



## CostShare Training

October 17 & 18, 2019 · New Orleans, Louisiana

**SUSTA is offering training on CostShare for companies that are export ready and want to utilize the CostShare program to achieve their international marketing goals.**

Training will take place all day on the 17<sup>th</sup> and a half day on the 18<sup>th</sup> and will focus on:

- How to apply for 50% CostShare
- What international marketing expenses are reimbursable (check out our [website](#) for a preview)
- What is required to get reimbursed
- How to submit expense claims

**Essentially how to use the CostShare program and maximize its benefits!**

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[REGISTER](#)

Registration is free. SUSTA will review your company to make sure you are a good candidate for the training.

### What makes a good candidate?

- A company that meets the [basic eligibility](#) requirements
- You have an international marketing strategy with at least one foreign export market in mind
- Your company is fairly new to CostShare or has a staff person who is new to CostShare
- You have a dedicated staff person working on the company's international strategies or will have someone assigned to do this in the near future

### Who is not a good fit?

- A seasoned CostShare participant
  - Brand new company with sales under \$50,000
  - Company only interested in getting reimbursed for domestic trade shows
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**Travel reimbursement:** SUSTA will reimburse 50% of the travel (flight or mileage, lodging (within per diem) and meal & incidental expenses (M&IE)) for up to two company employees to attend. Once SUSTA has confirmed your attendance, we will send you information on how to book travel. **Do not book your travel until SUSTA has confirmed your attendance.**

### Questions? Contact:

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