



- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

## 2011 European Seafood Exposition

Largest Seafood Show in the World

Brussels, Belgium • May 3-5, 2011

- *Book Early – Space is limited to 10 companies!*
- *More than 25,000 visitors attend from over 87 countries*
- *Prime booth space in SUSTA Pavilion in USA Area*
- *10 square meter booth space (a \$5,500 value) includes booth furnishings and signage*

Eight companies exhibited in the SUSTA pavilion at the 2010 ESE, with reported sales of \$42 million as a direct result of their ESE participation and \$43.9 million in additional sales projected over the next 12 months.

ESE is the premier seafood show for the European and world markets, attended by top buyers from all major purchasing categories. Eighty-one percent of visitors have purchasing authority. The European Union is the 3<sup>rd</sup> largest consumer of seafood in the world and represents SUSTA's 3<sup>rd</sup> largest seafood regional trading partner.

Participation Fee: \$2,500 when 30% deposit paid before September 3, 2010

- 10 m<sup>2</sup> hard wall booth spaces available
- Chef to prepare your product samples
- Ice and overnight cold storage provided
- Booth furnishings include carpet, table and 2 chairs, sales counter with 2 stools, signage and electricity

*Important Information: The SUSTA Pre-Qualification form must be completed before registration can be confirmed.*

- 1/3 of participation fee (\$833 per space) is due before September 3, 2010. Balance is due on or before December 21, 2010.
- Participation fee is \$3,500 if 1/3 deposit is not made by September 3.
- **Booths are allocated on a first-come, first-served basis. A company is considered registered when SUSTA has received the pre-qualification form, contract and participation fee deposit.** Sign up on the Events page at [www.susta.org](http://www.susta.org) or contact the activity managers listed at right.



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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