit focusing on promoting private label brands. Private label products are becoming increasingly popular across Western Europe and now account for four out of every ten products sold in five EU countries: Germany, the UK, Spain, Portugal, and Belgium. Exhibit with SUSTA and be a part of over 4,300 exhibit stands including nearly 60 national and regional pavilions. The show's popularity both within the Netherlands and the EU make this the perfect platform for SUSTA region companies wishing to position their products in an attractive market where there is a favorable image of American products.. Eligible MySUSTA companies can log into your account to [register online](#).

## Booth Fees:

64 sq. ft. furnished booth space \$4,000.00

**Registration Deadline:** January 9<sup>th</sup>, 2017

**No refunds for cancellation after January 9<sup>th</sup>, 2017.**

Fee Includes: Sample shipping of up to 100 lbs. (gross weight) to the show from a US consolidation point, using SUSTA's designated freight forwarder. \*PLMA membership (PLMA membership is required for this trade show.

SUSTA provides membership to our registered participants to exhibit at this international trade show.)

**Product Description** (suitable products but not limited to): Candies • Cookies • Snack Foods • Non-GMO • Healthy • Organic Foods • Frozen Foods • Seasonings/Sauces • Ethnic Foods • Pet Foods

**Industry Focus:** Food Service Products, Ingredient, Natural/Health, Organic, Pet Food and Products, Retail Products

## 50% CostShare

Apply now for 50% CostShare to request 50% reimbursement of your booth fees, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more! Learn more about 50% CostShare.

### Activity Managers:

#### Florida Department of Agriculture & Consumer Services

Whitney Lett, Marketing Specialist III  
(850) 617-7333  
[whitney.lett@freshfromflorida.com](mailto:whitney.lett@freshfromflorida.com)

#### Kentucky Department of Agriculture

Jonathan Van Balen  
(502) 782-4132  
[jonathan.vanbalen@ky.gov](mailto:jonathan.vanbalen@ky.gov)

#### Oklahoma Department of Agriculture

Jaime Cummings  
(405) 522-6192  
[barbara.charlet@ag.ok.gov](mailto:barbara.charlet@ag.ok.gov)

**SUSTA 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139, 504-568-5986**

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