

Application Deadline February 1, 2012



# USA PAVILION

OCTOBER 21-25, 2012  
PARIS-NORD EXHIBITION CENTER  
PARIS, FRANCE



**USDA ENDORSED**

Officially Endorsed by the U.S. Department of Agriculture – Washington, DC  
and the Office of Agricultural Affairs /US Embassy - Paris, France

USA Pavilion Organized by Imex Management, Inc.  
[www.ImexManagement.com](http://www.ImexManagement.com)

Exhibitor Registration File 2012



# Invitation from the Embassy of the United States of America Paris, France

## U.S. AGRICULTURAL AFFAIRS US EMBASSY PARIS, FRANCE

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## U.S. DEPARTMENT OF AGRICULTURE FOREIGN AGRICULTURAL SERVICE TRADE SERVICES STAFF WASHINGTON, DC

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Agricultural Marketing Specialist  
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## TO RESERVE SPACE CONTACT IMEX MANAGEMENT

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Charlotte, NC 28209 USA  
704.365.0041  
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## DEAR FOOD INDUSTRY EXECUTIVE

The Office of Agricultural Affairs of the American Embassy in Paris and Imex Management invite your company to participate in the Official USA Pavilion at SIAL 2012 in Paris, France, scheduled for October 21 - 25, 2012.

Every even year, SIAL is the world's #1 food products exhibition. It attracts importers and distributors not only from the European Union but also from the rest of Europe, the Middle East, Africa and Asia. SIAL 2010 welcomed 5,800 exhibitors, over 136,000 trade visitors and 1,500 journalists from 42 countries.

Importers and buyers make a point of visiting the widely-attended USA Pavilion, a large number of them placing orders on the spot. Holding a booth there will ideally position you to meet with current and potential customers in the food distribution and food service industries.

Imex Management, U.S. Representative of SIAL, is again working with us to organize the Official USA Pavilion at SIAL Paris 2012 and offering exhibitors a full-service package designed to optimize their participation. Please contact Imex Management directly to reserve your booth right now.

It is the right time to take the steps to show the world your products in the USA Pavilion at SIAL 2012. My staff and I look forward to seeing you in Paris.

Sincerely,



Daryl Brehm  
Agricultural Counselor  
Office of Agricultural Affairs

## EXHIBIT PROFILE

Beverages  
Canned and Preserved Products  
Cured Meats  
Dairy Products  
Delicatessen Products  
Frozen Foods  
Fruit and Vegetables  
Gourmet Foods  
Grocery Products  
Health Products and Food Supplements  
Meat  
Organic Products  
Poultry and Game  
Seafood  
Semi-processed Food Products and Ingredients  
Wine  
National Pavilions & Regions of the World  
Regions of France



OFFICIALLY ENDORSED BY  
THE U.S. DEPARTMENT OF AGRICULTURE'S FAS TRADE SERVICES  
STAFF - WASHINGTON, DC AND THE OFFICE OF AGRICULTURAL  
AFFAIRS/US EMBASSY - PARIS, FRANCE

ORGANIZED BY  
IMEX MANAGEMENT, INC. - CHARLOTTE, NC

# SIAL Paris: Feature your products in the most dynamic showcase of food innovation on earth!



## Last Edition SIAL 2010

### 5,838 EXHIBITORS

- > 106 countries represented
- > 81% international exhibitors

### Target: Export

- > 85% exhibitors took part in SIAL with the primary aim of developing their export business
- > 80% exhibitors were satisfied with their international visitors

### 136,381 TRADE VISITORS

- > 200 countries represented
- > 62% international visitors

### Decision-makers on the lookout for new products and suppliers...

- > 81% visitors actively involved in purchasing
- > 70% visitors attended SIAL with the primary motive of finding new products and suppliers
- > 38% visitors are chairmen/CEOs, general managers or managers

Source: SIAL 2010 visitor survey



### USA PAVILION AT SIAL 2010

- > 147 U.S. exhibitors
- > \$12.2 million in on-site sales
- > \$127.3 million in 12-month projected sales
- > +31% jump over the previous show's projections

### SIAL HIGHLIGHTS



The Trends & Innovations area draws three out of four visitors



The SIAL d'Or contest awards food innovation from 30 partner countries



La Cuisine by SIAL features a new restaurant to spotlight your products



The Wine Innovation Forum presents conferences and Best Buy awards

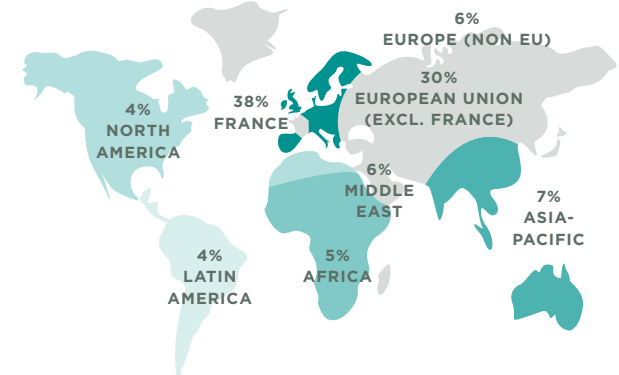


In-Food ingredients inspire food manufacturers



IPA offers processing equipment for all sectors of the industry

### GEOGRAPHICAL BREAKDOWN OF VISITORS



### VISITOR ACTIVITY

SIAL 2010 key figures

**17%**  
Foodservice

Commercial  
Institutional  
Wholesale for foodservice  
Catering and event planning

**6%**  
Services

**49%**  
Retail and Trade

Import-Export  
Wholesale-Trading  
Central purchasing groups  
Large and medium-scale retail stores  
Hypermarkets  
Hard Discount  
Wine merchants  
Gourmet food stores  
Retail trade

**28%**  
Food Industries



# Official USA Pavilion at SIAL Paris 2012

[www.ImexManagement.com](http://www.ImexManagement.com)



12 sqm corner booth depicted. Booth design subject to change.

Participation in the official USDA-endorsed USA Pavilion at SIAL Paris 2012 offers you the prestige and visibility of exhibiting with other US companies while keeping your own identity – your individual booth with a cost-effective, complete service package eliminating communication lag-time and currency transfers.

## EXCLUSIVE SERVICES & AMENITIES FOR ALL USA PAVILION PARTICIPANTS

- > Professional guidance and total logistical coordination from Imex Management staff in the U.S. and on-site in Paris
- > Marketing support services from the USDA/ Office of Agricultural Affairs in Paris including local promotion to importers, on-site market briefing and on-going market assistance during the show
- > Link to exhibitors' website
- > Welcome desk and Pavilion Hospitality Lounge with complimentary refreshments
- > Assistance with hotel accommodations, shuttle service and shipping
- > One individual entry in official show catalog, website and USA Pavilion directory
- > Strong USA identification - focal point for international importers and brokers
- > Prime location on show floor
- > Participation in new products showcase
- > Private meeting rooms and business service center (telephone, fax, copier, word processing)
- > Pre-show promotion
- > Internet Café

### FULL BOOTH (12 SQM)

All Pavilion services & amenities plus:

- > Wall-to-wall carpeting
- > Back and side hard walls
- > Fascia with company name
- > 4 spotlights
- > 1 220-volt outlet
- > 1 round table and 3 chairs
- > 1 lockable demonstration counter
- > 1 lockable showcase counter
- > 4 wall shelves (1 meter long each)
- > Wastebasket
- > One-way shipping of 100 pounds of product samples\*
- > 3 exhibitor badges
- > 20 complimentary visitor invitations per registered exhibitor

### EARLY REGISTRATION

through February 1, 2012

**€8,195 / 12 SQM**

### STANDARD REGISTRATION

after February 1, 2012

**€8,995 / 12 SQM**

### CORNER PREMIUM

**€825 / CORNER**

### CO-EXHIBITOR BOOTH SHARING FEE

**€995**

### 9 SQM BOOTH

All Pavilion services & amenities plus:

- > Wall-to-wall carpeting
- > Back and side hard walls
- > Fascia with company name
- > 3 spotlights
- > 1 220-volt outlet
- > 1 round table & 2 chairs
- > 1 lockable demonstration counter or showcase counter
- > 3 wall shelves (1 meter long each)
- > Wastebasket
- > One-way shipping of 75 pounds of product samples\*
- > 2 exhibitor badges
- > 20 complimentary visitor invitations per registered exhibitor

### EARLY REGISTRATION

through February 1, 2012

**€6,650 / 9 SQM**

### STANDARD REGISTRATION

after February 1, 2012 if space available

**€7,295 / 9 SQM**

### PAVILION PASS

For exhibitors interested in only attending the show.

- > Access to USA Pavilion Hospitality Lounge, Internet Café, Business Center and Meeting Rooms
  - > One exhibitor badge
- €995 PER PERSON**

### 6 SQM BOOTH

All Pavilion services & amenities plus:

- > Wall-to-wall carpeting
- > Back and side hard walls
- > Fascia with company name
- > 2 spotlights
- > 1 220-volt outlet
- > 1 bar stool
- > 1 lockable demonstration counter
- > 2 wall shelves (1 meter long each)
- > Wastebasket
- > One-way shipping of 50 pounds of product samples\*
- > 2 exhibitor badges
- > 10 complimentary visitor invitations per registered exhibitor

### EARLY REGISTRATION

through February 1, 2012

**€4,595 / 6 SQM**

### STANDARD REGISTRATION

after February 1, 2012 if space available

**€4,995 / 6 SQM**

### SPONSORSHIP OPPORTUNITIES

**SEE PAGE 7**

### RAW SPACE (54 SQM MINIMUM)

Exhibitors interested in customizing a large space can select the Raw Space option which includes all Pavilion services & amenities plus:

- > Exhibit space
- > Carpeting
- > One-way shipping of 500 pounds of product samples\*
- > 1 exhibitor badge per 4 sqm contracted
- > 20 complimentary visitor invitations per registered exhibitor
- > \*Standfitting not included (proposal will be made based on exhibitor requirements).

### EARLY REGISTRATION

through February 1, 2012

**€395 PER SQUARE METER**

### STANDARD REGISTRATION

after February 1, 2012 if space available

**€435 PER SQUARE METER**

\*One-way shipping from a consolidation point in the US

VAT: We draw your attention to the fact that new VAT regulations on the USA Pavilion services that Imex Management charges became effective January 1, 2011, pursuant to the EU directives 2008/8/EC. Consequently, all non-French exhibitors, participating in the USA Pavilion as part of their general business activities, will be invoiced without French VAT.

# Booth Application & Contract Form for USA Pavilion at SIAL Paris 2012 October 21 - 25, 2012



## FIVE STEPS TO APPLY

- 1 Complete and sign the Booth Application & Contract Form
- 2 Read Terms & Conditions on the reverse side and initial
- 3 50% deposit due with Application; 50% balance due June 1, 2012
- 4 Make wire transfer to the following account:

**BANK**  
Bank of America NA London  
5 Canada Square, E14 5AQ  
London, UK

**SWIFT CODE**  
BOFAGB22

**ACCOUNT NO. (IBAN)**  
GB89 BOFA 1650 5095 6870 29

**ACCOUNT NAME**  
BofA Domestic Deposit #5687

**REFERENCE\***  
Your Company Name and for further credit to Imex Management account 11632-116

**TRANSFER FEES**  
Outgoing wire fees to be borne by sender

*\*It is important to include this text with your wire in order to properly credit your account*

- 5 Send original application and wire transfer confirmation to:

Imex Management, Inc.  
4525 Park Road, Suite B-103  
Charlotte, NC 28209 USA  
704.365.0041  
704.365.8426 fax  
KellyW@ImexManagement.com  
EricH@ImexManagement.com

The company, as described below, hereinafter referred to as "Exhibitor", applies for participation in the USDA-endorsed USA Pavilion at SIAL Paris 2012, in Paris, France organized by Imex Management, Inc. hereinafter referred to as "Management".

**EXHIBITOR COMPANY** \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

**PERSON RESPONSIBLE FOR EXHIBIT PLANNING** \_\_\_\_\_ Email \_\_\_\_\_

**PRODUCTS TO BE EXHIBITED** *Including brand names* \_\_\_\_\_

**VALID INTRA-COMMUNITY VAT ID #** *(mandatory only for EU-based exhibitors)* \_\_\_\_\_

**EXHIBIT SPACE REQUESTED** *All booths include the services and amenities specified in the USA Pavilion Exhibitor Registration File 2012. Prices are inclusive of all taxes and fees.*

### EARLY REGISTRATION (THROUGH FEBRUARY 1, 2012)

A total of \_\_\_\_\_ Full Booth(s) (12 sqm) @ **€8,195** = € \_\_\_\_\_

A total of \_\_\_\_\_ 9 sqm Booth(s) @ **€6,650** ..... = € \_\_\_\_\_

A total of \_\_\_\_\_ 6 sqm Booth(s) @ **€4,595** ..... = € \_\_\_\_\_

Raw Space (minimum 54 sqm) \_\_\_\_\_ sqm @ **€395** = € \_\_\_\_\_

**CORNER PREMIUM** \_\_\_\_\_ corners @ **€825** .... = € \_\_\_\_\_

**CO-EXHIBITOR FEE** \_\_\_\_\_ @ **€995** ..... = € \_\_\_\_\_

**REPRESENTED COMPANY** \_\_\_\_\_ @ **€395** ... = € \_\_\_\_\_

**PAVILION PASS** \_\_\_\_\_ @ **€995** ..... = € \_\_\_\_\_

### STANDARD REGISTRATION (AFTER FEBRUARY 1, 2012)

A total of \_\_\_\_\_ Full Booth(s) (12 sqm) @ **€8,995** = € \_\_\_\_\_

A total of \_\_\_\_\_ 9 sqm Booth(s) @ **€7,295** ..... = € \_\_\_\_\_

A total of \_\_\_\_\_ 6 sqm Booth(s) @ **€4,995** ..... = € \_\_\_\_\_

Raw Space (minimum 54 sqm) \_\_\_\_\_ sqm @ **€435** = € \_\_\_\_\_

**TOTAL COST** = € \_\_\_\_\_

**DEPOSIT DUE WITH APPLICATION** *50% of total* = € \_\_\_\_\_

### PAYMENT TERMS: 50% DEPOSIT DUE WITH APPLICATION; 50% BALANCE DUE JUNE 1, 2012.

We the undersigned exhibiting company, hereby apply and agree to comply by the Terms & Conditions printed on the reverse side of this application. The person(s) signing this document expressly represents and warrants to Management that:

- the Exhibitor is an entity that regularly and independently engages in business activities
- he or she is authorized by Exhibitor to bind it to the terms hereof. The undersigned acknowledges that he or she has read and accepts the terms as set forth on both sides of this Booth Application & Contract Form.

Signature \_\_\_\_\_ Title \_\_\_\_\_ Type or Print Name \_\_\_\_\_ Date \_\_\_\_\_

# Terms & Conditions for USA Pavilion at SIAL Paris 2012

Upon acceptance of your completed Booth Application & Contract Form and booth deposit, the following Terms & Conditions will be in effect and are subject to such additions or changes as may be made by Imex Management, Inc. in the Exhibitor's Manual. Exhibitors will be promptly advised of any changes or additions.

Please keep a copy for your records.

**1. THE FOLLOWING CONDITIONS** as well as rules and regulations laid down by the show organizers, are part of the Participation Agreement made through the signing of the "Booth Application and Contract Form" as though fully incorporated therein, and each participant, hereinafter referred to as Exhibitor, is bound by each and everyone thereof.

**2. IMEX MANAGEMENT, INC.**, hereinafter referred to as Management, under-takes within the framework of the offer submitted to carry out the project described in the USA Pavilion at SIAL Paris 2012 Exhibitor Registration File, on the condition that the requisite number of Exhibitors apply.

**3. NOTICE ON PRODUCT ORIGIN:** All firms exhibiting in the USA Pavilion at a USDA-endorsed show must promote and display a majority of products (greater than 51 percent by SKU count) that are of U.S. origin. A product is determined to be of U.S. origin if it is comprised of at least 51 percent U.S. origin content, by volume or by value, exclusive of added water.

**4. SPACE ASSIGNMENTS:** Exhibit space assignments within the pavilion are made on a first-come, first-served basis. No assignment will be official until a completed application and the proper deposit has been received and accepted by Management. The location and layout of the USA Pavilion are subject to change at the sole discretion of the show organizers. The floor plan of the pavilion may also change to fit the total space demand. Space numbers printed in the Pavilion floorplan are for pavilion use only. Exhibit space numbers will be assigned to the Pavilion by the show organizers at a later date.

**5. EXHIBITOR AGREES** to provide their own property and liability insurance, keep a fully equipped, manned booth in the USA Pavilion at all opening hours throughout the show, make payments for exhibit space and additional expenses as scheduled and not to reassign, grant or license the use of Exhibitor's space without written consent from Management.

**6. SHARING OF BOOTH:** Exhibitor agrees to share the assigned booth with no more than one other exhibitor. Management will authorize no more than two companies to be listed on the fascia board and will permit no more than two companies to be represented in the booth. An additional €995 booth sharing fee will be charged per booth to cover administrative charges.

**7. LIABILITY:** The Exhibitor agrees to indemnify and hold harmless the Management, the Show organizers, the Exhibition Hall Facility and City in which this exhibition is being held, and their Officers, Agents and Employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space contracted herein for by reason of personal injuries, death, property damages, or any other cause sustained by any persons or others.

The Management shall not be responsible for loss or damage to displays or goods belonging to Exhibitors whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb, threats or other causes. All such items are brought to the Exhibition and displayed at Exhibitor's own risk, and should be safeguarded at all times. The Exhibitor agrees that Management shall not be responsible in the event of any errors or omissions in the listings in the exhibition official directory and in any promotional material. Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including, without limitation, attorneys' fees and amount paid in settlement, incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his agents or Employees.

**8. PAYMENT SCHEDULE:** The payment schedule is as follows: 50% deposit with submission of Booth Application and Contract Form, 50% balance due by date specified overleaf on Booth Application and Contract Form. Management has the right to replace any exhibitor who has not paid its space 90 days before the show. The cancellation policy listed below will apply in that case.

**9. CANCELLATIONS:** In the event of Management agreeing to any request for release from the contract, Exhibitor will be liable for all or part of the exhibit space cost stated overleaf in the Booth Application and Contract Form on the following scale:  
*Cancellation 271 days or more before the show: 25% of cost*  
*Cancellation between 270 and 121 days before the show: 50% of cost*  
*Cancellation 120 days or less before the show: full cost*

This scale will apply only from the date Management receives written notice by letter, email or fax. These cancellation fees are considered to be liquidated

damages for the injuries Management will suffer as a result of Exhibitor's cancellation. The Exhibitor acknowledges that damages for breach of this contract are difficult to ascertain at the time of this contract's formation and moreover, Exhibitor acknowledges that the agreed upon liquidated damages are a reasonable forecast of compensatory damages in case of breach. The Exhibitor also acknowledges that its withdrawal from its reserved space at a time when other entities would be interested in occupying it will cause Management to sustain damages. In such situation, the Management's damages will be significant, but not precisely calculable. This provision for liquidated and agreed upon damages is not a penalty and therefore the provision for liquidated damages is valid. The date of cancellation should be the postmarked date on such correspondence.

**10. FORCE MAJEURE:** In the event of fire, war, public calamity, force majeure or other reasons beyond Management's control preventing all that is indispensable to the staging of the USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is here with expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.

## REGISTRATION FEES

**EARLY REGISTRATION**  
through February 1, 2012  
**FULL BOOTH (12 SQM)**  
€8,195 / 12 SQM

**9 SQM BOOTH**  
€6,650 / 9 SQM

**6 SQM BOOTH**  
€4,595 / 6 SQM

**RAW SPACE (54 SQM MINIMUM)**  
€395 PER SQUARE METER

**STANDARD REGISTRATION**  
after February 1, 2012  
**FULL BOOTH (12 SQM)**  
€8,995 / 12 SQM

**9 SQM BOOTH**  
€7,295 / 9 SQM

**6 SQM BOOTH**  
€4,995 / 6 SQM

**RAW SPACE (54 SQM MINIMUM)**  
€435 PER SQUARE METER

**CORNER PREMIUM**  
€825 / CORNER

**CO-EXHIBITOR BOOTH SHARING FEE**  
€995

**REPRESENTED COMPANY**  
€395

**PAVILION PASS**  
€995 PER PERSON

## SPACE ALLOCATION

The booth allocation will be determined by the USA Pavilion organizers on a first-come, first-served basis according to the order applications and deposits are received by Imex Management, Inc.

INITIALS: \_\_\_\_\_

# The Official USA Pavilion at SIAL Paris



## Sponsorship Opportunities

The USA Pavilion at SIAL 2012 Paris provides a one-of-a-kind, high-profile setting that only comes around once every two years. Imex Management offers sponsorship opportunities designed to boost your visibility among the thousands of international buyers who visit the pavilion every day.

### Sponsorship opportunities include:

- > Advertisement in pavilion directory
- > Logo in pavilion directory
- > Lounge refreshments
- > Business Center
- > Plastic carrying bags
- > Happy Hour/USA Reception...

**CALL US FOR DETAILS - GIVE US YOUR IDEAS!**

*"I just want to say on behalf of Bruce Foods that we very much appreciate the bus service that was organized on very short notice and made accessing the show site better than it would have otherwise been. The show was good. The set up, especially the removal of trash from the booths, was superb. The lounge services were excellent (the beer was cold, the coffee hot). ...The quality of the visitors and subsequent follow up and response have been very good. We have already shipped a container to a new customer in the Middle East as a result of contacts made at the show which I think is a record. Great show."* Peter Wilby, Bruce Foods



*"Thanks again for all your help during SIAL! It turned out to be one of the best SIALs ever! Definitely keep the bus service, we loved that."* Lisa Lindblad, USA Poultry & Egg Export Council

*"SIAL Paris has increased sales to France, Italy and Germany. Kuwait and the Ukraine also came on board, and we may be picking up Switzerland as a result of the show."*

Keith and Sandra Robbins, Bubbies Ice Cream

## TIMELINE FOR EXHIBITORS

### FEBRUARY 1, 2012

USA Pavilion Booth Early Bird Application  
50% deposit deadline

### JUNE 1, 2012

Payment balance due

### JUNE 15, 2012

Exhibitor Manual emailed to exhibitors

### AUGUST 15, 2012

SIAL Paris directory / Order Forms due

### SEPTEMBER 28, 2012

Shipping deadline

### OCTOBER 20, 2012

Booth setup

### OCTOBER 21-25, 2012

SIAL Paris 2012

## APPLY BY FEBRUARY 1, 2012

Early Registration to exhibit in the USA Pavilion at SIAL Paris 2012 must be made by February 1, 2012, by completing the USA Pavilion Booth Application and Contract Form, and returning the executed original with 50% deposit of the total booth cost to Imex Management. Space, if available, after February 1, 2012, will be at the standard registration price.

## ACT NOW!

Booth allocation will be determined on a first-come, first-served basis according to the order applications and deposits are received by Imex Management, Inc.

**OPTIMIZE**  
YOUR PARTICIPATION

# Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

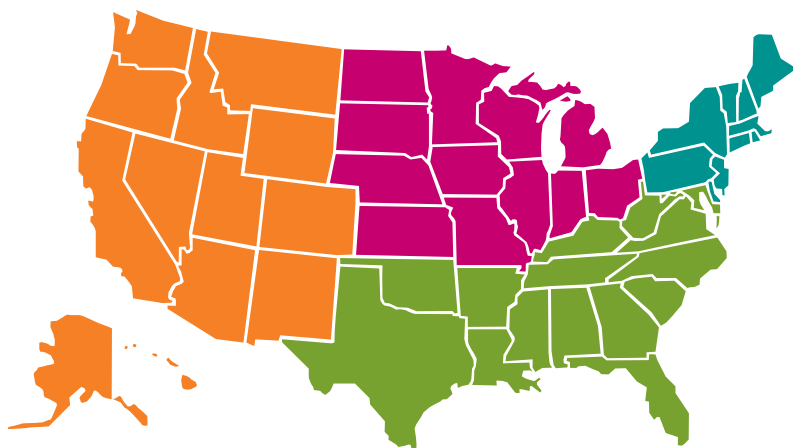
## BRANDED PROGRAM

Your company may be eligible to receive 50% reimbursement on marketing expenses through the USDA-funded Branded Program. This financial support helps offset the costs of exhibiting at international trade shows including: international travel, booth fees and displays, freight costs to shows, plus help with packaging changes to meet market specifications for your new sales and distribution.

## GENERIC PROGRAM

U.S. exhibitors at SIAL Paris may also benefit from additional marketing and logistical assistance through the Generic Program. The list of services offered is customized for each show and by each SRTG but may include: pre-show product research; translation of sales materials; furnished booth space and signage; interpreters assistance; shipping assistance; pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition. Not all SRTGs offer all these specific services. Please contact us or your particular SRTG to determine what programs and services are available to your company.

**FOR MORE INFORMATION ON THE BRANDED AND GENERIC PROGRAMS AT SIAL PARIS 2012, CONTACT YOUR STATE REGIONAL TRADE GROUP.**



**WESTERN U.S. AGRICULTURAL TRADE ASSOCIATION (WUSATA)**  
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SIAL PARIS 2012  
25TH EDITION



THE USA PAVILION AT SIAL PARIS 2012  
IS ORGANIZED BY IMEX MANAGEMENT, INC.



4525 Park Road, Suite B-103  
Charlotte, NC 28209  
704.365.0041  
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**ERIC HALSTEN**  
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**FOOD JAPAN 2012**  
Tokyo, Japan  
37th edition

**EXP ALIMENTOS**  
Puerto Rico & The Caribbean  
International Food Expo  
17th edition

**SIAL 2012**  
The North American Food Marketplace  
Canada - Montreal  
9th edition

**SIAL 2012**  
The Asian Food Marketplace  
China  
13th edition

**SIAL 2012**  
The Latin American Food Marketplace  
Brazil  
JUNE 25 - 28, 2012\*  
Sao Paulo, Brazil  
Premier edition

**fine AUSTRALIA food**  
SEPTEMBER 10 - 13, 2012\*  
Melbourne, Australia  
28th edition

**SIAL 2012**  
The Middle Eastern Food Marketplace  
Middle East  
NOVEMBER 26 - 28, 2012  
Abu Dhabi, UAE  
3rd edition

**ife**  
MARCH 17 - 20, 2013  
London, England  
18th edition

\*USDA Endorsed