TRADE SHOW

WUSATA PAVILION AT SEAFOOD EXPO GLOBAL 2027

Monday, Apr 19 - Friday, Apr 23, 2027
Registration: Wednesday, Aug 5 - Friday, Dec 18, 2026 | 8:00 AM
Barcelona, Spain | Spain | Europe

https://wusata.avibe-stag.com/e/NXE0GOY

EVENT DETAILS

WUSATA Pavilion at Seafood Expo Global

April 20-22, 2027

Barcelona, Spain

The Western U.S. Agricultural Trade Association (WUSATA®) is pleased to announce registration for the 2027 WUSATA Pavilion at Seafood Expo Global in Barcelona, Spain.

Seafood Expo Global is one of the world's leading seafood trade events, bringing together seafood suppliers, importers, distributors, buyers, processors, and other industry professionals from across the global supply chain.

Participation in the WUSATA Pavilion provides eligible Western U.S. seafood companies with an opportunity to showcase their products within the USA Pavilion, connect with international buyers, and build their presence in global markets.

Booth amenities vary by booth size and may include branded graphics, furniture, carpeting or flooring, electricity, and branded counters. WUSATA will also provide access to **one-on-one buyer meetings** arranged by an in-market contractor, as well as **chef demonstrations** designed to provide additional product visibility on the show floor.

Eligible companies may also be able to utilize **FundMatch** in connection with this event.

Early-Bird Registration

- Opens July 29, 2026 at 8:00 AM PDT
- Early-bird registration will be available to companies that have not participated in Seafood Expo Global within the past three years.
- Booth Options:
    - 4.5 sqm Kiosk - $2,520
        - Includes a limited branded graphics package, one approximately 3-foot kiosk, two stools, a branded counter, and participation in the Chef Program.
    - 9 sqm Booth - $4,860
        - Includes a branded graphics package, one table, two chairs, carpeting/flooring, electricity, branded counters, and participation in the Chef Program.

General Registration

PRODUCT DESCRIPTION

Seafood and seafood-related products

INDUSTRY FOCUS

Seafood

BUYER AUDIENCE

Spain

- Opens August 5, 2026 at 8:00 AM PDT
- **Registration Instructions**
    - All general registration booth spaces for 2027 will be assigned through a waitlist. Although the activity page is displayed as **"Sold Out,"** you can still select the option to join the waitlist.
    - When joining the waitlist, please use the **Waitlisting Explanation** field to list your preferred booth sizes in order of preference. Please include at least **two** booth-size options.
    - WUSATA will review waitlist submissions and follow up as booth space is assigned.
    - For assistance, please contact **gx@wusata.org**.
- Limited-Time General Registration Discount
    - Register by August 21, 2026 to receive a 10% discount on booth pricing.
- Booth Options:
    - 24 sqm Booth - $13,000
        - Discounted Price: $11,700 through August 21
        - Includes a branded graphics package, three tables, six chairs, carpeting/flooring, electricity, branded counters, and participation in the Chef Program.
    - 18 sqm Booth - $10,000
        - Discounted Price: $9,000 through August 21
        - Includes a branded graphics package, tables, chairs, carpeting/flooring, electricity, branded counters, and participation in the Chef Program.
    - 12 sqm Booth - $7,000
        - Discounted Price: $6,300 through August 21
        - Includes a branded graphics package, two tables, four chairs, carpeting/flooring, electricity, branded counters, and participation in the Chef Program.

Booth sizes and configurations are subject to availability and the final pavilion layout.

Itinerary

- Arrive in Barcelona: April 18
- Booth Setup: April 19
- Show Time: April 20-22
- Depart Barcelona: April 23

Registration Deadline: December 18, 2026

A $500 non-refundable deposit will be required to confirm registration. The remaining participation fee must be received within 14 days of acceptance or invoicing.

Account Recertification Required

Because Seafood Expo Global is a 2027 event, participating companies must complete their annual WUSATA account recertification before registering.

For assistance with account recertification, please contact **export@wusata.org**.