

Emerald and Comexposium Announce Partnership to launch SIAL America

SIAL America expected to become the first-ever large scale, comprehensive food show to stage in the United States



NEW YORK, NY. (June 23, 2021) – Emerald Holding, Inc. (NYSE:EEX) and Comexposium today announced they will join forces in a strategic partnership to launch SIAL America. Comexposium, one of the world’s leading event organizers and owner of the established and successful SIAL brand, will unite with Emerald, a leader in providing market-driven, business-to-business platforms that integrate live events with a broad array of media, to produce and stage what is expected to be the first large-scale, comprehensive food show focused on supporting the US \$1.5 trillion Food and Beverage market.

SIAL America is planned to launch at the **Las Vegas Convention Center, 22 to 24 March 2022** and will be co-located with Emerald’s International Pizza Expo and International Artisan Bakery Expo.

Serving as an international business hub for the food and beverage industry, SIAL’s philosophy is to include all food categories in the same event while uniting the industry and driving solutions to tomorrow’s food challenges. SIAL America is expected to emulate and amplify this philosophy and serve as the #1 large-scale food and beverage event in the United States, connecting an exhibitor base of food and drink manufacturers with retailers, importers, exporters, distributors, and wholesalers of food products.

Initial reaction from within the US food and beverage industry has been extremely positive, with support coming from the four State Regional Trade Groups:

"We are happy to welcome the inaugural SIAL America show to Las Vegas, Nevada. WUSATA suppliers have attended SIAL tradeshows in multiple countries with tremendous success. In 2018, WUSATA supported 39 exhibitors in China and France resulting in over \$24 million in sales. We are thrilled to see what the show will bring to our food and agriculture industries."

– Jennifer Ott, Director of the Nevada Department of Agriculture, and current President of the WUSATA Board of Directors.

“With support from USDA, Foreign Agricultural Services, and funding from the Market Access Program WUSATA has partnered with SIAL for many years internationally. Our strong partnerships: internationally, federally, and with our member states, is how Western U.S. Agriculture Suppliers thrive in the global marketplace. We are thrilled to see this partnership extend to America and look forward to a successful tradeshow in March of 2022.”

- Andy Anderson, Executive Director of WUSATA.

“Food Export-Midwest and Food Export-Northeast have partnered with SIAL for many years internationally, and we are excited to welcome them to their inaugural SIAL America show in Las Vegas next March.”

- Tim Hamilton, the Executive Director/CEO of Food Export-Midwest and Food Export-Northeast.

“We are excited about the launch of SIAL America. This gives the Southern United States Trade Association an opportunity to support our exporters here in the US. As companies begin to regroup after COVID and develop their strategies to grow their business, SIAL America will help to open doors to new customers. The SIAL brand is synonymous with quality, professional trade shows. We are looking forward to the opportunities this partnership will create for companies in our region.”

- Bernadette Wiltz-Lang, Executive Director, Southern United States Trade Association (SUSTA).

Information about exhibiting at SIAL America can be accessed by visiting www.sialamerica.com or by contacting IMEX Management (AllisonB@imexmanagement.com).

