

# EXPO WEST 2023 TRY SWEDISH PAVILION

Anaheim, CA  
March 7-11<sup>th</sup>, 2023

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# National Products Expo West quick facts 2022

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North America's leading expo for natural and organic food products



57 000+ industry attendees



2 700+ exhibitors from various countries



# Try Swedish at Expo West 2023

- Business Sweden will organize our **third Try Swedish pavilion** at Expo West as a result of the incredible attention and impact of the pavilion
- After a successful 2022 show, Business Sweden's Try Swedish pavilion will **add two booth spaces to meet demand** bringing the total to seven booth spaces, allowing additional Swedish brands to showcase their products and interact with US buyers and stakeholders
- Participating in the Try Swedish pavilion is a **cost-efficient** way to secure a booth at this **sold-out** trade show thanks to our **subsidized fee** for booth space and construction costs
- In turn, the Try Swedish platform is a proven concept to attract a larger audience **and leverage the Swedish presence** at the trade show
- Top buyers at the Expo West include **Amazon, Costco, Kroger, Safeway, Whole Foods, Trader Joe's, Publix** and more!



Participating in the Try Swedish pavilion is a cost-efficient way to maximize your brand exposure to US buyers and stakeholders

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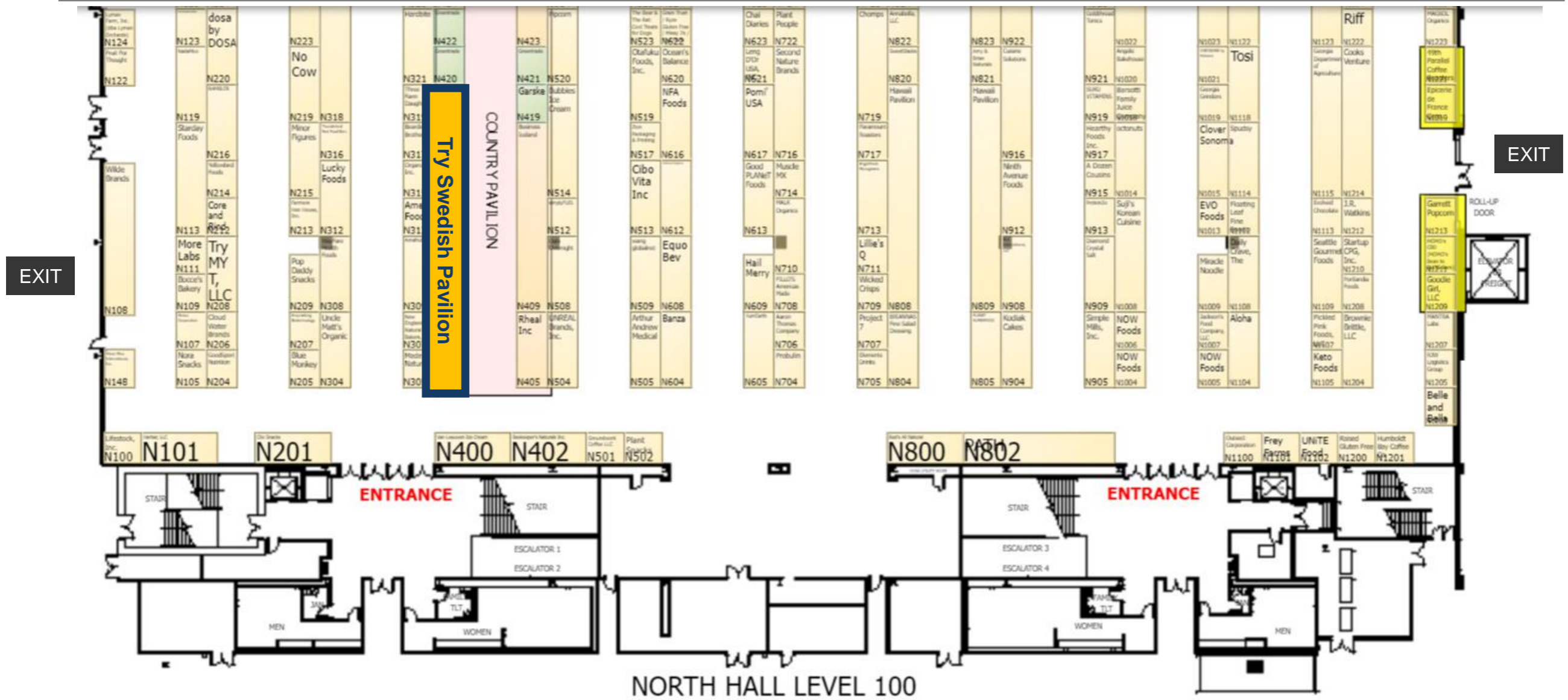
Each company will be allocated a booth space of 2.4m x 2m (8ft x 6.5ft) with the option to purchase two booths if a larger space is desired




### Construction & Design

- Business Sweden will manage the construction of the pavilion
  - Participating companies can show up at the trade show the day of the show and their booth will be ready for them
- The cost of the Try Swedish Pavilion includes the construction fees for the standard Try Swedish booth including customized a backdrop and counter with your company's artwork
  - Companies can request additional customization for their booth; construction fees for any additional customization and/or furniture will be billed directly to the company
- The Try Swedish pavilion also includes a shared meeting and lounge space for exhibitors to sit down and meet with potential partners

# The Try Swedish pavilion is located at the “Hot Products Pavilion” in the North Hall, Level 100, N404





“We went to Expo West and people came to us from all angles of the ice cream business: contract manufacturers, brokers, suppliers, customers, influencers. From about 300 business cards, we got 10 or 20 extremely good connections who we are now working with.”

NIKLAS LUTHMAN  
FOUNDER, NICK'S



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At Expo West 2019 and 2022, we hosted a Swedish Fika that generated a lot of buzz



## Fika [Fee-ka]

Noun, Verb

An ancient Swedish ritual of gathering to drink coffee and/or eat something sweet together.

Legend has it fika is a major reason for Sweden's impressive scores in productivity, happiness, and collaboration indexes.



# The Swedish Fika brought key stakeholders to the Try Swedish Pavilion!



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# Deadlines and registration for 2023

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## Registration

- Participation in the Try Swedish pavilion 2023 will be granted on a **first come first served basis**
- Registration Deadline: **January 18<sup>th</sup>, 2023**

## Cost

- The cost to participate in the Pavilion is **125,000 SEK** which includes the booth space, construction fees, welcome dinner, fika event
  - *Not included: Flights, local transportation, food and accommodation, customized booth construction beyond initial sketch, additional furniture (beyond 1 counter and 1 bookshelf, bookshelves may be substituted for another piece of furniture), lighting or electricity (beyond included lighting and one outlet)*

## Requirements to Exhibit

- Organic or natural products (i.e. no artificial flavoring or ingredients allowed)

## Sign up

- Please register for the event through the [InvitePeople platform](#)
- For any questions, feel free to reach out to [Jessica.Connelly@Business-Sweden.se](mailto:Jessica.Connelly@Business-Sweden.se) or [Abigail.Richardson@Business-Sweden.se](mailto:Abigail.Richardson@Business-Sweden.se)

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# Terms and Conditions (1/2)

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## **BUSINESS SWEDEN'S GENERAL CONDITIONS**

- Business Sweden's General conditions for participation in trade and invest activities, which can be found on the InvitePeople platform page under "General terms and conditions" titled "General Terms and Conditions for Participation in Joint Trade and Invest Activities," govern the performance of this project
- Registration is binding after written confirmation from Business Sweden. The fee will be invoiced upon confirmation and is non-refundable. If not stated otherwise in the invitation, upon cancellation of participation the fee will be charged in full as from the date Business Sweden has received and confirmed the company's binding registration
- Any additional costs or expenses to be paid by the client will be verified with the client in advance
- Invoicing will be done in SEK, based on the official exchange rate applied on the invoice date. Payment terms are 30 days after the date of invoicing. VAT will be added when applicable

## **ADDITIONAL ACTIVITIES TO PREPARE FOR EXPO WEST PAVILION\* (OPTIONAL)**

- Potential buyers expect you to have a solid market understanding and a go-to-market strategy for your products in the US when approaching you. Business Sweden can provide comprehensive market research (customer segments, preferred retail channels, competitors, geographies etc.) and outline a market entry strategy to prepare you for the expo
    - FDA compliance review **SEK 110,000+**
    - Market research in select product segment **Pricing upon request**
    - Partner mapping and search (e.g., broker, distributors) **Pricing upon request**
- \*Subsidies available for eligible companies*
- If any additional activities are ordered by the company, Business Sweden and the Company shall enter into a Consultancy Agreement and the project shall be governed by Business Sweden's General Terms and Conditions for Assignments

# Terms and Conditions (2/2)

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## DETAILS SWEDISH PAVILION

- **Included in price Pavilion:** Allocated booth space within the Try Swedish branded pavilion (2.4M x 2M /8ft x 6.5ft). The pavilion will be in the North Hall, level 100 N404. Construction costs and Try Swedish design of the booth including some company specific artwork. Additional customization and branding beyond the Try Swedish booth design can be done for an additional fee in accordance with the construction company after the design has been approved by a Try Swedish representative. At least two Try Swedish representatives will be working the booth during the entire expo.
- **Not included:** Flights, local transportation, food and accommodation, customized booth construction beyond initial sketch, additional furniture (beyond 1 counter and 1 bookshelf, bookshelves may be substituted for another piece of furniture), lighting or electricity (beyond included lighting and one outlet)
- **Pavilion Participation fee:** The participation fee is fixed, and 100% of the fee will be invoiced upon confirmation and is non-refundable.

## DETAILS ADDITIONAL ACTIVITIES (OPTIONAL)

- **Included in market research:** Analysis of the US market for select product segment, including consumption trends, competitive landscape, pricing, stakeholder mapping, key geographies/demographics, and major sales channels. Buyers are expecting companies to have this information at hand when approaching exhibitors at the expo.
- **FDA compliance review:** Review of ingredients, labels, food safety plan, FDA registration set up, incl. US agent to ensure full compliance with FDA regulations prior to approaching US buyers at the trade expo. Individual consultations and training on what US buyers will expect you to know and documentations to have in place prior to meeting with them at the Expo.
- **Additional Activities fee:** In exchange for the services provided as Additional Activities, Business Sweden is entitled to an estimated fee exclusive of VAT and similar surcharges. VAT will be added when applicable.

For these projects Business Sweden and the Company shall enter into a Consultancy Agreement and Business Sweden's General Terms and Conditions for Assignments shall govern the performance of these projects.



