

**EXPOHOTEL**  
**11th International Show for the Hospitality Industry**  
**Cancun, Quintana Roo, Mexico**  
**June 13-15, 2007**

The Colorado and Idaho State Departments of Agriculture, in cooperation with WUSATA, will be coordinating participation at EXPOHOTEL 2007. This is the most complete and important trade event in the Caribbean region. Over 6,000 pre-qualified contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos visited the show in 2006. This year's show is expected to be an even greater success. If you are interested in showcasing your company's products at the hospitality industry's most important exhibition in the Caribbean, this is the show for you!

To register for this activity please complete the [Registration Form](#) and for questions please contact me at the email or phone number below.

Thank you,

**Ms. Dawn M. Velásquez de Pérez**

Colorado Department of Agriculture

International Marketing Specialist

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[www.wusata.org](http://www.wusata.org)

**STATE MEMBERS:**

*Alaska Dept. of  
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*Hawaii Dept. of Agriculture*

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Economic Development*

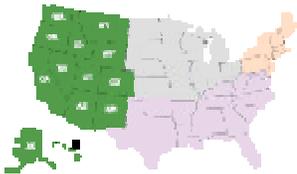
*New Mexico Dept. of  
Agriculture*

*Oregon Dept. of Agriculture*

*Utah Dept. of Agriculture &  
Food*

*Washington State Dept. of  
Agriculture*

*Wyoming Business Council*



WUSATA Branded Program funds are available to small companies that qualify. Current Branded Program Participants may receive up to 50% reimbursement of eligible expenses. Pre-qualification for reimbursement is mandatory. Please contact Ann Buczkowski at [ann@wusata.org](mailto:ann@wusata.org) for further details. Phone: (360) 693-3373.

# Exphotel 2007 Trade Show

Join the 11th International Show for the Hospitality Industry, Exphotel in Cancun, Quintana Roo, Mexico, June 13-15, 2007

Benefits from participating in the activity:

- Meet buyers and key contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos across the Caribbean region!
- The USA Pavilion draws a large number of high quality buyers ready to source goods from the US!

The Idaho State Department of Agriculture and the Colorado Department of Agriculture, in cooperation with WUSATA, will be coordinating participation in the following activity:

## Exphotel 2007 in Cancun, Quintana Roo, Mexico

This will be an excellent opportunity for companies to participate in the growing Mexico market.

**EXPHOTEL** is the most complete and important trade event in the Caribbean region. Over 6,000 pre-qualified contacts from the hospitality industry, including, hotels, restaurants, industrial cafeterias, bars, and discos visited the show in 2006. This year's show is expected to be an even greater success. If you are interested in showcasing your company's products at the hospitality industry's most important exhibition in the Caribbean, this is the show for you!

Suitable products include, but are not limited to:

- Beef, Pork and Poultry
- Consumer Ready
- Frozen Foods
- Processed fruits & vegetables
- Seafood & Shellfish
- Snack Foods

*Products must be at least 50% U.S. agricultural origin by weight, excluding added water and packaging.*

Please contact Jerry Ward at Idaho State Department of Agriculture by telephone (208) 332-8537 or by email: [jward@agri.idaho.gov](mailto:jward@agri.idaho.gov) for more information.

**If you are interested in registering for this activity, please complete and return the attached reservation form by:**

**May 4, 2007**



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*Alaska Dept. of  
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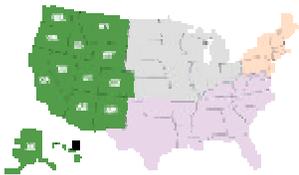
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# Activity Registration Form

Exphotel 2007  
June 13 – 15, 2007  
Cancun, Quintana Roo, Mexico

**COMPANY INFORMATION:**

**Company Name:** \_\_\_\_\_  
**Contact Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_  
**Phone:** (      ) \_\_\_\_\_ **Fax:** (      ) \_\_\_\_\_  
**E-mail:** \_\_\_\_\_ **Web site:** \_\_\_\_\_

**PRODUCT INFORMATION:**

**Product Description:** \_\_\_\_\_  
 \_\_\_\_\_

**ACTIVITY INFORMATION:**

- Free online webinar highlighting issues in exporting to Mexico
- Free booth furnishings
- Free access to the U.S. lounge and kitchen space
- Free buyers' reception sponsored by ATO & WUSATA
- Free breakfast briefing
- And much more!**

**EXPHOTEL Booth Prices:**

- If registered by April 15, 2007, 10ft x 10 ft (9 mt.2): **\$2,500 USD**
- If registered after April 15, 2007, 10ft x 10 ft (9 mt.2): **\$3,100 USD**

**Company Responsibilities:**

- Travel expenses, sample shipment, lodging, and meals.

*Payment must be received by May 4<sup>th</sup> to insure booth space*

*Please note: As a participant in this activity, you will be asked to fill out a Company Evaluation form and a follow-up evaluation at 6 months. All information gathered will remain confidential and will only be used in aggregate form.*

**RESERVATION DEADLINE: May 4, 2007**

Return the completed Activity Registration Form by FAX to: **(360) 693-3464**

**PAYMENT INFORMATION:**

If a company has paid for a Generic Activity (trade show, trade mission, etc.) and cancels its participation at least 120 days before the start of the activity a full refund of any payments received will be made. If cancellation is made less than 120 days before the start of the activity, a refund may be made if another company steps forward within that 120 day time frame and pays for the right to be the participant in that same Generic Activity. If another company does step forward and pays for that Generic Activity within that time frame, then WUSATA will provide the first company a refund equal to the amount paid by the second company for the Generic Activity in question or the amount paid by the first company, whichever is less. Neither WUSATA nor the Project Manager nor any other party is obligated to find another company willing to step forward and be the participant in the subject Generic Activity.

Please make checks payable to WUSATA and mail to:  
**4601 NE 77<sup>th</sup> Avenue, Suite 120, Vancouver WA 98662**

**Authorized Signature:** \_\_\_\_\_  
**Printed Name:** \_\_\_\_\_  
**Date:** \_\_\_\_\_