

# EXHIBIT WITH THE STATE OF ILLINOIS



## SIAL CANADA 2020 Montreal, Canada | April 15 – 17, 2020

Qualified Illinois small businesses are invited to join the Illinois Department of Commerce and Economic Opportunity, Office of Trade & Investment **to exhibit in the Illinois Pavilion** at the **SIAL Canada 2020** trade show in Montreal, Canada from April 15 – 17, 2020.

**SIAL Canada** is Canada's largest trade show for the retail and foodservice trade. In 2018, the show had over 1,000 exhibitors from 50 different countries, and there were more than 18,000 visitors from more than 60 countries.

Canada is the ideal market to target U.S. food exports with its close proximity, common language and similar culture. Covering every aspect of the Canadian food & beverage industry, SIAL Canada provides the perfect platform for Illinois exporters servicing institutional foodservices, restaurants, or grocery.

### Participation Details

Illinois companies who qualify for this mission will receive the following:

- Exhibit space
- 25 – 75% partial reimbursement of lodging and airfare costs in accordance with guidelines
- Briefing material
- Pre-show promotion
- Assistance with travel logistics

**Participation Fee:** \$500

### Participation Deadline

**Space is limited and qualified Illinois firms will be considered on a rolling basis.**

### For more information contact:

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Funded in part through a grant with the U.S. Small Business Administration

U.S. Small Business Administration



**Illinois**  
**Department of Commerce**  
& Economic Opportunity  
**OFFICE OF TRADE & INVESTMENT**  
JB Pritzker, Governor