

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

## SIAL Paris 2012

### SUSTA Pavilion

Paris, France • October 21-25, 2012

- Take advantage of this exhibition package offered by SUSTA
- Meet with decision makers at a leading international trade-only event

SIAL is a global trade show where business and innovation meet. Don't miss this opportunity to present your products to 140,000 trade visitors from over 200 countries, including the European Union, Asia, the Middle East, North and South America, and Africa. Regardless of which international market your company is targeting, you can address the key players here!

#### Best Prospects:

■ High Value/Processed Foods	■ Beverages
■ Seasonings & Sauces	■ Nuts, Dried Fruits & Vegetables
■ Natural, Organic & Non-GMO Products	■ Seafood
■ Convenience & Snack Foods	■ Ethnic Selections

#### Benefits of Participation:

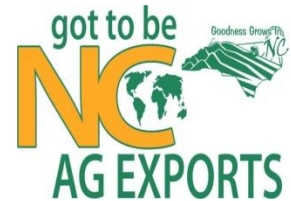
- Join the SUSTA pavilion and take advantage of:
  - ✓Furnished booth space
  - ✓Professional chef on-site preparing samples
  - ✓Sample shipping from consolidation point to show (100 lbs. gross weight)

#### Important Information:

- If registration is completed by **March 1, 2012**, the fee for a 6 m<sup>2</sup> booth in the SUSTA Pavilion is **\$5,500**
- **After** March 1, 2012, the fee for a 6 m<sup>2</sup> booth is **\$6,000**
- This booth fee will entitle you to all of the services outlined above
- Sign up for this opportunity by **April 15, 2012** at [www.susta.org](http://www.susta.org)
- No refunds for cancellations after **May 15, 2012**
- Activity participation fee and dates are subject to change

#### Benefits of Branded:

- 2012 MAP Branded participants are eligible for 50% reimbursement for eligible expenses after the event, **including booth costs**, with a savings of up to **\$3,000** on booth fees for this international trade show
- For more information on the Branded program, visit: [www.susta.org/services/map.html](http://www.susta.org/services/map.html)



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

#### Contact:

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## SUSTA PAVILION AT SIAL PARIS 2EU16 OCTOBER 21-25, 2012

Thank you for your interest in the SUSTA PAVILION AT SIAL PARIS. 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

#### Participants receive:

- One 6 sqm booth space
- One standard furniture package
- Sample shipping from consolidation point to show (100 lbs gross weight)

SUSTA pavilion exhibitors are individually responsible for: Individual booth design, special furniture, travel expenses, sample shipment in excess of 100 lbs. gross weight and drayage.

### 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:

### Consequences

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:



# SUSTA 2012 Registration Invoice

Activity Name: <b>SUSTA PAVILION AT SIAL PARIS</b>		Activity Number: <b>2EU16</b>	
COMPANY NAME :			
CONTACT NAME:			
PHYSICAL ADDRESS:		CITY:	
STATE:		ZIP CODE:	
PHONE:		FAX:	
EMAIL:		WEBSITE:	
Title:		Date:	

Company Description:	
Company Size:	
Date Established:	
Annual Sales:	
Total Value of Exports:	
Products:	
Current Export Markets:	

### SUSTA Services at the Trade Show

- One 6 sqm booth space
- One standard furniture package
- Sample shipping from consolidation point to show (100 lbs gross weight)

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: \_\_\_\_\_

### Booth Fee

If registration completed by March 1, 2012, the fee for a 6 sqm booth at the SUSTA Pavilion for this activity is **\$5,500.00**. If completed between March 2, 2012 and April 1, 2012, the fee for a 6 sqm booth is **\$6,000.00**. This booth fee will entitle you to all of the services outlined above. For 2012 MAP Branded companies, SUSTA will reimburse 50% of the booth fee per company's request after the show.

I will be paying by:  Check  Credit Card

#### Paying By Check:

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](mailto:Elizabeth@susta.org) or fax to 504-568-6010 or mail to the address above.

*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.*

