

The Global Food Marketplace

USA PAVILLION

PARIS



23rd Edition
October 19-23, 2008
PARIS-NORD VILLEPINTE
EXHIBITION CENTER
PARIS, FRANCE



USDA ENDORSED

Officially Endorsed by the
U.S. Department of Agriculture - Washington, DC
and the Office of Agricultural Affairs / U.S. Embassy - Paris, France
Organized by IMEX Management, Inc. - Charlotte, NC
Exhibitor Registration File 2008

SIAL 2008
The Global Food Marketplace

SIAL 2008

Welcome to the Epicenter of the GLOBAL FOOD MARKET

More than **140,000 visitors from 191 countries** and **5,300 exhibitors from 99 countries** all contributed to the success of the last edition of SIAL Paris in 2006. With over **2 million square feet of exhibit space**, an **88% exhibitor satisfaction rate** and an **overall average of 154 contacts generated per stand**, SIAL Paris stands unrivaled as an essential source of business leads for the world's food sellers. Launch your products on the international market, motivate your sales force, welcome your customers and prospects at **the heart of the food capital: the 23rd session of SIAL Paris in October 2008.**

FOOD SECTORS REPRESENTED AT SIAL PARIS

Ingredients & Additives

Dairy Products

Fresh & Cured Meats

Poultry & Game

Seafood

Fruits & Vegetables

Dried Fruits & Nuts

Confectionery

Delicatessen Products

Preserved Foods

Frozen Products

Organic Products

Grocery

Dietetic & Health Foods

Pet Foods

Foodservice Products

Wine & Spirits

Other Alcoholic Beverages

Non-Alcoholic Beverages

TRADE-ONLY PROFESSIONAL VISITORS

Importers & Wholesalers

Agents & Distributors

Supermarkets & Hypermarkets

Department Stores & Niche Retailers

Hotels & Restaurants

Foodservice Buyers

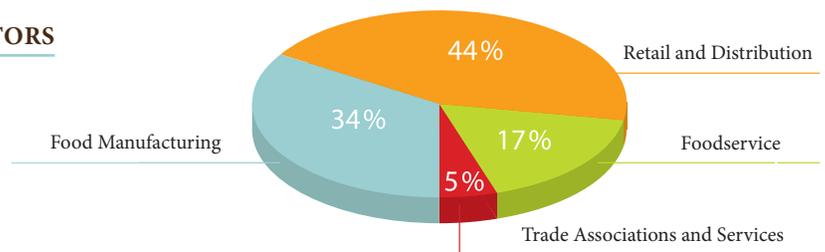
Fast Food

Airlines

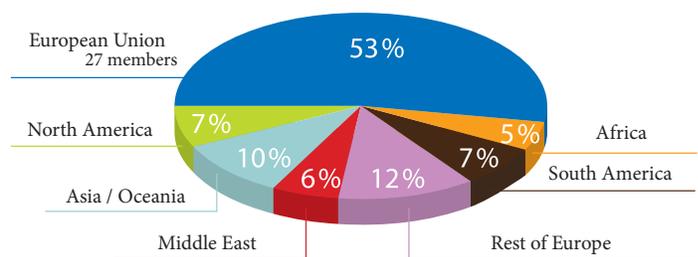
Duty-Free Stores

Mail Order Catalogs

140,423 TRADE VISITORS
(55.5% INTERNATIONAL)



INTERNATIONAL VISITORS FROM ALL CONTINENTS





Official IMEX USA Pavilion at SIAL PARIS

www.ImexMgt.com

Participation in the official USDA-endorsed IMEX USA Pavilion at SIAL Paris 2008 offers you the prestige and visibility of exhibiting with other U.S. companies while keeping your own identity - your individual booth with a cost-effective, complete service package eliminating language barriers and communication lag time.

Exclusive Services & Amenities for All USA Pavilion Participants

- 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
- Pre-show promotion
- Strong USA identification – focal point for international buyers
- Welcome Desk and Pavilion Hospitality Lounge with complimentary refreshments
- Private Meeting Rooms and Business Service Center (telephone, fax, copier, word processing)
- Internet Café
- An event/reception honoring U.S. exhibitors (if funds permit)
- Prime location on show floor
- One individual entry in official SIAL Catalog, USA Pavilion Directory and SIAL website
- Link to exhibitor's website
- Participation in the New Products Event
- Professional guidance and total logistical coordination from bilingual IMEX Management staff in the U.S. and on-site in Paris
- Assistance with hotel accommodations and customs waivers
- Daily booth cleaning



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**
- 4 exhibitor badges
- 20 complimentary visitor invitations

Early Registration – BEFORE February 1, 2008:	€7,761*
Standard Registration:	€8,541*
Corner Premium:	€780*/corner
Booth Sharing Fee (2 companies maximum):	€624*

Other Options

All Pavilion services & amenities plus:

9 sqm Booth

- 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

Early Registration BEFORE Feb 1, 2008:	€6,201*
Standard Registration:	€6,981*

6 sqm Booth

- 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

Early Registration BEFORE Feb 1, 2008:	€4,282.20*
Standard Registration:	€4,641*

Raw Space (100 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**
- 4 exhibitor badges per 12 sqm
- 20 complimentary visitor invitations per fraction of 12 sqm contracted

*Standfitting not included (proposal will be made based on exhibitor requirements).

Early Registration BEFORE Feb 1, 2008:	€386.10*/sqm
Standard Registration:	€425.10*/sqm

*19.6% Refundable
VAT not included

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

DON'T DELAY!
The 2006 USA Pavilion was SOLD OUT!
Early Bird Deadline: February 1, 2008

"SIAL Paris has been a success due to the sincere efforts and devotion of yourself and staff..."

William Youssef – Setton Pistachio of Terra Bella, Inc.

"You guys did a GREAT job and everything went smoothly... I appreciate the prompt and professional service of your team - you made the show very easy for us."

Karri Donahue – Otis McAllister, Inc.

"It was a very good show and I have to say again my compliments for a perfectly organized USA Pavilion!"

Corry de Wit – Georgia Department of Agriculture

"We were very happy with the way the show went, and your attention to our booth needs. From my perspective as the organizer, it all went very smoothly in all aspects."

Vivien Galiano – Blue Diamond Growers

"Thanks again for all the effort and organization at SIAL. It was very good."

Andy van Ham – The Hain Celestial Group

"It was a good show for us. Thanks for all of your help and hope to see you at the next SIAL!"

Cindy Hellmann – Swift & Company

"STAR-K was very glad to be a part of this year's SIAL show in Paris. All your assistance with our preparations contributed to an excellent show!"

Rebecca Mark – STAR-K Kosher Certification

ADDED PROMOTIONAL EXPOSURE ON A WORLD SCALE



Over the last 10 years, the **Trends and Innovations Area** at SIAL has become a key source of information for food professionals who want to keep their finger on the pulse of innovation in the food sector. In 2006, the area was visited by 3 out of 4 SIAL attendees as well as 1,400 journalists from all over the world, generating nearly 2,000 articles in French and international trade, financial and consumer publications. Participation in this new products program is free of charge and open to all USA Pavilion exhibitors.



From the
Embassy of the United States of America
PARIS, FRANCE

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 2008 in Paris, France, scheduled for October 19-23, 2008.

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 2006 welcomed 5,256 exhibitors from the five continents and attracted over 140,000 trade visitors and 1,400 journalists from 58 countries, half of them belonging to the international press. Importers and buyers made a point of visiting the widely-attended USA Pavilion, a large number of them placing orders on the spot.

In addition, the success of the hotel/restaurant and institution sector (HRI) will make SIAL 2008 an indicator of consumption trends and the world spotlight on food innovations. Holding a booth there will permit you to meet with your current and potential customers in the **food distribution and foodservice industries**.

IMEX Management, U.S. Representative of SIAL located in Charlotte, North Carolina, is again working with us to organize the Official USA Pavilion at SIAL 2008. The company offers exhibitors a full-service package designed to minimize preparation time and maximize the effectiveness of your show participation. Please contact IMEX directly to reserve your booth now.

It is the right time to take steps to show the world your products in the USA Pavilion at SIAL 2008. My staff and I look forward to seeing you in Paris.

Sincerely,

Elizabeth B. Berry
Agricultural Minister-Counselor
Office of Agricultural Affairs

Officially Endorsed by
The U.S. Department
of Agriculture's Foreign
Agricultural Service -
Washington, DC and
the Office of Agricultural
Affairs / US Embassy -
Paris, France

Organized by
IMEX Management, Inc. -
Charlotte, NC

Office of Agricultural Affairs
US Embassy - Paris

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US Department of Agriculture
Foreign Agricultural Service
Overseas Trade Support Branch

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TO RESERVE SPACE:
IMEX Management, Inc.

Kelly Wheatley
Vice President
International Food
& Beverage Shows
kellyw@imexmgt.com
Tel 704-365-0041
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Additional Assistance for USA Pavilion Participants

Made available through the state regional trade groups

BRANDED PROGRAM

Your company may be eligible to take advantage of financial support that helps offset the costs of exhibiting at international tradeshows. By exhibiting in the USA Pavilion, eligible companies can receive **up to 50% cost reimbursement for a variety of expenses**, including exhibiting fees, international travel costs, set-up rental and freight.

FOOD SHOW PLUS! SERVICES

Exhibitors at SIAL Paris can register to participate in Food Show Plus! This service provides you with the information and in-market support you need to be more prepared to do business at the show. The list of services offered is customized for each show but may include: pre-show product research regarding pricing, import regulations, competitive analysis; translation of sales materials; on-site interpreters, pre-arranged meetings with potential buyers; market-briefing and local industry tours; on-site show assistance and follow-up after the exhibition.

Food Export Association of the Midwest USA

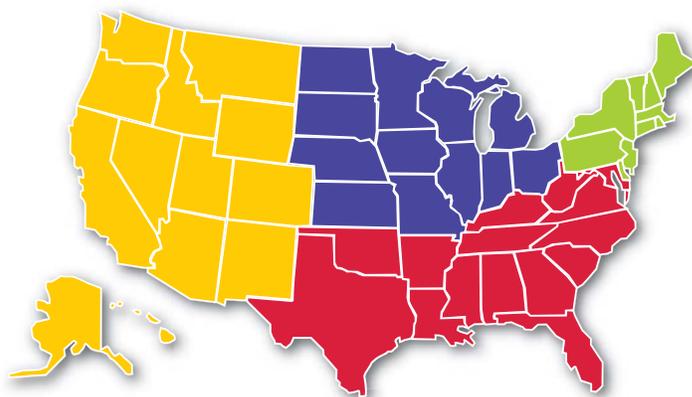
312-334-9200
312-334-9230 fax
www.foodexport.org
Michelle Rogowski
Deputy Director & Branded Program Manager
mrogowski@foodexport.org
Teresa Miller
Generic Program Manager
tmiller@foodexport.org

Western US Agricultural Trade Association (WUSATA)

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Ann Buczkowski
Branded Program Manager
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Janet Kenefsky
Generic Program Manager
janet@wusata.org

For More Information on the Branded Program or Food Show Plus! at SIAL Paris...

...contact your state regional trade group.



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Amy Austin
Branded Program Manager
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Joy Canono
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jcanono@foodexport.org

Southern US Trade Association (SUSTA)

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www.susta.org
Deneen Wiltz
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Bernadette Wiltz
Deputy Director & Generic Program Director
bernadette@susta.org



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704-365-0041
704-365-8426 fax

Contact
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www.ImexMgt.com

FOODEX JAPAN

March 11-14, 2008
Tokyo, Japan
33rd Edition



May 14-16, 2008
Shanghai, China
9th Edition



April 23-25, 2008
Montréal, Canada
5th Edition



August 2008
Buenos Aires, Argentina
7th Edition