



SUSTA Staff Additions!

Global Events (formerly International Marketing Program)

SUSTA's Global Events has added a familiar face to head the team! Penney Lawrence, formerly CostShare Assistant Director, is now the Global Events Director. Together with Aileen Hyman, Penney will administer this program to facilitate events around the world and here in the U.S. where companies can meet foreign buyers.

[Penney Lawrence](#), Director

[Aileen Hyman](#), Coordinator

50% CostShare (formerly Brand Promotion)

Starting next week, Katherine Caballero will join the 50% CostShare team to help process expense claims. Our entire CostShare team is on hand to assist you in the application and reimbursement process. Therefore, we strongly encourage you to contact staff with your questions.

[Deneen Wiltz](#), Director

[Sonja Page](#), Administrator Specialist

[Kathy Trimmer](#), Cost Share Expense Claim Coordinator

Katherine Caballero, Cost Share Expense Claim Coordinator

SUSTA's Seafood Trade Events

We welcome our seafood companies to register for the trade events below.



Canada Inbound Mission to Seafood Expo North America 2017

Boston, MA - March 20, 2017

Participation Fee: \$25

Seafood Expo North America is the largest and most renowned seafood exposition in North America. This three day trade show held in Boston attracts over 20,000 total attendees from more than 100 countries. SUSTA invites our companies to meet one-on-one with key Canadian buyers, importers and distributors during the second day of the show. SUSTA's in-country Canadian market representatives will also be able to provide valueable market overviews and market information.

Seafood Expo Global 2017

Brussels, Belgium - April 25-27, 2017

Participation Fee: \$6,150.00

Brussels hosts one of the largest seafood expos in the world. Seafood Expo Global brings together over 28,500 buyers, and 1,700 exhibiting companies from more than 75 countries. Your fee includes: 10 square meter hard wall booth space, booth furnishings (carpet, table, two chairs, sales counter, two stools, signage and electricity), ice and overnight cold storage available, 100lbs sample shipping allowance from a consolidation point in the US to the show using SUSTA's designated freight forwarder, and a chef is available on-site to prepare samples. Through 50% CostShare companies can apply for 50% reimbursement of the participation fee and travel for two company employees or representatives.

50% CostShare

2016 Expense Claims Due

Now is the time to start closing out 2016 and getting all your proper documentations turned in to the CostShare team. Mail in your 2016 expense claims as soon as possible to get your 50% reimbursement. Need to request more money? No problem, log into your MySUSTA account and fill out an amendment form today!

2017 50% CostShare Applications

Start mapping out your 2017 marketing plans and **apply for 50% CostShare** now so you can hit the ground running on January 1st!

Southern U.S. Trade Association / 701 Poydras St., Ste. 3845 / New Orleans, LA 70139 / 504.568.5986

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