



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

## FINE FOOD AUSTRALIA

### 32<sup>th</sup> Australian International Food & Drink Exhibition September 9 - 12, 2013 - Sydney, Australia

- *Australia's premier food industry event*
- *More than 25,000 high profile visitors attended in 2012*
- *Wine & Spirits Australia and Hotel Australia held with event*
- *Unique placement in the U.S. pavilion*

Australia is a prosperous, politically and economically stable, industrialized nation. Per capita GDP is approximately US \$56,572, among the highest in the world. Australia is the world's 13th largest economy, with nominal GDP of US \$1.3 trillion. The Australian economy has grown for the past 19 years, except for one negative quarter in late 2008. The government has pledged to return the federal budget to surplus in 2013. The unemployment rate is currently 4.9%. Australia's economic fundamentals are strong with the real GDP growth projected to outperform every major advanced economy in 2012 and 2013. The Australian economy will likely grow by 3.0% in 2012 and 3.5% in 2013.

#### Best Prospects:

- |                          |                           |
|--------------------------|---------------------------|
| ■ Energy & Sports Drinks | ■ Breakfast Drinks & Bars |
| ■ Confectionary          | ■ Fruit/Tea Drinks        |
| ■ Condiments             | ■ Organics                |
| ■ Gluten-Free            | ■ Functional Foods        |

#### Important Information:

- 9 square meter booth in US pavilion with lockable counter, signage and electricity
- **Participation Fee: \$1,000.00** for full in-line booth; \$125.00 additional for corner (2 available); \$500.00 for ½ booth (corner not available)
- Travel and accommodations responsibility of company (may be eligible for MAP branded reimbursement)
- Up to 100 lbs of samples shipped to the show. Please note that chargeable weight is based on actual or dimensional weight (in inches, length x width x height/166, whichever is greater.)
- **Deadline for registration & completion of shipping documents: June 1, 2013.**
- Cancellation Date: July 1, 2013 (No Refunds will be issued after this date)
- Sign up on the Events page at [www.susta.org](http://www.susta.org)



**GO TEXAN.**

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

#### Contact:

Cindy Martel  
West Virginia Dept. of  
Agriculture  
Phone: (304) 469-9738  
[cmartel@ag.state.wv.us](mailto:cmartel@ag.state.wv.us)

T.J. Verver  
Texas Dept. of  
Agriculture  
Phone: (304) 469-9738  
[tj.verver@texasagriculture.gov](mailto:tj.verver@texasagriculture.gov)

**SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, [www.susta.org](http://www.susta.org) 2 Canal Street, New Orleans, LA 70130**

SUSTA does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation or marital/family status. Persons with disabilities, who require alternative means for communication of program information, should contact us.



# SUSTA 2013 Participation Agreement

## SUSTA PAVILION AT FINE FOOD AUSTRALIA, SEPTEMBER 9-12, 2013 (ACTIVITY 3AU09)

Thank you for your interest in the SUSTA PAVILION AT FINE FOOD AUSTRALIA 2013. 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:

- 9 square meter booth in US pavilion with lockable counter, signage and electricity
  - Participation Fee: \$1,000.00 for full in-line booth; \$125.00 additional for corner (2 available); \$500.00 for ½ booth (corner not available)
- Up to 100 lbs of samples shipped to the show. Please note that chargeable weight is based on actual or dimensional weight (in inches, length x width x height/166, whichever is greater.)
- Travel and accommodations responsibility of company (may be eligible for MAP branded reimbursement)
- SUSTA pavilion exhibitors are individually responsible for: Individual booth design, special furniture, travel expenses, sample shipment in excess of 100 lbs. actual 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:

Title:

Signature:

Date:



# SUSTA 2013 Registration Invoice

|   |                               |
|---|-------------------------------|
| COMPANY NAME :                            |                               |
| CONTACT NAME:                             | TITLE:                        |
| PHYSICAL ADDRESS:                         | CITY:                         |
| STATE:                                    | ZIP CODE:                     |
| PHONE:                                    | FAX:                          |
| EMAIL:                                    | WEBSITE:                      |
| <b>Activity Name: Fine Food Australia</b> | <b>Activity Number: 3AU09</b> |

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

### SUSTA Services at the Trade Show

- One 9 square meter booth space
- Dedicated interpreter
- One-on-one meetings
- 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

The fee for an in-line 9 square meter booth is **\$1,250.00**  
 This booth fee will entitle you to all of the services outlined above.

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 [events@susta.org](mailto:events@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.*

