



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

Grocery Innovations Canada

Canada's Premier Grocery Industry Exposition

Toronto, Ontario • October 1–2, 2012

- **Exhibit at the most essential retail buyer trade show in the largest U.S. export market for consumer-oriented products**
- **Be one of the exhibitors presenting your product to more than 4,500 key industry players including independent, franchise and corporate retailers, brokers, wholesalers and distributors**
- **Take advantage of SUSTA's value-priced exhibition package**

The Grocery Innovations Canada 2012 Trade Show is the place for you to introduce your products to grocery retailers who are looking to source and buy new products. Key attendees include independent, franchise and corporate retailers, manufacturers, brokers, wholesalers, distributors and government food buyers. Come join us and take advantage of this exposure to the Canadian marketplace.

Best Prospects:

■ Grocery Items	■ Frozen Foods
■ Beverages	■ Dairy/Deli/Bakery
■ Natural & Organic	■ Snacks
■ Prepared Foods	■ Refrigerated Foods

Important Information:

- Participation Fee: **\$500** (a savings of \$1,750!)
- Participants receive:
 - 10 x 10 booth space with SUSTA signage
 - Reimbursement for shipment of up to 100 lbs. (gross weight) of samples
 - Consultant services including pre-arranged one-on-one meetings with key buyers
- Participants are responsible for travel and hotel expenditures
- Sign up on the Events page at www.susta.org
- Registration deadline **July 15, 2012**. No refunds for cancellations after September 1, 2012
- Activity participation fee and dates are subject to change



Register on the Events page at www.susta.org

Contact:

Barbara Charlet
Oklahoma Dept. of Agriculture
(405) 522-6192
barbara.charlet@oda.state.ok.us

Cindy Martel
West Virginia Dept. of Agriculture
(304) 465-3762
cmartel@ag.state.wv.us

GROCERY INNOVATIONS CANADA 2012, 2NA41,

Thank you for your interest in the Grocery Innovations Canada 2012 event. Below you will find the terms and conditions of this activity accompanied by a registration invoice. Please read the terms and conditions carefully. To complete registration, fill out the information below and return this form and the invoice along with your payment to the Southern United States Trade Association.

Company Name:

Contact Name:

Please initial each statement:

I certify that my company is a registered business in the U.S.

I certify that my product(s) or ingredients(s) are grown in the U.S.

I certify that my company will promote product(s) that is at least 50% U.S. origin (excluding added water and packaging) at this event?

I certify that my company is small by SBA standards

Participant Terms and Conditions

Participation Fee: \$500 under our SUSTA umbrella.

Participants receive:

- 10 x 10 booth with SUSTA signage
- Reimbursement for shipment of up to 100 lbs (gross weight) of samples
- Consultant services including pre-arranged one-on-one meetings with key buyers
- Participants are responsible for travel and hotel expenditures
- This show is approved for MAP Branded program participants
- Registration deadline is July 15, 2012. No refunds for cancellations after September 1, 2012.

Company Evaluation

Participation in our Generic activities requires each company to complete two evaluations. The first evaluation is completed directly following the activity; the second evaluation six months later. Company data is collected for aggregate statistical reporting purposes only. Your feedback assists SUSTA to plan future promotions and evaluate how effective this activity is in assisting you in your exporting efforts. Proprietary information provided is always maintained as business confidential unless otherwise indicated. SUSTA uses an independent consultant firm to assist with six-month evaluations. I understand that I am responsible for completing two evaluations .

Signature:



SUSTA 2012 Registration Invoice

Consequences

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:

The U.S. Foreign Agricultural Service maintains strict rules on products being promoted and displayed and regularly audits us for compliance. Therefore, SUSTA and State Department of Agriculture Activity Managers reserve the right to ask you to remove any products from the exhibition space that are not of U.S. origin or otherwise against FAS policy. We also reserve the right that if guidelines are not followed to prohibit your company from participating in any future activities.

Print Name:	Signature:
Title:	Date:

Activity Name: Grocery Innovations Canada 2012	Activity Number: 2NA41
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Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

SUSTA Services at the Trade Show

By submitting this form, I understand that I am committing to participate in the SUSTA activity and will be contacted by an Activity Manager.

Name (print): _____ Signature: _____

Date: _____ Title: _____

Participation Fee

The participation fee for this activity is **\$500** . This participation fee will entitle you to all of the services outlined above.

I will be paying by: Check Credit Card

Paying By Check:

All statements made in this application are subject to investigation. Any false or dishonest answer to any question may be grounds for denial or subsequent revocation. SUSTA retains the sole and exclusive authority to reject applicants if, in the sole opinion of SUSTA, it does not comply with MAP or FAS regulations, any laws of the United States, if there is an outstanding question regarding its validity, or otherwise not deemed in accordance with its construction of its purpose. SUSTA does not discriminate in its programs on the basis of race, color, national origin, sex, religion, age, political beliefs, or marital/family status.



SUSTA 2012 Registration Invoice

All checks should be payable to the **Southern U.S. Trade Association**. Mail check with Participation Agreement and this invoice to:

Southern United States Trade Association
701 Poydras Street, Ste 3725
New Orleans, LA 70139

Paying By Credit Card:

Please complete the attached One-time Credit Card Authorization Form and email the Participation Agreement, Registration Invoice and Credit Card Authorization to Elizabeth@susta.org or fax to 504-568-6010 or mail to the address above.

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SUSTA 2012 Credit Card Authorization

Company Name: _____

Date: _____

I, _____ authorize the Southern United States Trade Association to charge on my credit card the following amount: \$ _____ (U.S. Dollars)

CREDIT CARD INFORMATION

Credit Card Type: (Please circle one) **MasterCard** **Visa** **Amex** **Discover**

Credit Card Number: _____

Expiration Date: _____ / _____
(Month) (Year)

Security Code: _____
(AMEX 4 Digit on Front of Card; MC/VISA/DISC 3 Digit on Back of Card)

Cardholder's Name: _____
(EXACTLY as it appears on the Card)

Billing Address: _____
(Street Address or P.O. Box)

City / State: _____ / _____
(City) (State)

Zip Code: _____

Signature of Cardholder: _____

PLEASE FAX TO: (504) 568-6010 or EMAIL TO: Elizabeth@susta.org

For SUSTA internal use only:

Activity #: _____ Reconciliation: _____

Approval Code: _____ Batch #: _____

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