

A TASTE OF THE STATES

Join Us in Las Vegas!

MARCH 28-30, 2023 | LAS VEGAS CONVENTION CENTER



Take part in the global food network

Exhibit at the only large-scale, cross-category food show in the USA

In 2023, the SIAL America show is expected to double in size, energizing the \$1.5 trillion industry as it continues to recover following the pandemic and will co-locate with the International Pizza Expo, Bar & Restaurant Expo, and World Tea Conference + Expo.

Meet buyers that you would otherwise never meet at another niche event. Network and expand your product outreach.

4,600 visitors

from
60 countries

with
170+ exhibitors

ORGANIZED AND SPONSORED BY



[NASDA NON-DISCRIMINATION STATEMENT](#)

Maximize Your ROI with A Taste of the States at SIAL America 2023

WHY **YOUR** COMPANY SHOULD EXHIBIT

- Meet with the right partners through our matchmaking services and VIP networking spaces
- Learn new ideas, and how to carry your business into a new era with SIAL's leading educational conference
- Your products will be exposed to a variety of different buyers – opening doors to new customers.
- Keep up with the latest topics in the food & beverage industry and get insights on consumer trends, industry tips and information from all industry view points.

PREMIER **MATCHMAKING** SERVICE

Concierge level matchmaking service included for every exhibitor

1,750+

MEETING INVITES
SENT TO BUYERS



MEETING RATINGS
(4.3/5 STARS)

600+

MEETINGS ATTENDED

89%



EXHIBITOR ENGAGEMENT

751



SEARCHES FOR THE CATEGORY –
“GROCERIES AND DRY PRODUCTS”

A TASTE OF THE STATES MANAGED BY



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Maximize Your ROI with A Taste of the States at SIAL America 2023

You Focus on Business, We Handle the Rest



MATCHMAKING



EXPERT ASSISTANCE



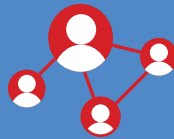
EXPORT COACHING



BRANDED PROGRAM



EXCLUSIVE SERVICES



EXPAND YOUR REACH



ENHANCED VISIBILITY

Reserve Your Space!

BOOTH APPLICATION

2022 SHOW RESULTS

**FIND YOUR STATE
REGIONAL TRADE GROUP**

SHOW FLOORPLAN



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USA Rice's participation in the SIAL America trade show was a fantastic opportunity to interact with domestic and international food service industry professionals. During the course of the conference my team and I engaged with hundreds of SIAL attendees and received many qualified leads which are key to the success of our industry. We look forward to participating in future SIAL America trade shows.

ASIHA GRIGSBY
MANAGER, USA RICE

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