



SUSTA
 Southern United States Trade Association

Grocery Innovations Canada

Toronto, Canada
 October 24-25, 2023

Canada remains one of the most important export markets for U.S. food and agricultural exports with total exports exceeding \$29 billion USD in 2021, inclusive of consumer-oriented goods, valued at \$18 billion USD. Grocery Innovations Canada (GIC) is the nation's largest trade show and conference dedicated to the growing multi-billion-dollar independent Canadian grocery industry. One can expect 5,100 attendees and over 32 million media impressions at the event. 96% of these attendees are looking for new products and 90% have buying authority. This event will allow SUSTA companies to meet with thousands of retailers from across Canada under one roof and will serve as an industry meeting place connecting companies to all facets of the grocery world. The consultants will also organize a retail store tour and reach out to buyers, brokers, importers and distributors to secure some one-on-one meetings at the show. This trade show is perfect for suppliers seeking to sell value-added food and beverage products to both small and large independent grocery retailers. Please note alcoholic beverage exhibitions are not permitted at this show.

Participation Fee: \$750;

Early Bird Special: \$600 (if you register and pay before May 25, 2023)

Fee Includes:

- 100 sq. ft. booth with black draping and standard furniture package
- Market Briefing & Retail Store Tour
- Material handling from dock to booth
- 5 complimentary exhibitor badges for staff
- Free listing in the official printed show directory

Registration Deadline: July 25, 2023 (No refunds for cancellation after this date)

50% CostShare: Apply for SUSTA's 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: Value-added consumer packaged food and beverage products **(No Alcoholic Beverages)**

Product Description: Breakfast Cereals, Condiments and Sauces, Fresh Fruit & Vegetables, Health & Convenience Foods, Processed Fruits and Vegetables, Processed Meat Products, & Snack Foods

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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.

