



IPM Trade Show

Essen, Germany | January 26-29, 2016

EXHIBIT IN THE SUSTA PAVILION AT IPM ESSEN

PRODUCTS OF INTEREST

Suitable products include, but are not limited to:

Cut Flowers • Starter Plants • Shrubs • Nursery Plants • Trees • Seeds

View the show organizer's [2015 Post Show Report](#)

WHY IPM ESSEN?

The **international trade fair for plants (IPM)** is the world's leading horticultural trade fair. This specialist fair offers a look at the entire market value chain for plants: production, technology, floristry, garden features and point of sale. With 43% of visitors from outside of Germany in 2015 (and an expected increase in 2016), it is an opportunity to expand contacts internationally, not just within Germany itself.

Here you can learn more about important horticultural markets, expose your products to the nursery trade in Europe, and develop lasting trade relationships with international industry leaders.

Read the full [GAIN Report](#) for in-depth market and regulatory information on Germany.

SUSTA PARTICIPANTS:

- **Participation Fee:** \$975
- Participation fee includes a 6sq. meter booth as well as:
 - Shared areas, furnishings, and interpreters available in the U.S. pavilion
 - Discounted hotel rates available if you book before December 1, 2015
- **Deadline for registration:** **October 1, 2015**
- **Cancellation Date:** **October 20, 2015** (no refunds for cancellations after this date)
- Travel and accommodations responsibility of company *

* SUSTA'S BRAND PROMOTION:

Travel and accommodations for two company representatives may be eligible for 50% reimbursement through SUSTA's Brand Promotion program.

What other expenses are [eligible](#)?

Who can register?

Companies pre-qualified for the 2016 International Marketing Program.

Not pre-qualified? [Sign in](#)

Not sure? Email events@susta.org

How to register?

Fill out the 3 forms below this document:

1. Participation Agreement
2. Registration Invoice
3. Credit Card Authorization

Email to: events@susta.org or

Fax: (504)568-6010

Questions?

Contact Event Managers:

Marisol Alvares
Florida Department of Agriculture
(850) 617-7329

Marisol.Alvares@freshfromflorida.com

John Hammond
North Carolina Department of
Agriculture
(919) 707-3160

john.hammond@ncagr.gov

Funding for SUSTA's
Market Access Programs
provided by:



IPM ESSEN, 6EU16, JANUARY 26-20

Thank you for your interest in the IPM Essen 2016. 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

I certify that I have read the [SUSTA Event Registration Policy](#)

Participant Terms and Conditions

Participation Fee: \$975. No refunds for cancellations after October 1st, 2015.

- Discounted hotel rates available if you book before December 1, 2015
- Booth space is 6 sq. meters within the U.S. pavilion. Also included are booth furnishings and interpreters services.

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 2016 Registration Invoice

COMPANY NAME :	
CONTACT NAME:	TITLE:
PHYSICAL ADDRESS:	CITY:
STATE:	ZIP CODE:
PHONE:	FAX:
EMAIL:	WEBSITE:
Activity Name: 2016 IPM ESSEN	Activity Number: 6EU16

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

SUSTA Services at the Trade Show

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: _____

Participation Fee

The participation fee for this activity is **\$975**. This participation 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 3845
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 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.



SUSTA 2016 Credit Card Authorization

Company Name: _____ **Date:** _____

I, _____ authorize the Southern United States Trade Association to charge on my credit card the following amount: \$_____ (U.S. Dollars)

CREDIT CARD INFORMATION

Credit Card Type: (Please circle one) **MasterCard** **Visa** **Amex** **Discover**

Credit Card Number: _____

Expiration Date: _____ / _____
(Month) **(Year)**

Security Code: _____
(AMEX 4 Digit on Front of Card; MC/VISA/DISC 3 Digit on Back of Card)

Cardholder's Name: _____
(EXACTLY as it appears on the Card)

Billing Address: _____
(Street Address or P.O. Box)

City / State: _____ / _____
(City) **(State)**

Zip Code: _____

Signature of Cardholder: _____

PLEASE FAX TO: (504) 568-6010 or EMAIL TO: events@susta.org

For SUSTA internal use only:	
Company Name: _____	
Activity #: _____	Reconciliation: _____
Approval Code: _____	Batch #: _____

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