

2016 BRAND PROMOTION PROGRAM MANUAL

YOUR GO-TO GUIDE TO SUSTA'S 50% REIMBURSEMENT PROGRAM



SUSTA
Southern United States Trade Association



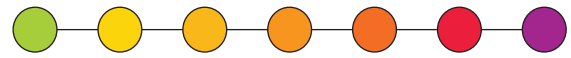
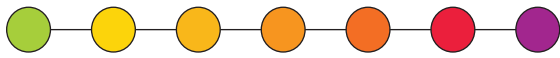


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Welcome to SUSTA's Brand Promotion Program

Dear U.S. Exporter,

Thank you for your interest in the Southern United States Trade Association's (SUSTA) Brand Promotion Program. We look forward to helping you promote your products in the global marketplace.

SUSTA is a non-profit trade association aimed at increasing the export of U.S. food and agriculture products. SUSTA works closely with each state Department of Agriculture in the south to enhance the economic well-being of the region.

Through the Market Access Program (MAP) Brand Promotion Program, SUSTA can reimburse up to 50% of eligible international marketing expenses aimed at increasing your exports.

The marketing assistance that we provide you through the Brand Promotion Program is made possible through funding from the United States Department of Agriculture's (USDA) Foreign Agriculture Service (FAS). The goal of increasing food and agriculture exports is part of the National Export Initiative to ensure that the U.S. exports more than we import, thus creating jobs and bolstering our economy

The following manual is an extremely important document that will help you maximize your participation with SUSTA. Please read it carefully so that you understand what marketing activities we can reimburse and what is required to receive the reimbursements. Because of the nature and source of our funding, we must collect specific documents from you in order to reimburse your expenses.

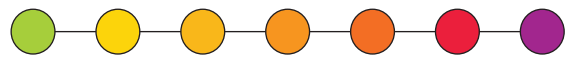
Keep in mind that although this manual is thorough, it is a guide and is not inclusive of everything.

Our Brand Promotion Program staff is on hand to assist you in the application and reimbursement process. Therefore, we strongly encourage you to contact staff with your questions.

Best of luck in your exporting efforts.

Bernadette Wiltz
Executive Director

Deneen Wiltz
Brand Promotion Program Director



About SUSTA

For over 40 years, the Southern U.S. Trade Association (SUSTA) has offered programs and services to assist exporters of value-added food and agricultural products.

SUSTA Programs and Promotional Activities

Our organization promotes U.S. food and agricultural products through two programs: International Marketing Program and Brand Promotion Program. Through the International Marketing Program, companies can meet qualified foreign buyers at SUSTA-sponsored events (trade missions and trade shows). Companies that participate in the Brand Promotion Program can receive 50% reimbursement of eligible marketing expenses aimed at promoting their branded product to foreign buyers/consumers. The programs can be used separately or together. This manual is to help navigate the Brand Promotion Program.

In order to successfully use the Brand Promotion Program, it is important that you review this manual before you apply, as well as refer to it frequently before and during your promotional marketing activities.

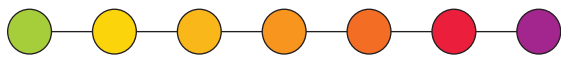
Whether you are new to the program or returning as a participant, use this manual to:

- Become familiar with all processes of the Brand Promotion Program
- Learn what activities and materials are eligible/ineligible
- Understand the claims reimbursement process

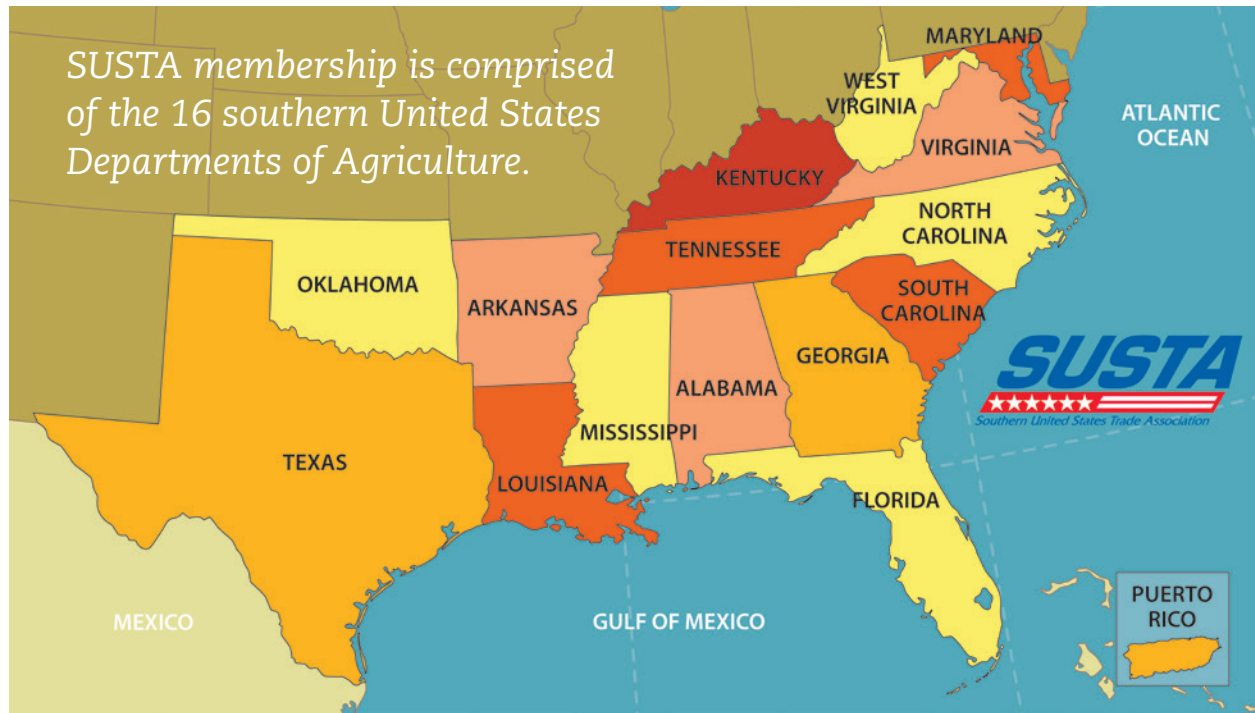
As a tax-payer funded program, the Brand Promotion Program follows a detailed set of federal regulations. SUSTA also has defined policies to protect you and the program's viability. The manual outlines these regulations and policies in clear and user-friendly language.

If at any time you have a question about eligible activities, the claims process or any other aspect of the program, we want you to call us! Our dedicated team of professionals knows the program in depth and is available to help at any time at (504)568-5986 or susta@susta.org.





SUSTA Member States



Alabama Department
of Agriculture and Industries
www.agi.alabama.gov

Arkansas Agriculture Department
www.aad.arkansas.gov

Florida Department
of Agriculture and Consumer Services
www.freshfromflorida.com

Georgia Department of Agriculture
www.agr.georgia.gov

Kentucky Department of Agriculture
www.kyagr.com

Louisiana Department
of Agriculture and Forestry
www.ldaf.state.la.us

Maryland Department of Agriculture
www.mda.maryland.gov

Mississippi Department
of Agriculture and Commerce
www.mdac.ms.gov

North Carolina Department
of Agriculture and Consumer Services
www.ncagexports.com

Oklahoma Department of Agriculture
www.oda.state.ok.us

Puerto Rico Department of Agriculture
www.agricultura.gobierno.pr

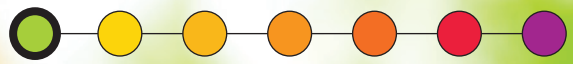
South Carolina Department of Agriculture
www.agriculture.sc.gov

Tennessee Department of Agriculture
<https://agriculture.tn.gov/default.asp>

Texas Department of Agriculture
www.texasagriculture.gov

Virginia Department of Agriculture
www.vdacs.virginia.gov/international

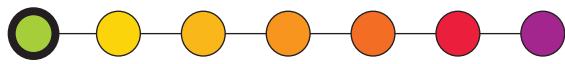
West Virginia Department of Agriculture
www.wvagriculture.org



Section 1: **Program Eligibility**

Find out if your company and products are eligible for 50% reimbursement with SUSTA. Included in this section are the nuts and bolts of the program. Flip the page and find out these essential details.





Program Eligibility: Your Company

To qualify for the Brand Promotion Program, your company needs to meet each of the following criteria:

1. Is your company headquartered in the SUSTA region?

The SUSTA region includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, Puerto Rico, South Carolina, Tennessee, Texas, Virginia and West Virginia.

If your company is headquartered outside of the SUSTA region, you may apply through one of our sister organizations, known as State Regional Trade Groups (SRTG).

Midwest: Food Export Association of the Midwest USA

309 West Washington, Suite 600, Chicago, IL 60606

Phone 312.334.9200, www.foodexport.org

Member States: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin

Northeast: Food Export USA Northeast

1617 JFK Blvd, Suite 420, Philadelphia, PA 19103

215.829.9111, www.foodexport.org

Member States: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

West: Western United States Trade Association

4601 NE 77th Ave, Suite 240, Vancouver, WA 98662

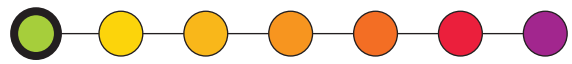
Tel: (360) 693-3373, www.wusata.org

Member States: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Oregon, Utah, Washington, Wyoming

2. Are you a “small” company?

Company must be considered “small” by the U.S. Small Business Administration (SBA) to participate in the program. SBA determines the size standards by a company’s primary industry using the North American Industry Classification System (NAICS). Size standards are expressed in either total number of employees (NAICS that fall without the “\$”) or total average annual receipts* (NAICS that fall with the “\$”). Small business size standards define the maximum size that a business, together with all of its parent companies, subsidiaries and affiliates**, may be to be eligible to participate in Federal Government programs.

*Annual Receipts – Receipts means “total income” (or in the case of a sole proprietorship, “gross income”) plus “cost of goods sold” as these terms are defined and reported on Internal Revenue Service tax return forms. Receipts are averaged over a concern’s latest three (3) completed fiscal years to determine its average annual receipts. If a concern has not been in business for three (3) years, the average weekly revenue for the number of weeks the concern has been in business is multiplied by 52 to determine its average annual receipts.



Program Eligibility: Your Company

**Affiliates – Affiliation with another business concern is based on the power to control, whether exercised or not. Factors such as common ownership, common management, and identity of interest (often found in members of the same family), among others, are indicators of affiliation. Power to control exists when a party or parties have 50 percent or more ownership. It may also exist with considerably less than 50 percent ownership by contractual arrangement or when one or more parties own a large share compared to other parties. Affiliated business concerns need not be in the same line of business. The calculation of a concern's size includes the employees or receipts of all affiliates.

An agricultural farm producer cooperative is exempt from the size standards. For more information on size standards, please visit SBA's website: http://www.sba.gov/sites/default/files/Size_Standards_Table.pdf

3. Is your company a U.S. business entity?

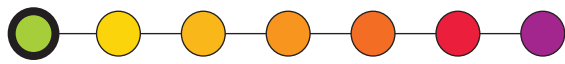
Company must be registered and active/in good standing/in compliance with the Secretary of State within the Southern region. The business entity needs to have a physical location within the United States. If company is registered with the Secretary of State in another state out of SUSTA's region, company needs to apply through the SRTG where it is registered.

SUSTA reserves the right to verify if a company has a physical business location within the Southern region. If we are unable to verify the business location, SUSTA may not be able to assist.

4. Is SUSTA the right Market Access Program (MAP) cooperator for your company?

Other MAP cooperators have a Brand Promotion Program to support specific agricultural commodities. When funding assistance is available for your products through another MAP cooperator, you must apply for their Brand Promotion Program first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another MAP cooperator, you may be able to participate in SUSTA's Brand Promotion Program. Call us for more information if your company has any questions.

- American Pistachio Growers/Cal Pure, <http://www.americanpistachios.org/>
- Blue Diamond Growers/Almond Board of California, <http://www.almonds.com/>
- National Confectioners Association (NCA), <http://www.candyusa.com/>
- National Grape Cooperative Association/Welch's, <http://www.welchs.com/>
- New York Wine and Grape Foundation, www.newyorkwines.org
- Ocean Spray/Cranberry Marketing Committee, <http://www.uscranberries.com/>
- Sunkist Growers, Inc., <http://www.sunkist.com/>
- Sun-Made Growers, Inc./Raisin Administrative Committee, <http://raisins.org/>
- Sun Sweet/California Dried Plum Board, <http://www.californiadriedplums.org/>
- U.S. Livestock Genetics, <http://www.uslge.org/index.html>
- U.S. Meat Export Federation (USMEF), <https://www.usmef.org/>
- Wine Institute, <http://www.wineinstitute.org/>



Program Eligibility: Your Company

5. Do you have adequate resources and product supply for export market development?

Company must provide adequate management and financial resources for export market development. Companies must provide adequate product quantities necessary to ensure continuous supplies to the markets for which funding is requested.

6. Do you have sufficient gross sales and resources?

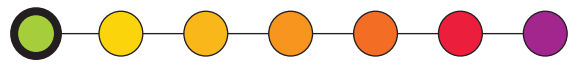
Company must have at least \$100,000 in gross sales during the previous year and adequate management and financial resources for export market development.



If you answered “no” to any of the company eligibility questions, your company is not eligible for the Brand Promotion Program. If you have answered “yes” to all questions so far, please continue to part two of program eligibility.

If you have any questions, please contact SUSTA directly.





Program Eligibility: Your Products

This section will help you determine if your company's products are eligible. To qualify for the Brand Promotion Program, you will need to answer yes to the following questions about your company's product(s):

1. Are your ingredients from the United States?

- Products must contain at least 50% U.S. grown ingredients by weight, excluding water and packaging. This means the products need to be farmed, fished and/or forested in the U.S.
- Your products may be a value-added agricultural item, created from processing, repackaging, or adding special features. Examples include consumer food products, fresh produce, snack foods, condiments, sauces, specialty food items, beverages, some wood products, hides and skins, pet foods, ornamental horticulture and more.
 - For seafood or wood product, or if you are uncertain your product qualifies, contact SUSTA.
- Sexual enhancement products and products of a sexual nature will be found ineligible for Brand Promotion Program.

To determine if your product(s) meet the requirement, follow the below steps. Place your product on a scale. Deduct the weight of any added water and the packaging. At least 50% of the remaining weight must be composed of U.S. agriculture content. To calculate the U.S. content of each product, please follow the process and reference below:

Step 1: Identify each ingredient.

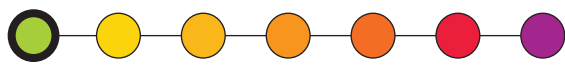
Step 2: Calculate the weight of each product ingredient as a percentage of total product weight.

Step 3: For each ingredient, determine the percentage sourced from within the United States. *(Please note this means U.S. grown, not processed or manufactured.)*

Step 4: Multiply the two percentages to determine the U.S. content level for each ingredient.

Step 5: Total these percentages to determine the U.S. content level for the total product. **This percentage must be at least 50% to be eligible.**

Product: Cookies				
Ingredients	Step 1: Ingredient as percent of total weight	Step 2: Percent of ingredient sourced in U.S.	Step 3: MULTIPLY Step 1 column by Step 2 column	Step 4: TOTAL Step 3 column for U.S. content
Flour	70%	80%	56%	
Sugar	20%	0%	0%	
Eggs	8%	100%	8%	
Spices	2%	0%	0%	
Totals	100%		64%	




Program Eligibility: Your Products

2. Do your products have an eligible U.S. Origin statement?

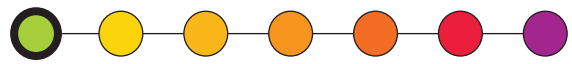
All product packaging and/or labels must be imprinted with an eligible U.S. Origin Statement indicating that the products are made or grown in the United States.

From the USDA-FAS MAP regulations:

The U.S. origin identification must be clearly displayed in a way that is easily observed as identifying the origin of the product; and that such origin identification shall conform, to the extent possible, to the U.S. standard of 1/6 inch (.42 centimeters) in height based on the lower case letter “o.”

Eligible U.S. Origin Statement Examples	
Product of USA or Product of America	✓
Grown in the USA or Grown in America	✓
Made in the USA or Made in America	✓
Product of Louisiana, Grown in Maryland, Made in South Carolina*	✓
Ineligible U.S. Origin Statement Examples	
Seals with state name or U.S. agency 	✗
Product that includes “U.S.,” “America,” or the state name as part of the brand (i.e. Texas Style Chili, Bob’s American Pizza, U.S. Apples)	✗
“Distributed by,” “Bottled by,” “Manufactured in,” “Produced in,”	✗
“Handcrafted by,” “Baked in”	✗
Product of NC, Grown in TN, Made in VA*	✗
Applying sticker with eligible U.S. origin statement to packaging and/or label	✗
Only an American flag (not accompanied by an eligible origin statement)	✗

*Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).



Program Eligibility: Your Products

3. Does your company own a brand name product?

Product packaging/labels must promote a brand name and/or private label name.

Your company either:

- Owns the brand

-or-

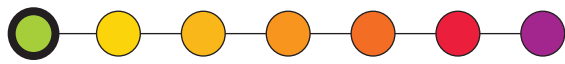
- Does not own the brand but has permission from the brand owner to request MAP Brand Promotion Program funds to promote the specified product(s) in the specified country market(s). A Brand Owner Permission form must be completed and submitted if the U.S. applicant does not own the brand name of the products to be promoted. The applicant company and the brand owner must sign and date the form, which is part of the application. It certifies that the brand owner gives the applicant permission to request MAP Brand Promotion Program funds to promote the specified product(s) in the specified country market(s). The Brand Owner Permission form is required for all products for which the applicant does not own the brand name. The wet ink signed form must be submitted.

-or-

- Packs or manufactures for private label name. The applicant company and the retailer/owner of the label must sign and date a Private Label Agreement, which is part of the application. It certifies that the applicant is the exclusive supplier of the product in the specific country market(s) for the duration of the program year. It also confirms that the private label item(s) promoted by the applicant are at all times manufactured with product(s) from the USA. The wet ink signed form must be submitted.



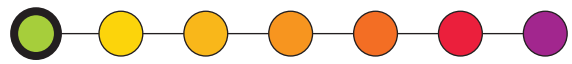
If you answered “no” to any of the product eligibility questions, your company is not eligible for the Brand Promotion Program. If you have answered “yes” to all eligibility questions above, your company is ready to pre-qualify for the Brand Promotion Program! Please continue reading the rest of this manual.



Program Calendar: 2016

The Brand Promotion Program follows the same dates each year. Below are key timelines that every Brand Promotion Program participant should note.

August 1, 2015	Brand Promotion Program application opens for 2016
Application Approval Date - December 31, 2016	Brand Promotion Program Year - Participants conduct eligible activities and submit claims within 90 days after marketing activity ends.
February 28, 2017	Last day to submit year-end claims for the 2016 program.
April 1, 2017	2016 Brand Promotion Program evaluation due date.



Allocation and Reimbursement Amounts

Maximum allocation amounts are determined by your marketing experience and length of time in the Brand Promotion Program.

The minimum funding request per year is \$2,500. For example:

- Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by SUSTA.

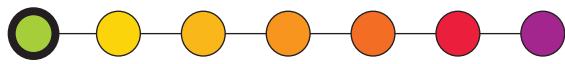
First Year Applicants

New-to-export companies
\$2,500 minimum -
\$25,000 maximum

Experienced exporters
\$2,500 minimum -
\$50,000 maximum

Applicants with one+ years in the Brand Promotion Program

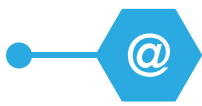
\$2,500 minimum - \$300,000 maximum



Graduation Rule

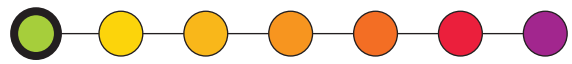
The Brand Promotion Program is designed to help companies launch and grow export markets. Program participants naturally will reach a point where their market presence has had the opportunity to stabilize. The Brand Promotion Program has a five-year graduation rule per country, which means the program will reimburse the same company for expenses incurred in any single country for up to five years. The five years do not have to be consecutive and you can conduct activities in multiple markets concurrently.

- Your company is considered a “graduate” from a given country after you have received reimbursement in that country market for a total of five years.
- Some trade shows are exempt from the five-year graduation rule and could be eligible for reimbursement even after graduation. These international shows focus on food or agriculture, and they target buyers/distributors from more than one foreign country.



Some International trade shows are exempt from the five-year graduation rule. View the list of Exempt Trade Shows (Page 65).

- Your first year in each country starts when you receive reimbursement for an activity.
- If a company graduates from a country market, and then reincorporates or re-organizes under the same or different name, it is not eligible to reapply to the Brand Promotion Program to obtain additional years in that country if it is substantially similar to the pre-existing entity.



Ineligible Markets

The Brand Promotion Program helps your company develop markets across the globe with only a few exceptions. Participants may conduct activities for reimbursement in all countries, except:

Federally prohibited countries

- Cuba
- Iran
- North Korea
- Sudan*
- Libya

** South Sudan is not restricted. It is considered a separate nation from Sudan.*

U.S. territories and outlying areas

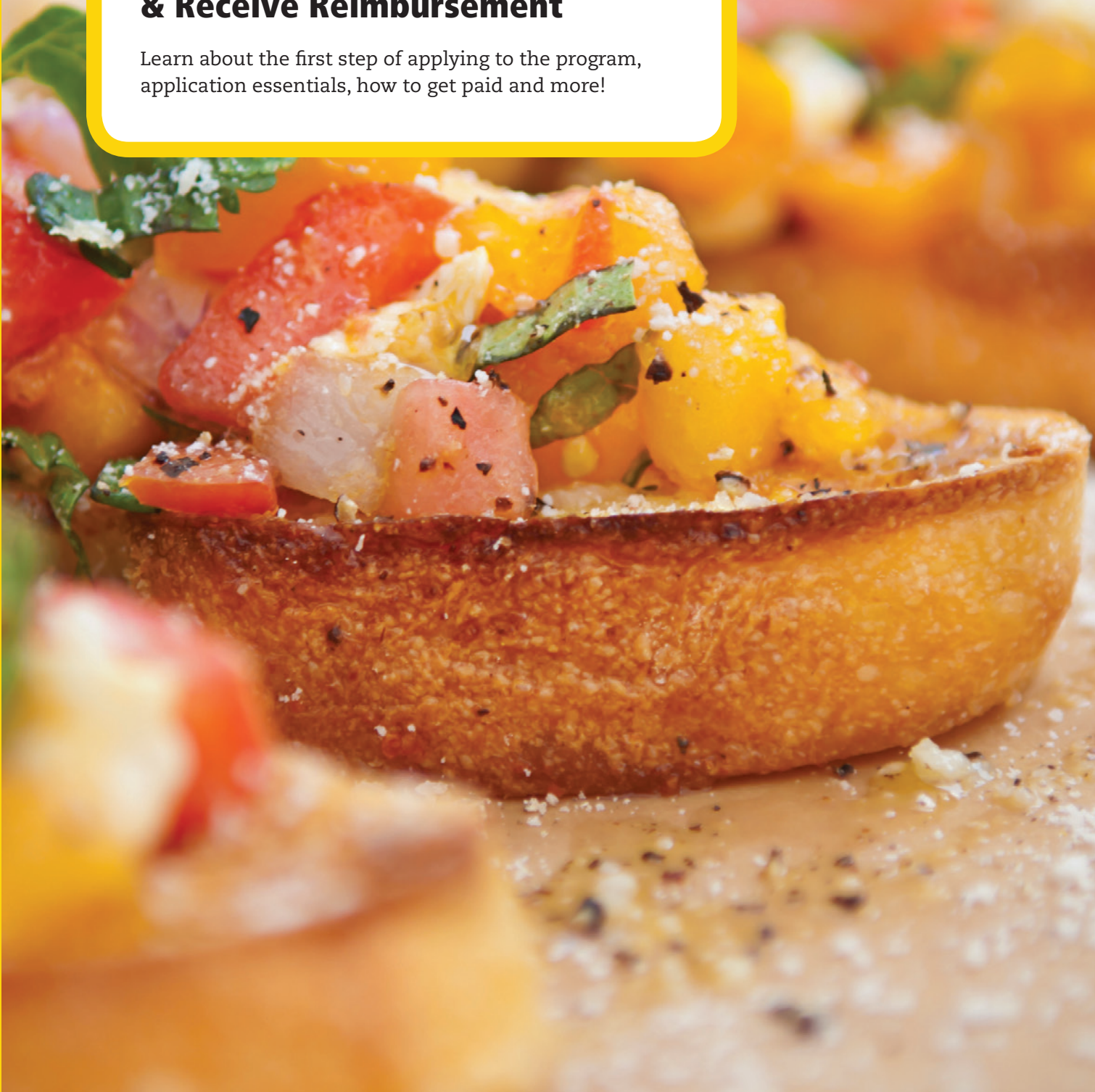
- American Samoa
- Federated States of Micronesia
- Guam
- Midway Islands
- Puerto Rico
- U.S. Virgin Islands

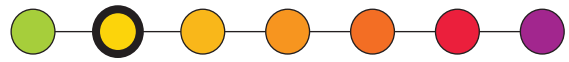




Section 2: **How to Apply & Receive Reimbursement**

Learn about the first step of applying to the program, application essentials, how to get paid and more!





Apply Now for the Brand Promotion Program

The Brand Promotion Program online application is available beginning August 1. Your company will complete a pre-qualification form and application each year.

After your pre-qualification is received, an email notification will be sent allowing access to the application

Pre-Qualification - Section 1

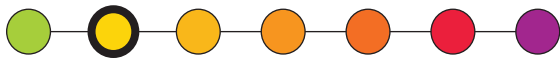
Company:	Jane Doe's Finest
Program Year:	2016

1. I am applying for <i>(Check all that apply)</i>	<input checked="" type="checkbox"/> Brand Promotion <input checked="" type="checkbox"/> International Marketing Program
2. Company Name <i>(as listed with Secretary of State)</i>	<input type="text" value="Jane Doe's Finest"/>
3. State Where Registered	<input type="text" value="Louisiana"/>
4. Contact First Name	<input type="text" value="Jane"/>
5. Contact Last Name	<input type="text" value="Doe"/>
6. Job Title	<input type="text" value="CEO"/>
7. Physical Address Line 1 <i>(PO Box not allowed)</i>	<input type="text" value="123 First Street"/>
8. Physical Address Line 2 <i>(PO Box not allowed)</i>	<input type="text"/>
9. City	<input type="text" value="New Orleans"/>
10. State	<input type="text" value="Louisiana"/>

You do not have to complete the application in one session as you can save completed pages along the way.


Use our sample pre-qualification and application form to assist you with applying for Brand Promotion Program funds. These forms are for information only.

- Sample Pre-Qualification - http://www.susta.org/services/map_application.html
- Sample Application - http://www.susta.org/services/map_application.html





Brand Promotion Program Application Checklist

Once you submit your online application, please send:

- Signed Application** 
Be sure to print and sign your finished application; SUSTA must have a wet ink signature on file.
- Non-Refundable \$250 Application Fee by Check, Money Order or Cashiers Check**
- Most Recent Company Tax Return**
U.S. federal tax return as submitted to the IRS.
- Physical Product Packaging and/or Labels**
Required for each brand name and/or private label product you will promote as listed in the application. The packaging/labels must be imprinted with eligible U.S. origin statement. Original packaging/labels must be submitted every two years (no copies or renderings).

Each size and variety of a product is considered its own item. Packaging/labels will need to be submitted for each item you would like to promote through the program.

Where applicable, also include:

- Brand Owner Permission** 
Does your company own all brands you would like to promote in the Brand Promotion Program? If not, make sure to include a signed Brand Owner Permission form. This document certifies that your business will be the sole agent using Market Access Program (MAP) Brand Promotion funding to promote the approved product(s) in the market(s) listed in your application. The form will be generated from the application. Wet ink is signature required.
- Private Label Agreement** 
Include this form if your company is providing product for private label usage. The form will be generated from the application. Wet ink is signature required.

After completing the online application, send hard copies of these required items to:

SUSTA Brand Promotion Program
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139

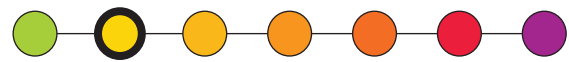
 = Signature Required

Request for Information

We request the same basic information from every applicant to verify each company's eligibility to receive Brand Promotion Program funds. SUSTA reserves the right to request additional information or documentation. This verification is a key step in SUSTA's Zero Tolerance for Fraud policy. All materials submitted to SUSTA are kept confidential.

Questions?

Call (504) 568-5986 today and ask to speak with SUSTA's Brand Promotion Program Director



Application Approval

We want companies that apply for the Brand Promotion Program to have a successful experience. To ensure this, we take the following steps for each applicant:

1. **Review application materials**
Our Brand Promotion Program Director will email you with a request for additional documentation as needed.
2. **Finalize application**
3. **Establish program approval date**
This date is determined by the month in which your application is deemed complete.

**If you apply and
are approved between
August 1 and December 31, 2015**

Your approval date will be
January 1, 2016,
with a complete application.

**If you apply and
are approved after
December 31, 2015**

Your approval date will be
the first of the month in which
your application is deemed complete.

Time for a second look! Your application approval date is so important that we would like to go over it again. Please remember, your company's approval date for the Brand Promotion Program is based on the month in which your application is **completed**. This means that everything on the application checklist, as well as all other requested supporting documents, has been **received** by SUSTA. If there are any missing items when you turn in your application, your approval date is dependent on when those items are received. So, be sure to use our Application Checklist to help guide you. Please reach out to SUSTA if you have any questions.

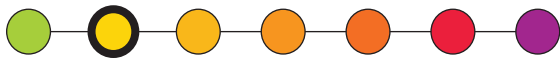
Reimbursement requests cannot be filed for expenses incurred before your documented approval date. All promotional activities and related expenses must occur within the program year. Expenses incurred before the approval date are not reimbursable, with the exception of the following:

- Trade Show Booth Deposits
- Airfare and Hotel Bookings

Trade show booth deposits and advance payments are reimbursable, provided the date of the trade show (rather than the date of the invoice or payment) falls within the approved program year. Expenses are not processed for review until after the promotional activity has taken place. The rule above applies to all initial requests, additional requests, and amended requests.



Review the minimum and maximum allocation amounts for first time and returning Brand Promotion Program applicants (Pg. 15).



Application Approval

4. **Determine Allocation**

SUSTA allocates funds to approved companies on a first-come, first-served basis.

Allocations are determined based on a variety of factors:

- Amount of total funding available
- Prior program performance (for returning applicants)

5. **Issue allocation notice**

We will email your allocation notice to you. Then, you will need to review it for accuracy, note changes if any, and respond per instructions.

6. **Send program agreements and invoice for 6% administrative fee**

An approved applicant is issued two agreements and an invoice for the 6% administrative fee for the program year. Both agreements must be signed by a company executive and returned to SUSTA within 30 days of receipt.

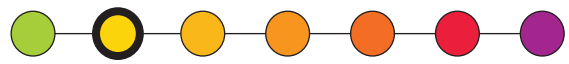


Example: If you apply for a \$25,000 allocation, the 6% administrative fee is \$1,500.

When both signed agreements and the 6% administrative fee are received by SUSTA, you are an active participant in the program.

*Welcome to the Brand
Promotion Program!*

 = Signature Required



Making Changes to Your Program Agreement

We understand that your company may need to make changes to your plans after signing the program agreements and paying the administrative fee. Changes to existing program agreements are accomplished through amendments.

Amendments can be made anytime during the program year. These revisions must be reviewed and approved by the Brand Promotion Director.

All amendment forms can be downloaded at:
http://www.susta.org/services/map_application.html
Contact SUSTA in advance with any questions.

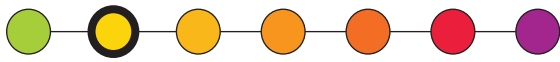
Making an amendment is easy and can be used to add:

- **Countries**
- **USDA-approved U.S. trade shows**
- **Brand name products and/or private label name products.**
(If you do not own the brand and/or packing or manufacturing for private label name, the forms on page 20 are required)
- **Additional funds (6% administrative fee required)**
- **Foreign third party contacts**



Any amendments made to your application are not retroactive. Changes must be made prior to participating in an activity that was not part of your original approved application.

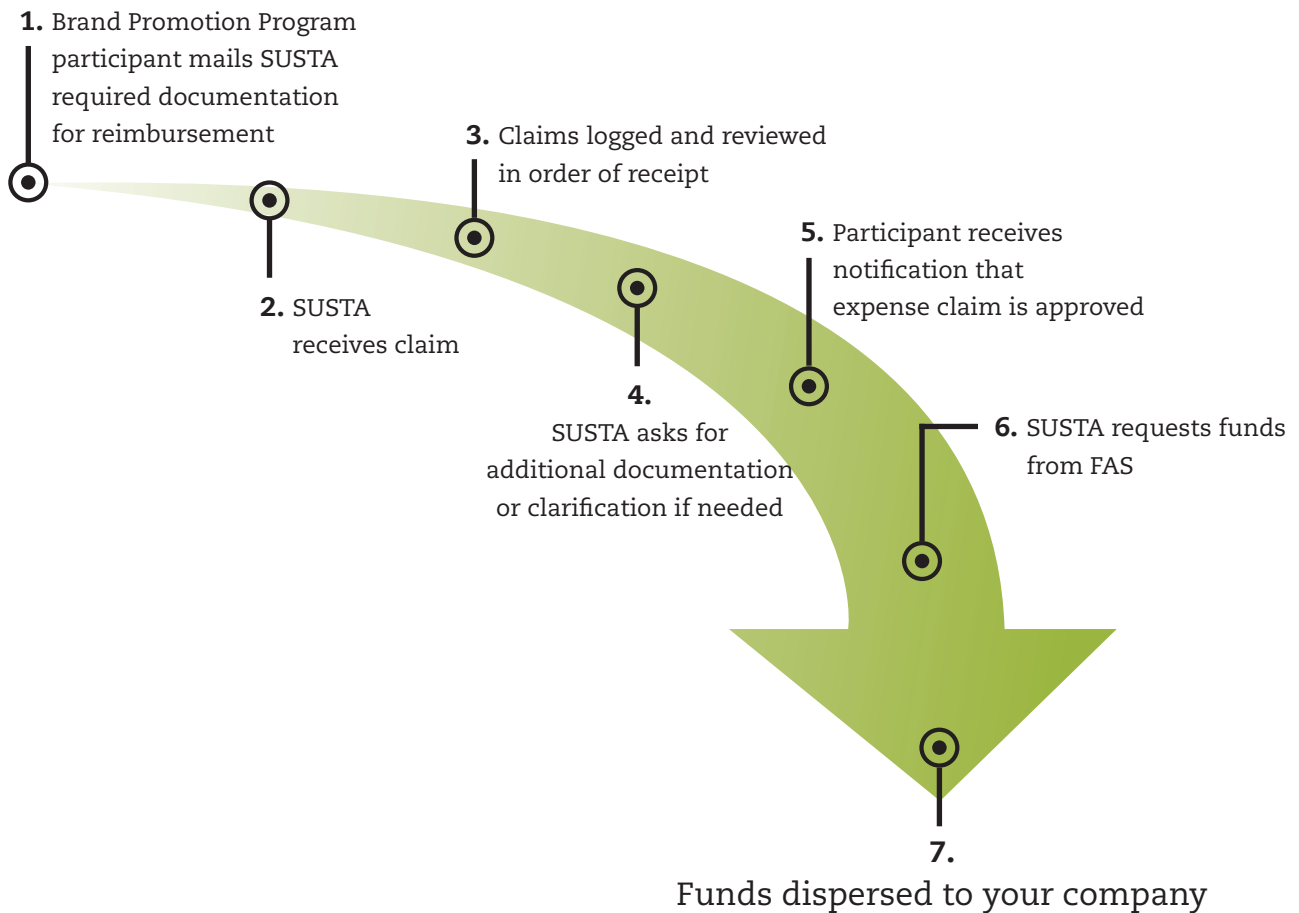
If you have any questions, please do not hesitate to contact SUSTA directly.



Getting Paid: The Claims Process

Once you've applied and are contracted in SUSTA's Brand Promotion Program, the next step is conducting your international marketing activities and getting paid for your efforts.

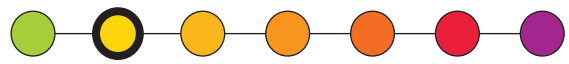
We'd like to walk you through how the claims process works after an eligible activity is complete with these seven easy steps.



It is important to note your company has 90 days to submit a complete claim after an activity has ended.

Similar to most claim structures, a fair amount of paperwork is required and you will need to meet the 90-day deadline in order to receive your reimbursement.

The next page has important information about the claims process you will want to keep in mind throughout the program year.



Getting Paid: The Claims Process

Use this helpful timeline below to note 90-day starts for eligible activities.

Your 90-day claims window begins . . .	
Trade Shows	Last day of the show
Trade Seminars	Last day of the seminar
In-store Demonstrations	date of last demo
Direct Mail Promotions	mailing date
Print advertising	date of publication
TV and Radio Advertising	date the ad was aired
Printed Sales Materials	invoice date
Required Packaging/Label Changes	date on printing label
Freight Charges	last day of event for trade shows and trade seminars

The sooner you get your claim in, the more time you will have to submit any missing documentation.

The 90-day policy states that companies must submit complete claims for eligible activities no later than 90 days after the activity has ended. The submission date is determined by the date the claim packet is received in SUSTA's office.

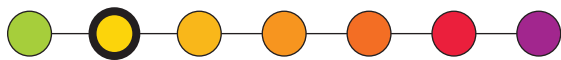
Take note, if you're conducting activities in December, you will not have a full 90 days to send in a complete claim. For December's activities, companies must submit complete claims by February 28 for consideration.

Claims not received by SUSTA within the 90-day window will be ineligible for reimbursement.

If a claim is received within that time period but is incomplete (i.e. missing documentation), we may, in our sole discretion, deny the claim in whole or in part.



Preparing for an activity? We'll walk you through the claims process. Contact SUSTA's Brand Promotion Program Assistant Director to schedule a consultation (504)568-5986.



Getting Paid: The Claims Process

The company shall deliver a separate claim for reimbursement for each activity together with complete documentation to SUSTA within 90 days of completion of the activity or within 60 days of the end of the Program Year, whichever occurs first. Claims not received by SUSTA within that time period shall be denied. If a claim is received within that time period but it is deficient, then SUSTA shall notify the company of any deficiency. The company shall correct any deficiency within 30 days of the notice of deficiency. Any claims with deficiencies that have not been corrected within 30 day of the notice of deficiency shall be denied.

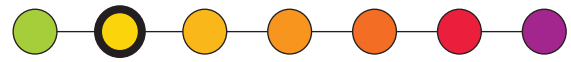
Please note, you are required to maintain your Brand Promotion Program files for 5 years following the end of the program year. Files are subject to audit by the USDA's-Foreign Agricultural Service (FAS).

Helpful tips for a complete claim:

- Keep copies of all reimbursement materials, including original copies of vendor invoices.
- Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are blurry.
- File materials in a folder to keep track of all-things related to your expense claim.
- Respond to SUSTA requests quickly.
- Read this manual in its entirety and collect the materials you will need for reimbursement.
- Contact us for questions! We're here to help.

Mail Expense Claim form and supporting documentation to SUSTA at:

SUSTA Brand Promotion Program
ATTN Penney Lawrence
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139



Getting Paid: How to Submit

For reimbursement, each individual expense requires the submissions of the following:

- Invoice
- Proof of Payment
- Proof of Activity

SUSTA reserves the right to request additional documentation for all claim submissions at our discretion.

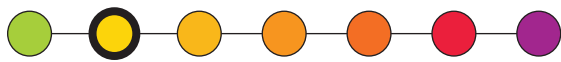
Invoice: All invoices must show details of expense; SUSTA must be able to determine specifically what is requested for reimbursement. Invoices must include:

- English translation if in a foreign language
- Exchange rate for U.S.D. if in a foreign currency
- Date of invoice
- Vendor of services information: contact information, address, phone number, and website
- Approved participant company information: contact information, address, and phone number
- Date(s) of promotional activity
- Specific services rendered
- Itemized charges for services

Proof of Payment: If payment is in a foreign currency, the exchange rate is required to determine U.S.D. The conversion rate is based on the date the participant paid, rather than the invoice date. Payment can be any of the following:

- **Bank draft** accompanied by bank statement showing funds were deducted from account
- **Cash receipt** only acceptable for payments under \$2,000. Must be marked “paid” and show a zero balance
- **Check** – front copy of check accompanied by bank statement showing check cleared the account
- **Credit card statement** (signature slips are not accepted). Must see the credit card statement of card holder that shows the charges to vendor(s); card holder’s name and last digits of account number. The proof of payment to the credit card company is not required
- **Wire transfer confirmation** (the request alone is not sufficient): must show documentation came from the bank which shows the originator, beneficiary, date, amount, and bank of originator and beneficiary accompanied by bank statement showing funds were deducted from account

Proof of Payment continued on next page . . .



Getting Paid: How to Submit

- **Credit memo** (see example below as a reference) - If you are paying an overseas agent in product, the following must be provided:
 - **Invoice** needs to be provided for products and separate corresponding credit memo for cost of promotional activity or Invoice for products with the credit applied to that invoice for the cost of the promotional activity.
 - **Freight or airway bill** indicating products shipped
 - **Proof of payment** showing the freight was paid

Example

Participant Company:

Tasty Gourmet Company, Inc.

Foreign third party per approved application:

Conrad Distribution, Inc.

Conrad Distribution, Inc. did a promotional activity to promote **Tasty Gourmet Company, Inc.** brand products in Canada (approved country)

Promotional activity:

In store demonstration in Costco; the cost for the promotion was **\$6,000.00 (50% of the promotional activity costs is \$3,000.00 (MAP Brand funds))**

Credit Memo Documentation:

Conrad Distribution, Inc. purchased from **Tasty Gourmet Company, Inc.** **\$20,000.00 worth of products**

Tasty Gourmet Company, Inc. invoiced **Conrad Distribution, Inc.** for products per the above cost

Tasty Gourmet Company, Inc. applied a credit to **Conrad Distribution, Inc.** for **\$6,000.00 per the cost of the in store demonstration**

\$20,000.00 products purchased
- \$6,000.00 credit for in store demonstration
\$14,000.00 remaining balance

Conrad Distribution, Inc. paid the remaining balance of **\$14,000.00** to **Tasty Gourmet Company, Inc.**

Freight or airway bill shows **Tasty Gourmet Company, Inc.** shipped products to **Conrad Distribution, Inc.**

The proof of payment that shows the shipment for products.

Contact Brand Promotion Program staff if you do not understand credit memos as form of payment.

Important Note: If other parties are involved, the entire paper trail is required tracing back to the original vendor of the services whether in the United States or in foreign countries.

3. Proof of Activity: All promotional materials must have the brand name and/or private label name and the eligible U.S. origin statement clearly imprinted. All activities need to show proof of the promotional activity.

- Brand names and/or private label names and country markets that are not approved will be ineligible for reimbursements
- Items that are only partially reimbursable will be pro-rated at SUSTA's discretion in accordance with the regulations

If information is in a foreign language, the English translation is required.



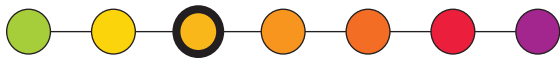
Proof of activity materials are listed after each eligible activity description starting in Section 3.



Section 3: **International Activities & Claims**

A one-stop shop for each eligible activity, read on to see all reimbursable expenses and the materials to turn in at time of claims. Let's begin!





Eligible & Ineligible Expenses: International

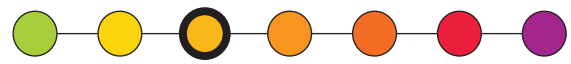
This section outlines the eligibility of international marketing activities under the Brand Promotion Program. Listed below are important requirements and reminders. Individual activities and materials may have additional requirements.

Advertising

Reminder: All forms of advertising must be imprinted with your brand name and an eligible U.S. origin statement.

Eligible Advertising Expenses	Ineligible Advertising Expenses
<ul style="list-style-type: none"> ✓ Ad design/production costs <ul style="list-style-type: none"> • Formatting/professional design/photography expenses • In conjunction with the purchase of radio or television broadcast time • Script writing, voice/talent fee, clip production, music • Printing ✓ Ad placement costs <ul style="list-style-type: none"> • Billboard/signage/light box rental expenses • Installation costs ✓ Movable ad space rentals (taxis, buses, trucks) ✓ Direct mail advertising expenses ✓ Internet ads ✓ Email and text messaging ✓ Podcasting ✓ Broadcast expense (aired time, purchased spots) ✓ Online ads hosted by third party targeting specific country market 	<ul style="list-style-type: none"> ✗ Ads that do not promote the brand name and U.S. origin statement ✗ Advertisement campaigns tied to a product purchase ✗ Ad in a publication that does not circulate in one of your approved foreign country marketing plans ✗ Ads, media and/or messages that do not target an approved foreign country market or audience ✗ Copyright and licensing fees ✗ Scheduled broadcast that has not yet aired ✗ Advertisements that are defamatory to another U.S. brand ✗ Advertising associated with a coupon or price discount for an approved product ✗ Any arrangement that has the effect of reducing the selling price of your product ✗ Online ads posted on your company website ✗ Online listing fees

See the next page for materials to submit with your advertising claim!



Eligible & Ineligible Expenses: International

Claims Documentation for Advertising

In your claim, please submit the following activity-related materials:

Newspapers/Magazines/Grocery Circulars | Invoice Proof of Payment

- Original advertisement
- Original publication cover page showing the date and name of the publication
- A current circulation report for the publication showing distribution in the foreign country market

Billboards and Moving Ads | Invoice Proof of Payment

- Geographical location
- Invoice and contract with rental agency showing length of rental
- Photo of billboard or moving ad

Broadcasting TV or Radio Ads | Invoice Proof of Payment

- Name of TV or radio station
- Country and cities where ad was broadcast
- Date and run times of actual broadcasts and a certificate of broadcast
- DVD or CD of the radio/television commercial
- Transcript of broadcast
- Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time

Email and Text Messaging Ads | Invoice Proof of Payment

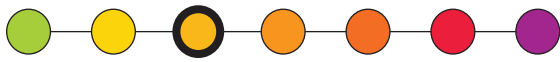
- Copy of email or text message including header information and distribution date
- Copy of distribution list from vendor showing country market focus

Podcasting | Invoice Proof of Payment

- Copy of podcast link and media file
- Website address showing country market focus
- Computer print screen/screenshot with address link, taken at the time of the activity

Internet Ads | Invoice Proof of Payment

- A printed page of the website showing the online advertisement, full website URL address, and date for each month the advertisement is running
- Agreement and contract for advertisement with the site host/agency



Eligible & Ineligible Expenses: International

Freight/Shipping

Reimbursement is available to cover some freight costs. Freight is considered cargo and goods carried by a vessel or vehicle, specifically by a commercial carrier.

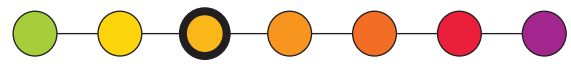
Eligible Freight Expenses	Ineligible Freight Expenses
<ul style="list-style-type: none">✓ Shipping samples, materials, and equipment to and from an eligible promotional activity (such as international or domestic trade shows, trade seminars and in-store promotions)✓ Shipping samples and promotional materials to potential international customers✓ Checked bags up to the weight limit	<ul style="list-style-type: none">✗ Checked bags beyond the weight limit✗ Shipping of product orders✗ Cost of rental vehicle to transport product

Claims Documentation for Freight/Shipping

In your claim, please submit the following activity-related materials:

Freight/Shipping | Invoice Proof of Payment Packing slip or airway bill





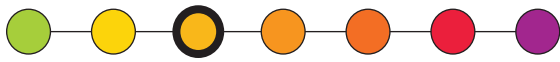
Eligible & Ineligible Expenses: International

In-Store Demonstrations/Food Promotions

In-store/food service promotions and product demonstrations give your potential customers a chance to experience your products before they buy.

Eligible Expenses for In-Store Demonstrations/Food Promotions	Ineligible Expenses for In-Store Demonstrations/Food Promotions
<ul style="list-style-type: none"> ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess ✓ Demonstration supplies ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Rented demonstration stand/space ✓ Freight costs to transport product samples, materials, and equipment to the demonstration location ✓ Point of sale materials - must promote the brand name and have eligible U.S. origin statement ✓ Uniforms that promote the brand name and have eligible U.S. origin statement <ul style="list-style-type: none"> • Aprons, T-shirts, caps, etc. ✓ Giveaways <ul style="list-style-type: none"> • Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item. 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name and eligible U.S. origin statement ✗ Independent contractor’s travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor’s company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees ✗ Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (Eg. Plexiglas, steel, wood, metal, etc.) ✗ Cost of your product used in demonstration and promotion ✗ Promotional activity tied to product purchase

See next page for materials to submit with in-store demonstrations/food service promotions claim!



Eligible & Ineligible Expenses: International

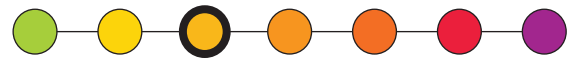
Claims Documentation for In-Store Demonstrations/Food Promotions

In your claim, please submit the following activity-related materials:

In-Store Demonstrations/Food Promotions | Invoice Proof of Payment

- List of products demonstrated/promoted
- Dates, hours, and store location for each demonstration/promotion
- One photo per demonstration per location. Brand name and eligible U.S. origin statement must be clearly visible in photograph
*Photo not required if store does not allow photographs inside.
Must provide written verification from store of company photograph policy.*
- A demonstration report for each demo performed
- Photos of each hired demonstrator/temporary laborer





Eligible & Ineligible Expenses: International

In-Store Displays

Grab the attention of your customers and set yourself apart from competitors by creating eye-catching in-store displays. Please note, all promotional materials must be imprinted with eligible U.S. origin statement.

Eligible In-Store Display Expenses	Ineligible In-Store Display Expenses
<ul style="list-style-type: none"> ✓ Displays that promote the brand name, have an eligible U.S. origin statement and are constructed of temporary materials with a useful life of less than one year (Eg. cardboard, paper, etc) ✓ Posters/banners ✓ Sales sheets/brochures/leaflets ✓ Shelf talkers ✓ Shipping cartons that convert to a shelf display ✓ Freestanding displays constructed of temporary materials ✓ Cardboard bins/shelving units ✓ Giveaways <ul style="list-style-type: none"> • Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item. ✓ Rental of floor space for product promotion ✓ End-of-aisle/gondola displays 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name and have an eligible U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year ✗ Slotting and listing fees ✗ Any activity tied to purchase of product ✗ Price discount of product ✗ Giveaway items that: <ul style="list-style-type: none"> • do not promote the brand • are tied to a purchase of product ✗ Cost of product

Claims Documentation for In-Store Displays

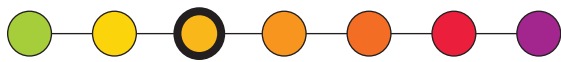
In your claim, please submit the following activity-related materials:

In-Store Displays | Invoice Proof of Payment

- List of products promoted
- Dates and locations of space rental
- Photos of the display for each location

Photo not required if store does not allow photographs inside.

Must provide written verification from store of company photograph policy.



Eligible & Ineligible Expenses: International

Modifications to Packaging and Labels to Meet Foreign Country Requirements

Exporting includes making changes to your packaging and labels to meet a foreign country's requirements. In order to receive reimbursement, your company will need to demonstrate:

1. The changes you are making are for existing Brand Promotion Program-approved packaging and labels with eligible U.S. origin statement.
2. The changes are necessary to meet the labeling requirements of a foreign country.
3. All expenses are outsourced.

Eligible Packaging/Label Change Expenses	Ineligible Packaging/Label Change Expenses
<ul style="list-style-type: none"> ✓ Printing of a one year supply* of packaging/ labels or stickers** ✓ Design and production of packaging and labels ✓ Plates ✓ Set-up ✓ Translation Services ✓ Graphic design <p><i>* The year begins at the application approval date and ends December 31, 2016.</i></p> <p><i>** Stickers for labels are only eligible if they are to meet the regulations of foreign markets.</i></p>	<ul style="list-style-type: none"> ✗ Modifying a package or label to add the U.S. origin statement ✗ Changing flavors, varieties, or the size of packaging is considered new product packaging and is not reimbursable ✗ Production of packaging/labels for new brands, new sizes, or new flavors of products ✗ Aesthetic or marketing changes to the design of a packaging/label ✗ Any changes made to meet your international distributors requirements ✗ Stickers labels to bring them into compliance for the program

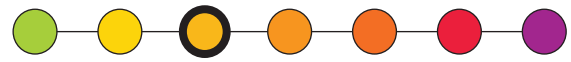
Claims Documentation for Packaging/Label Changes

In your claim, please submit the following activity-related materials:

Modifications to Packaging/Labels | Invoice Proof of Payment

- Physical packaging or label before the changes were made
- Physical updated packaging or label highlighting changes made or sticker that shows the required changes identified. If in a foreign language, English translation required.
- Foreign label regulations with sections identifying the required changes highlighted. If in a foreign language, English translation required.
- Printing charges indicating the quantity produced

Printing charges cannot be claimed without proof that revisions were made in conjunction with the printing of the packaging/label or sticker. The expense claim must include copies of the translation, formatting, or plate charge invoices showing the date changes were made.



Eligible & Ineligible Expenses: International

Point of Sale Material Expenses

Point of sale materials must be tied to an eligible promotional activity (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). The brand name(s) and eligible U.S. origin statement must be imprinted on all point of sale materials.

Eligible Point of Sale Material Expenses	Ineligible Point of Sale Material Expenses
<ul style="list-style-type: none"> ✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Brand Promotion Program-approved products ✓ Each item must promote the brand name and eligible U.S. Origin statement 	<ul style="list-style-type: none"> ✗ Sales material that does not promote the brand name and eligible U.S. origin statement ✗ Business cards ✗ Seasonal greeting cards ✗ Point of sale materials for non-approved Brand Promotion products ✗ Materials will be prorated on approved versus promoted products ✗ Any materials tied to the discount of products (Eg. coupons)

Claims Documentation for Point of Sale Materials

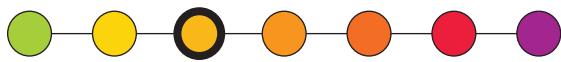
In your claim, please submit the following activity-related materials:

Point of Sale Materials | Invoice Proof of Payment

- Sample of the materials. A legible hi-res photo of the material in its entirety showing brand name and eligible U.S. origin statement, may be submitted for items that are larger than a banker's box.
- Photographs that clearly show the point of sale materials being used at an eligible promotional activity.
- Date and location of eligible promotional activity

If a mailing is done with the printed sales materials, you must also submit:

- Mailing date and receipt for postage
- Quantity of items posted or picked up
- Complete list of addresses to which the point of sales materials were sent



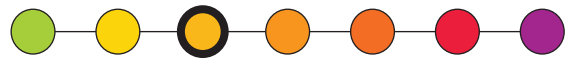
Eligible & Ineligible Expenses: International

Pre-Approved Outbound Trade Missions

International trade missions are an effective, low-cost way to meet face-to-face with qualified foreign buyers. The only trade missions eligible for reimbursement are those coordinated by SUSTA's International Marketing Program or another State Regional Trade Group (SRTG). All countries in which the trade mission takes place must be listed in your approved application.

Eligible International Trade Mission Expenses	Ineligible International Trade Mission Expenses
<ul style="list-style-type: none"> ✓ Limited Foreign Travel - See Pages 47-50 for full travel reimbursement details ✓ Eligible travel includes the dates of the trade mission plus two days before the mission begins and one day after the mission ends ✓ Passports ✓ Visa ✓ Inoculations ✓ Airfare for two permanent U.S.-based company employees or representatives. <i>Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative in sales transactions for a specific event.</i> ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate* ✓ Checked bags <p><i>*Trade Mission airfare and lodging reimbursement is contingent upon what the International Marketing Program covers. For example: if the International Marketing Program is paying for your hotel, you cannot turn in a claim for reimbursement for your room.</i></p>	<ul style="list-style-type: none"> ✗ Trade missions not coordinated by SUSTA or another SRTG ✗ Materials that do not promote the brand name and an eligible U.S. origin statement ✗ Cost of product samples ✗ Any expense that will be reimbursed by any International Marketing Program ✗ Ineligible travel includes <ul style="list-style-type: none"> ✗ Travel expenses for event assistant personnel ✗ Ground transportation ✗ Checked bags beyond the bag limit

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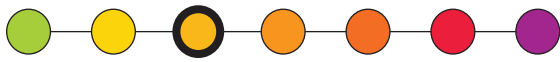


Eligible & Ineligible Expenses: International

Eligible International Trade Mission Expenses	Ineligible International Trade Mission Expenses
<ul style="list-style-type: none"> ✓ Freight for shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Point of Sale Materials <ul style="list-style-type: none"> ✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Branded Program approved products ✓ Each item must promote the brand name and valid U.S. Origin statement to be eligible for reimbursement ✓ Giveaways <ul style="list-style-type: none"> ✓ Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item. 	<ul style="list-style-type: none"> ✗ Cost of rental vehicle ✗ Giveaway items that: <ul style="list-style-type: none"> • do not promote the brand • are tied to a purchase of product ✗ Cost of product



Visit *SUSTA's* online event calendar for upcoming outbound trade missions and other activities!



Eligible & Ineligible Expenses: International

Promotional Giveaways

Promotional giveaways must be tied to an eligible promotional activity (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). The brand name and eligible U.S. origin statement must be imprinted on promotional giveaway items.

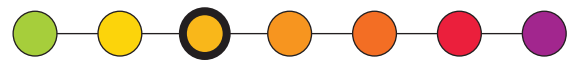
Eligible Giveaway Expenses	Ineligible Giveaway Expenses
<ul style="list-style-type: none">✓ Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item.	<ul style="list-style-type: none">✗ Items that do not promote the brand✗ Items that are tied to a purchase of product✗ Cost of product

Claims Documentation for Promotional Giveaways

In your claim, please submit the following activity-related materials:

Giveaways | Invoice Proof of Payment

- Actual items or photographs of item if too large to send.
- The dates and location of the eligible activity are also required.
- Giveaway items must display the brand name and eligible U.S. origin statement.
- Photographs that clearly show promotional giveaway item being used at eligible promotional activity



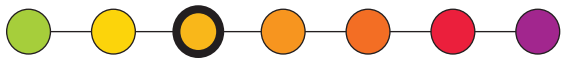
Eligible & Ineligible Expenses: International

Trade Seminars International

Educational trade seminars are organized and hosted by your company, and are designed to inform the international industry about your approved brand products.

Eligible Trade Seminar Expenses	Ineligible Trade Seminar Expenses
<ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment, such as freezer, hot plates, sound/presentation, etc. ✓ Temporary Labor Wages <ul style="list-style-type: none"> ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to enhance your product ✓ Freight costs <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Point of sale materials <ul style="list-style-type: none"> ✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Brand Promotion Program approved products ✓ Each item must promote the brand name and eligible U.S. Origin statement to be eligible for reimbursement 	<ul style="list-style-type: none"> ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible Temporary Labor Wages <ul style="list-style-type: none"> ✗ Employee wages ✗ Foreign Distributor's employee wages and travel expenses ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees ✗ Ineligible Freight Costs <ul style="list-style-type: none"> ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible Printed Sales Materials <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to discount of products (Eg. Coupons) ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend <p style="margin-top: 20px;"><i>Materials will be prorated on approved versus promoted products.</i></p>

Continue to next page for claims documentation for international trade seminars . . .



Eligible & Ineligible Expenses: International

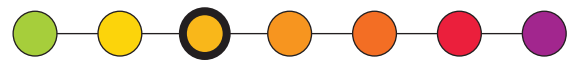
Claims Documentation for Trade Seminars International

In your claim, please submit the following activity-related materials:

Trade Seminars International | Invoice Proof of Payment

- Name and date of the trade seminar
- List of attendees and location
- Photos of the seminar and original copies of presentation materials
- Photos of all temporary labor





Eligible & Ineligible Expenses: International

Trade Shows: International

International trade shows allow your company to promote products to thousands of qualified buyers in just a few days. Your company can display and promote approved products. Basic expenses associated with retail, trade and consumer exhibits and shows are eligible for reimbursement.

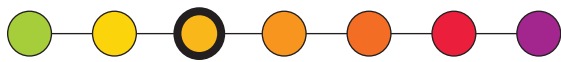
All expenses will be prorated based on the number of approved and non-approved products being promoted at the trade show.

When exhibiting at a USDA-endorsed trade show, your company is required to exhibit within a USA Pavilion to receive reimbursement on eligible expenses. See page 64 for the list of USDA-endorsed international trade shows. If the show is not USDA endorsed and it has no USA pavilion, your company is free to exhibit anywhere on the show floor. There are many international trade shows eligible for the Brand Promotion Program. As long as 30% or more of the exhibitors sell food and/or agricultural products, the international show is eligible.

Interested in exhibiting outside of the USA Pavilion? You will need pre-approval by contacting SUSTA's Brand Promotion Director directly (at least two months prior to the show). We in turn need to get approval from the USDA on your behalf. We can only consider requests submitted directly to the Brand Promotion Director. Contact us with any questions at (504)568-5986 or brandpromotion@susta.org.

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/booth space rental ✓ Temporary booth displays (constructed of temporary materials having a useful life of less than one year) ✓ Exhibitor's guide/directory listing and advertisement with eligible U.S. origin statement ✓ Uniforms that promote the brand name and eligible U.S. origin statement <ul style="list-style-type: none"> ✓ Aprons, T-shirts, caps, etc. ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess 	<ul style="list-style-type: none"> ✗ Materials that do not promote the brand name and an eligible U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (Eg. Plexiglas, steel, wood, metal, etc.) ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Any expense related to a trade show at which you are not exhibiting

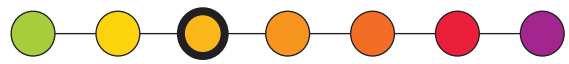
Eligible and Ineligible international trade show expenses continued on the next page . . .



Eligible & Ineligible Expenses: International

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none"> ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Limited Foreign Travel - See Pages 47-50 for more information on travel reimbursement. <ul style="list-style-type: none"> ✓ Passports ✓ Visa ✓ Inoculations ✓ Airfare for two permanent U.S.-based company employees or representatives <i>Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative in sales transactions for a specific event.</i> ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate ✓ Checked bags up to the bag limit ✓ Freight <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment 	<ul style="list-style-type: none"> ✗ Cost of product samples ✗ Country is not listed in your marketing plan ✗ Ineligible travel includes <ul style="list-style-type: none"> ✗ Travel expenses for interpreters ✗ Ground transportation ✗ Travel of applicants for employment interviews ✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory ✗ Travel for any other reason except to participate in approved Outbound Trade Missions or exhibit at International Trade Shows ✗ Freight ineligibility includes: <ul style="list-style-type: none"> ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible Printed Sales Materials as follows: <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to discount of products (Eg. Coupons) ✗ Giveaways Ineligible expenses: <ul style="list-style-type: none"> ✗ Items that do not promote the brand ✗ Items that are tied to a purchase of product ✗ Cost of product

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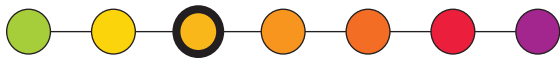


Eligible & Ineligible Expenses: International

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Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
<ul style="list-style-type: none">✓ Point of Sale Materials<ul style="list-style-type: none">✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Brand Promotion Program approved products✓ Each item must promote the brand name and eligible U.S. Origin statement✓ Giveaways<ul style="list-style-type: none">✓ Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item.	<ul style="list-style-type: none">✗ Ineligible Temporary Labor Costs<ul style="list-style-type: none">✗ Employee wages✗ Foreign Distributor's employee wages and travel expenses✗ Independent contractor's travel costs and meals✗ Demonstrator wages for an employee of your company or your foreign distributor's company✗ Transportation, meals, wages over 8 hours/day, and sales commission✗ Management/supervision fees✗ Training fees





Eligible & Ineligible Expenses: International

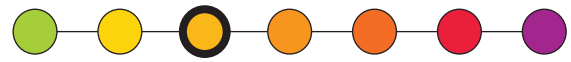
Claims Documentation for International Trade Shows

In your claim, please submit the following activity-related materials:

International Trade Shows | Invoice Proof of Payment

- Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- The following booth photos are required:
 - A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. Photos with empty shelves will not be accepted. Brand name and eligible origin statement must be clearly visible in photo.
 - If you have a product featured in a product showcase, be sure to get a photo with brand name and eligible U.S. origin statement clearly visible.
 - Photos of employees/representatives/temporary labor manning the booth

*If you have any questions,
please do not hesitate
to contact us directly
at (504) 568-5986.*



Eligible & Ineligible Expenses: International

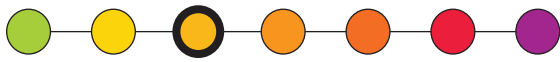
Travel | International

You're putting in a lot of great effort to establish international markets, and it's important to have a physical presence at trade activities and meet face-to-face with potential buyers and other key in-market contacts. The Brand Promotion Program can reimburse limited foreign travel expenses for two company representatives only if they are traveling to:

- Exhibit at an eligible international trade show
 - Eligible travel days include the two days before the official start of a trade show, all the days of the show, with departure on the day after the show ends.
- Participate in a Pre-approved Outbound Trade Mission
 - Eligible travel includes the dates of the trade mission plus two days before the trade mission begins and departure on the day after the trade mission.

Your Brand Promotion Program reimbursement will be based on 75% of the Meals and Incidental Expenses (M&IE) per diem rate for the first and the last eligible days of travel and 100% of the M&IE per diem rate for the days in-between.

Eligible Travel Expenses	Ineligible Travel Expenses
<ul style="list-style-type: none"> ✓ Passports ✓ Visa ✓ Inoculations ✓ Airfare for two company employees or two company representatives ✓ Meals & Incidentals at the per diem rate ✓ Lodging up to the per diem rate ✓ Checked bags up to the bag limit 	<ul style="list-style-type: none"> ✗ Travel expenses for interpreters ✗ Ground transportation ✗ Travel of applicants for employment interviews ✗ Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory ✗ Travel for any other reason except participation in Outbound Trade Missions and exhibiting at International Trade Shows ✗ Tickets purchased with air-miles, award-miles, and upgrades



Eligible & Ineligible Expenses: International

In order to receive international travel reimbursement, your company needs to take the following steps:

1. Send Required Pre-Travel Notification

- ❑ Send the Travel Notification Form to the in-country FAS Agricultural Trade Office (ATO) at least 14 days prior to travel. Travel Notification must be verified. It can be any of the following:
 - Travel Notification Form and copy of the fax confirmation
 - or
 - Email sent to the ATO.

If you do not notify the ATO prior to travels and we do not have documentation as proof of the notification, SUSTA will not be able to pay the expenses.

2. MAP will only reimburse airline tickets up to the price of full-fare economy.

- ❑ Travelers must fly on a U.S. or EU member carrier when leaving and returning to the U.S.

Travel outside of the U.S. may be on a foreign carrier (i.e. connections)

Please make certain that the carrier's country is part of the EU;
not all European countries are members of the EU.

If flying outside eligible travel dates or not directly to/from eligible activities, you need to:

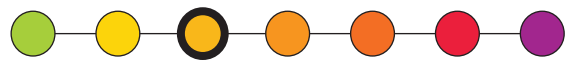
Submit a comparable quote from the same airline of the coach/economy class fare for a direct flight to the event within the **eligible dates of travel**. The quote must be for a flight on the **same airline** as the actual ticket used for travel and must be obtained **on the same day** that the ticket used for travel is purchased.

- ❑ Submit actual airline ticket used to fly.
- ❑ Submit boarding passes or frequent flyer statement which tie back to the actual passenger receipt/e-ticket that was used for the flight.

Want to Fly Business or First Class?

If your company would like to fly Business or First Class, travelers will need to:

1. Submit a comparable quote from the same airline of the coach/economy class fare for the same destination and eligible dates of travel. The quote must be obtained on the same day the airfare was booked. Reimbursement will be based on the lesser of the two.
2. Submit actual airline ticket used to fly.
3. Submit boarding passes or frequent flyer statement
4. Submit airfare proof of payment.



Eligible & Ineligible Expenses: International

3. Make Lodging Arrangements*

- ❑ SUSTA will reimburse for up to two days before the official start of an international trade show, all the days of the show, with departure on the day after the show ends. If you stay longer, you are responsible for the cost of any additional nights of lodging.
- ❑ You will be reimbursed for no more than 50% of the U.S. government Foreign Per Diem Rate (listed <https://aoprals.state.gov>) or 50% of the actual rate paid per night, whichever is less. Lodging can never be reimbursed for more than the per diem rate per night, regardless of the rate actually paid.

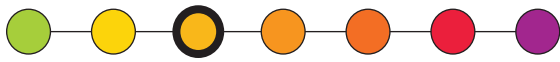
U.S. Department of State Website: If your destination city is not listed in the chart, please choose “Other” to determine the per diem rate.

The screenshot shows the U.S. Department of State website. The header includes the Department of State logo and the text "U.S. DEPARTMENT OF STATE DIPLOMACY IN ACTION". A search bar is located in the top right corner. Below the header is a navigation bar with tabs for "SECRETARY KERRY", "MEDIA CENTER", "TRAVEL", "CAREERS", "BUSINESS", "YOUTH & EDUCATION", and "MySTATEDEPARTMENT". A secondary navigation bar lists various topics: "ABOUT STATE", "POLICY ISSUES", "COUNTRIES & REGIONS", "ECONOMICS, ENERGY & ENVIRONMENT", "ARMS CONTROL & INTERNATIONAL SECURITY", "CIVILIAN SECURITY & DEMOCRACY", "PUBLIC DIPLOMACY & PUBLIC AFFAIRS", and "ASSISTANCE & DEVELOPMENT". The main content area is titled "Foreign Per Diem Rates by Location". It features a dropdown menu labeled "Country:" with the option "All Locations" selected. Below the dropdown is a "Go" button. The page also includes a sidebar with links to "Office of Allowances", "Per Diem Rates", "Allowance Rates", "Standardized Regulations (DSSR)", and "General Information".

Obtain a detailed copy of the hotel statement showing:

- ❑ The occupant's name(s)
- ❑ Arrival/departure dates
- ❑ Room rate per night
- ❑ Total charges
- ❑ If the hotel was reserved and prepaid online or through a travel agent, you must obtain a statement from the hotel showing the occupant's name(s) and arrival/departure dates.
- ❑ If the hotel statement is in a foreign language, provide the English translation.

*Trade Mission airfare and lodging reimbursement is contingent upon what SUSTA's International Marketing Program covers.



Eligible & Ineligible Expenses: International

4. Meals & Incidentals (M&IE)

These expenses are reimbursed at no more than 50% of the U.S. government Foreign Per Diem Rate for meals, regardless of the actual costs. Itemized receipts are not required for meals. The M&IE per diem rate can be found at <http://aoprals.state.gov>. If the city in which you are staying overnight is not listed, please choose “Other” to determine the per diem rate.

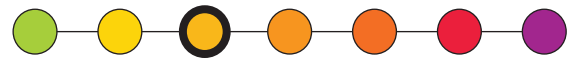
Travelers receive 75% of the federal rate on the first and last day of eligible travel days (two days before and up to one day after the show) and 100% on remaining days.

5. Obtain Passport, Visa, and Recommended Inoculations (if needed for an eligible activity)

- A photocopy of the first page of the passport showing the name and date of issue;
- A copy of the regulation stating that a visa is required for the specific country market along with a photocopy of the page in the passport showing the visa;
- The vaccination record and computer print screens/screenshots from the U.S. State Department website and/or the Travelers’ Health Page of the Centers for Disease Control (CDC) website showing the advisory which recommends the inoculations

6. Trip report that includes list of contacts made at the show.





Eligible & Ineligible Expenses: International

Wages for Temporary Labor

Most companies hire temporary workers such as demonstrators, interpreters, translators and hosts/hostesses to help with the implementation of individual promotional activities (such as trade shows, in-store promotions, food service promotions, and trade seminars).

Note: Fees must be expressed as rate per hour, and reimbursement may not exceed the maximum hourly rate (GS 15 Step 10, www.fedjobs.com/pay/pay.html) determined by the U.S. government.

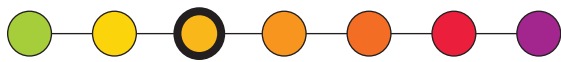
Eligible Fees for Temporary Labor	Ineligible Fees for Temporary Labor
<ul style="list-style-type: none"> ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess <p>For temporary labor, limited wages of independent contractors are eligible for a maximum of 8 hours per day.</p>	<ul style="list-style-type: none"> ✗ Employee wages ✗ Foreign Distributor’s employee wages and travel expenses (Foreign Third Party) ✗ Independent contractor’s travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor’s company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees

Claims Documentation for Temporary Labor

In your claim, please submit the following activity-related materials:

Wages for Temporary Labor | Invoice Proof of Payment

- Express wages as (rate per hour) x (hours worked) x (days worked)
Ex: \$15 x 6 hours x 3 days = \$270
- Photos of each contractor and temporary laborer working for the participant company at eligible promotional event; including demonstrations, trade show, or international trade seminars



Eligible & Ineligible Expenses: International

Websites/Web Pages

Eligible Websites/Web Pages Expenses	Ineligible Websites/Web Pages Expenses
<ul style="list-style-type: none"> ✓ The website must clearly target a specific foreign audience. ✓ Web development process for sites or pages that target international audiences <ul style="list-style-type: none"> ✓ Information gathering ✓ Planning and scoping ✓ Design ✓ Development ✓ Testing and delivery ✓ Website maintenance for international-focused audience (servicing and updates) ✓ Website translation services ✓ Web pages within a larger site must be focused on international audiences ✓ Web page(s) can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (UK, CA, etc.) ✓ All website services need to be performed by a 3rd party vendor. ✓ The website must be developed bilingually or in a non-English language, unless English is an official language in that country 	<ul style="list-style-type: none"> ✗ Website that targets only U.S. audiences ✗ Website promoting unapproved products ✗ Hosting fees ✗ Domain purchasing fees ✗ Copyrighting and licensing fees

Claims Documentation for Websites/Web Pages

In your claim, please submit the following activity-related materials:

Websites/Web Pages | Invoice Proof of Payment

- Web page printout showing date and full pages in the foreign language
- Proof of publish/launch date
- Documentation on the website development showing it clearly targets a foreign audience



Section 4: **Domestic Expenses and Claims**

Did you know foreign buyers also travel to some U.S. trade shows? Well, you're in luck! SUSTA is able to help offset costs for some shows where there is a large presence of these purchasers. Interested in hosting a U.S. trade seminar? Read on!



Domestic Expenses

Pre-Approved Domestic Trade Shows

Domestic trade shows allow your company to promote your products to thousands of qualified international buyers right here in the United States. Your company can seek reimbursement for domestic trade shows only if:

1. The show is listed on the all-inclusive Pre-approved Domestic trade show list on page 66.
2. Your company has not participated in the show within the last three years using funds from any source other than the Market Access Program.
3. Booth space is full cost and not already reduced.

If there is a USA Pavilion, your company must exhibit within that pavilion to receive reimbursement. If there is not a USA pavilion, your company is free to exhibit anywhere on the show floor.

Interested in exhibiting outside of the USA Pavilion?

You will need pre-approval by contacting SUSTA's Brand Program Director directly (at least two months prior to the show). We in turn need to get approval from the USDA. We can only consider requests submitted directly to the Brand Program Director. Contact us with any questions.





Domestic Expenses

Eligible Domestic Trade Show Expenses	Ineligible Domestic Trade Show Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/booth space rental ✓ Temporary booth displays (constructed of temporary materials having a useful life of less than one year) ✓ Exhibitor's guide/directory listing and advertisement with eligible U.S. origin statement ✓ Product showcase ✓ Uniforms that promote the brand name and eligible U.S. origin statement <ul style="list-style-type: none"> ✓ Aprons, T-shirts, caps, etc. ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess ✓ Demonstration supplies <ul style="list-style-type: none"> ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Freight <ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment ✓ Point of Sale Materials <ul style="list-style-type: none"> ✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Brand Promotion Program approved products ✓ Each item must promote the brand name and eligible U.S. Origin statement to be eligible for reimbursement ✓ Giveaways <ul style="list-style-type: none"> ✓ Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item. 	<ul style="list-style-type: none"> ✗ Travel expenses (airfare, lodging, M&IE) ✗ Materials that do not promote the brand name and eligible U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (Eg. Plexiglas, steel, wood, metal, etc.) ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Meeting room rentals ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Trade show not listed in your USA marketing plan ✗ Cost of rental vehicle to transport product ✗ Point of Sale Materials as follows: <ul style="list-style-type: none"> ✗ Business and seasonal greeting cards ✗ Any materials tied to the discount of products (Eg. Coupons) ✗ Employee wages ✗ Independent contractor's travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation, meals, wages over 8 hours, and sales commission ✗ Management/supervision fees ✗ Training fees

Claims documentation on next page . . .



Domestic Expenses

Claims Documentation for Pre-Approved Domestic Trade Shows

In your claim, please submit the following activity-related materials:

Trade Shows | Invoice Proof of Payment

- Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- The following booth photos are required:
 - A large scale, all-encompassing photo of the entire booth, after setup, with brand name products and eligible U.S. origin statement clearly visible on display. Photos with empty shelves will not be accepted
 - If you have a product featured in a product showcase, be sure to get a photo that clearly shows brand name products and eligible U.S. origin statement.
 - Photos of employees/representatives/temporary labor manning the booth





Domestic Expenses

Domestic Trade Seminars

We are excited to announce that some domestic trade seminars are now eligible for reimbursement! Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved brand products.

Domestic trade seminars must include a minimum of 10 international trade representatives from foreign countries to be eligible for reimbursement.

Eligible Domestic Trade Show Expenses	Ineligible Domestic Trade Show Expenses
<ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment ✓ Freezer, hot plates, sound/presentation, etc. ✓ Temporary Labor Wages ✓ Demonstrator wages ✓ Chef wages ✓ Interpreters ✓ Translators ✓ Host/hostess ✓ Demonstration supplies ✓ Disposable cups, spoons, napkins, etc. ✓ Food purchased to demonstrate your product ✓ Freight costs ✓ Shipping samples, materials, and equipment ✓ Point of sale materials ✓ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote Brand Promotion Program approved products ✓ Each item must promote the brand name and eligible U.S. Origin statement to be eligible for reimbursement ✓ Giveaways <ul style="list-style-type: none"> ✓ Reimbursement may be eligible up to \$2 per item. If the items are less than \$2, the lesser amount spent is eligible per item. 	<ul style="list-style-type: none"> ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible Freight Costs <ul style="list-style-type: none"> ✗ Cost of rental vehicle to transport product ✗ Ineligible Point of Sale Materials <ul style="list-style-type: none"> ✗ Business cards ✗ Seasonal greeting cards ✗ Any materials tied to the discount of products (Eg. Coupons) ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend

Claims Documentation on the next page . . .



Domestic Expenses

Claims Documentation for Domestic Trade Seminars

In your claim, please submit the following activity-related materials:

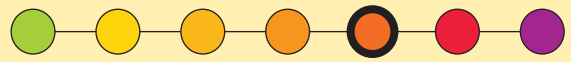
Trade Seminars | Invoice Proof of Payment

- Name and date of the trade seminar
- List of attendees – Must include a minimum of 10 international trade representatives from foreign countries. Name of individual and name of company required.
- Photos of the seminar and original copies of presentation materials must show brand name and eligible U.S. origin statement
- Photos of all demonstrators and temporary laborers



Get connected!

SUSTA offers multiple avenues to connect with international buyers here in the U.S.. Make sure to check out our online events calendar for opportunities to meet importers/distributors in your backyard! www.susta.org/events

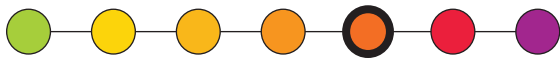


Section 5: **Expense Claims**

Submit expense claims correctly and on time

- Organization and Submission
- Frequently Asked Reimbursement Questions
- Common Errors on Reimbursement Requests





Organization and Submission

Expense Claim Organization and Submission

Organize each expense claim item in an orderly fashion. Expense claims submitted in disarray will not be reviewed and will be returned to company. Reimbursement forms can be found here at: http://www.susta.org/services/map_forms.html.

Non-Travel Expenses:

Submit expense claim forms and hard copies of supporting documentation

1. Reimbursement Claim Form 202 - sign and date this cover page summary form for item(s) requested for reimbursement.
2. Expense Item Summary Form - complete for each expense item submitted for reimbursement accompanied by supporting documentation:

- 1st.) Vendor's Invoice
- 2nd.) Proof of Payment
- 3rd.) Proof of Activity

Travel Expenses:

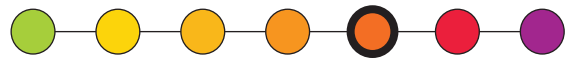
1. Reimbursement Claim Form 202 - sign and date this cover page summary form for item(s) requested for reimbursement.
2. If submitting expenses for travel related for exhibiting at international trade shows and/or participating in pre-approved trade missions (outbound), submit travel forms and supporting documentation:

- 1st.) Foreign Agricultural Service (FAS) Post Notification Form. Provide email or fax confirmation showing the ATO was notified prior to travels.
- 2nd.) Trip Report and attached list of contacts made
- 3rd.) Travel Expense Summary form (calculate total airfare, lodging, and Meals & Incidentals (M&IE) expenses on form) accompanied by supporting documentation:

- Airline Itinerary/Invoice
- Passenger receipt or E-ticket receipt
- Boarding passes or frequent flier statement
- Proof of payment for airfare
- Itemized Hotel Bill
- Proof of payment for hotel

Meals & Incidentals (M&IE): Do not submit itemized receipts. M&IE is based on the per diem allowance per country.

Note: If more parties are involved in a promotional activity, the entire paper trail that traces back to the original vendor of the services is required. We need to be able to show the entire paper trail upon our compliance review.



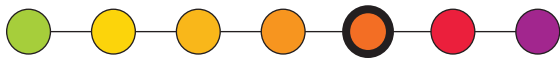
Organization and Submission

Submit expense claims to the following:

SUSTA Brand Promotion Program
ATTN Penney Lawrence
701 Poydras Street, Suite 3845
New Orleans, Louisiana 70139
Email: Penney@susta.org

Note: Expense claim requests must first be reviewed to determine eligibility. You will be notified of the status upon SUSTA's review.





Reimbursement FAQ and Common Errors

Frequently Asked Reimbursement Questions

Q: Can a foreign representative be reimbursed for expenses?

A: Foreign Third Parties (FTP) can be reimbursed, but not directly. The participant in the Brand Promotion Program must first pay their foreign agent or representative before it can submit the eligible expenses to SUSTA for 50% cost reimbursement.

Q: How long does it take to get reimbursed for an eligible expense?

A: SUSTA receives hundreds of requests for reimbursements each year. Expense claims must be submitted within 90 days of the conclusion of an eligible activity. End-of-year claims are due February 28 of the following year.

Requests are processed in the order received. Generally, if we do not require any additional information or documentation from you, we strive to reimburse approved expenses in 3 weeks.

This takes into account the following:

- Workload of expenses in our office
- Time it takes SUSTA to request and receive your company's funding from the USDA Foreign Agricultural Service (FAS)

If additional information is needed to process your request, you will be notified as soon as possible. In this instance, the time it takes us to reimburse you is solely dependent upon your ability to provide us with additional information/documentation that we require. The quicker you submit the additional information, the quicker we will be able to further process the expense. You must submit additional information within 30 days. If we require additional information to process your reimbursement request, it may take longer than 30 days to process your request.

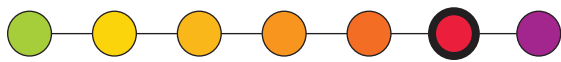
Common Errors on Reimbursement Requests

- Brand names and/or private label names are not shown on promotional materials and/or promotional activities
- U.S. origin is not shown on promotional materials and/or promotional activities
- Expenses were for non-reimbursable promotional activities
- Expenses were for non-approved brands, products or countries
- Lack of sufficient documentation (entire paper trail) not present: invoice, proof of activity, and/or proof of payment
- If a third party is involved, the entire paper trail (paper trail back to the original vendor) is not present
- The promotional activity occurred before the application approval date or after the program year ended
- Documentation in a foreign language and the English translation was not provided
- Documentation in a foreign currency and the exchange rate for U.S.D. was not provided
- Travel expenses
 - ATO was not notified prior to travels and/or notification is not on file to show proof
 - Airline quote was not provided for ineligible dates
 - Calculated incorrectly
- Expense claims were in disarray
- Expense Claims were not submitted in a timely manner



Section 6: Appendix

- 2016 International Trade Shows with U.S. Pavilions
- 2016 Trade Shows Exempt from Graduation Rule
- 2016 Approved Domestic Trade Shows
- Glossary of Terms



2016 International Trade Shows with U.S. Pavilions

International trade shows are a popular Brand Promotion Program activity. You can be reimbursed for expenses at any international trade show when more than 30% of the exhibitors have food and agricultural products. However, by participating in USDA-endorsed shows that have a U.S. Pavilion, you gain access to additional benefits such as:*

- Exhibitor lounge
- On-site assistance
- ATO/Embassy staff
- In-market briefings

Below is an exclusive list of USDA-endorsed international trade shows with a U.S. Pavilion. It is not an all-inclusive list of trade shows with U.S. Pavilions.

*You must exhibit within the U.S. Pavilion to be eligible for any associated expenses.

ASIA

- Annapoorna World of Food India
- Asia Fruit Logistica
- Food & Hotel Asia
- Food & Hotel China
- Food Ingredients Asia (FI Asia)
- Food Ingredients China (FIC)
- FOODEX Japan
- Seoul Food & Hotel Korea
- SIAL China
- Supermarket Trade Show
- VIV China

AUSTRALIA

- Fine Food Australia

EUROPE/RUSSIA

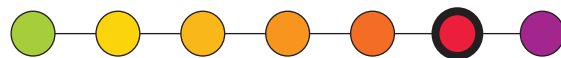
- BioFach
- Fruit Logistica
- Seafood Expo Global/
European Seafood Exposition
- SIAL Paris
- World Food Moscow

MIDDLE EAST/AFRICA

- Gulfood
- IFEA Africa

WESTERN HEMISPHERE

- ANTAD
- SIAL Brazil
- SIAL Canada



2016 International Trade Shows Exempt from Graduation Rule

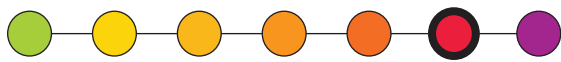
The international trade shows listed below have been approved by FAS as exempt from graduation requirements. This means you can continue to receive reimbursement for these shows after you have graduated from the country market.

Note: SUSTA is only able to assist with expenses directly related to the exempt trade shows. Other expenses that do not relate to the trade show are not eligible.

- Al Fares
- ANUGA Cologne
- Asia Fruit Logistica
- Asia Pacific Leather Fair
- BETA International (Equestrian)
- BioFach
- Seafood Expo Global/
European Seafood Exposition
- Fiera Cavelli (Equestrian)
- Fish International
- Food & Hotel Asia
- Food Ingredients Asia
- Food Ingredients Europe
- Food Ingredients South America
- FOODEX Japan
- Fruit Logistica
- Gulfood
- HOFEX
- Interzoo
- IPM (Horticultural)
- ISM Cologne
- Prowein
- SIAL Brazil
- SIAL Paris
- Vinexpo Asia
- Vinexpo Bordeaux
- VinItaly
- Zoomark



A country market must still be listed in your marketing plan if you want to exhibit in a show that is listed here.

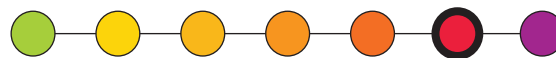


2016 Approved Domestic Trade Shows

The domestic trade shows listed here have been approved by FAS. They are the only domestic shows eligible for Brand Promotion Program reimbursement.

To receive reimbursement for FAS Approved Domestic Trade Shows, a company must be a first-time exhibitor OR they have not exhibited at their own expense within the last three years, i.e. without Market Access Program support. If a company has exhibited at their own expense within the last three years, then reimbursement is not eligible for MAP funding for that show(s). If a USA pavilion is present, the participant MUST exhibit there to receive reimbursement.

- American Feed Industry Association, AFIA Expo
- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food & Beverage Show & Conference
- BrewExpo America
- Duty Free Show of the Americas
- Food Export Showcase at FMI
- In Flight
- Institute of Food Technologists (IFT)
- International Baking Industry
- International Boston Seafood Show
- International Builder's Show
- International Dairy-Deli-Bakery Show
- International Floriculture Expo (IFE)
- International Home & Housewares Show
- Kosherfest
- NASFT/Fancy Food Show - Winter
- NASFT/Fancy Food Show - Summer
- National Association of Convenience Stores (NACS)
- National Restaurant Association (NRA)
- Natural Products Exposition-East
- Natural Products Exposition-West
- National Confectioners Association, All Candy Expo
- Nightclub & Bar Beverage and Food, Convention
- Trade Show North American Veterinary Conference
- Pet Food Forum
- Private Label Manufacturers Association (PLMA)
- Produce Marketing Association (PMA)
- Snack Food Association (SNAXPO)
- Southern Nursery Association
- Specialty Coffee Association of America
- Annual Exposition Tree Nut Show
- United Produce Show at FMI
- World Floral Expo



Glossary of Terms

Agricultural Cooperative: A society or union of persons for the production and/or distribution of agricultural goods, which the profits are shared by all the contributing members

Brand Promotion: An activity that involves the exclusive or predominant use of a single U.S. company name, or the logo or brand name of a single U.S. company, or the brand of a U.S. agricultural cooperative, or any activity undertaken by a MAP Participant in the brand program.

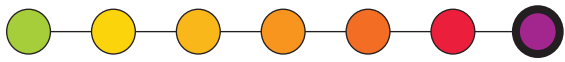
Foreign Third Party (FTP): Distributors, agents, brokers, and representatives in foreign markets where Brand Promotion Program funds are being used. Typically, the FTPs are conducting Brand Promotion Program activities on behalf of the U.S. applicant.

Market Access Program (MAP): This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture are provided funds from a joint program under the USDA, Foreign Agricultural Service which is aimed at developing international markets.

Small Company: A company that meets the Small Business Administration's (SBA) definition of a small company. This is according to their North American Industry Classification System (NAICS) codes as published at 13CFR, part 121 (based on the number of employees or average annual receipts, depending on the NAICS industry category).

State Regional Trade Groups (SRTGs): The four State Regional Groups (Food Export Association of the Midwest USA, Food Export USA Northeast, Southern United States Trade Association (SUSTA), Western United States Agricultural Trade Association (WUSATA) that assist companies with export promotions in the respective region.

USDA, Foreign Agricultural Service: The Foreign Agriculture Service of the United States Department of Agriculture (USDA) is the government agency that provides Market Access Program funding to SUSTA.

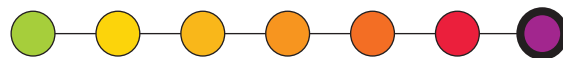


Section 7: Important Policies

In this next section, you will find the following:

- Terms and Conditions
- Zero Tolerance for Fraud
- Fraud Corruption Statement
- Non-Discrimination Policy
- Code of Conduct
- Conflict of Interest





Terms and Conditions

Please read these terms and conditions carefully before you begin your MAP program year.

Payment

All payments for the Brand Promotion Program are non-refundable. The \$250 application fee is due when an application is submitted for review. After approval of an application, the 6% administrative fee is due 30 days after receipt of the invoice and agreements.

Privacy

When applying for the Market Access Program (MAP), you will be asked to share personal information about your company and your participation in USDA MAP program. Proprietary information provided will be maintained as business confidential and will not be shared, unless you otherwise indicate.

You will be asked at the end of the MAP program year to provide an end of the year evaluation. Any information provided in the evaluation is strictly confidential. SUSTA is required to share certain performance measures with USDA Foreign Agriculture Services (FAS) (i.e. projected sales, actual sales, number of distributors met, etc.) when administering the MAP program. SUSTA only shares aggregate information when providing performance measures to FAS. Individual company information is never shared without a company's written consent.

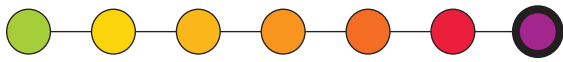
However, a company is contacted to share individual information through success stories to help SUSTA further promote and maintain MAP funding. SUSTA will always ask for your written consent to share any success stories.

Review

When participating in SUSTA's MAP Brand Promotion Program, SUSTA is authorized to contact any person listed as the president, officer, or company contact for the Brand Promotion Program application. We verify information listed in the application to assist with helping to approve the application. Questions are standard and usually always part of the review process or a requirement to participate in the Brand Promotion Program. SUSTA's ability to assist a company with the Brand Promotion Program is directly tied to the company wanting to share information needed to get approved.

When a company applies for the MAP Brand Promotion Program, SUSTA is also authorized to contact any person or entity, including but not limited to foreign third parties, which the company have contracted with or has authorized to assist in some way with a claim submitted for reimbursement requests. SUSTA's involvement in contacting any foreign third parties or anyone authorized by the MAP Brand Company to assist with a claim is to facilitate verifying information submitted by the Brand Company in the claim. SUSTA follows the MAP regulations and SUSTA policies to assist getting the expense paid.

Terms and Conditions continued on the next page . . .



Terms and Conditions

Terms and Conditions (Continued)

SUSTA is also authorized to obtain information about your company, products, brands, subsidiary or affiliates, activities, services or goods provided when you apply for the MAP Brand Promotion Program and/or submits claims. Participating companies must maintain copies of their records related to the Brand Promotion Program application and any expense claims submitted for a minimum of five (5) years. SUSTA's MAP Brand Promotion Program is a federally funded program. Therefore, SUSTA goes through an annual federal compliance review. Any claim is subject to be challenged during the annual federal compliance review and the participating company may be contacted by SUSTA, FAS, or the Commodity Credit Corporation (CCC) in regards to a claim submitted.

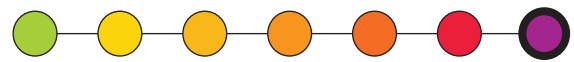
SUSTA may not approve every company that applies for the Brand Promotion Program. Companies denied approval in SUSTA's Brand Promotion Program is not subjective. SUSTA would like to approve all companies interested. However, every company applying must qualify for the Brand Promotion Program. All qualifying requirements are reviewed for every company applying. All companies will be notified in writing on the additional information that is needed to approve them for the Brand Promotion Program or why they were not approved for the program.

The latter also applies for all claims requests submitted. SUSTA may reject any claim for reimbursements if, in the sole opinion of SUSTA, it does not comply with the agreement, MAP or FAS regulations, or there is an outstanding question regarding additional documentation needed to validate the claim.

Contacts

Any questions about applying for the Brand Promotion Program, please contact Deneen Wiltz at Deneen@susta.org or 504-568-5986.

Any questions about an expense claim, please contact Penney Lawrence at Penney@susta.org or 504-568-5986.



Zero Tolerance for Fraud

In the climate in which we operate to administer the USDA Market Access Program (MAP), the risks associated with entities looking at ways to create fraud are many. For those looking to commit fraud, they are actively seeking opportunities to commit fraud and are also creating a means to conceal the fraudulent act.

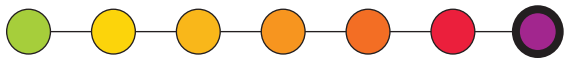
Our Organization's goal is to ward off fraud by making sure we have internal controls in place to properly review all participants applying for USDA's MAP program. SUSTA wants to be good stewards of taxpayer funds distributed through USDA's MAP program and continue to enhance the reputation of our organization, those participating in our programs and the industry in which we operate.

SUSTA believes the strength of the MAP program is to open international markets for small to medium sized businesses. This means that participants are expected to conduct business in accordance with the laws and regulations of the country which an activity is carried out and in accordance with applicable U.S Federal, state and local laws, and regulations. One act of fraud hurts tax payers, hurts the reputation of our organization, hurts participants who are trying to grow their business and hurts the industry we work so hard to serve.

SUSTA wants to warn applicants that the organization does not tolerate fraud. Applicants applying for SUSTA's MAP programs will not engage in fraud, SUSTA has a zero tolerance for fraud. Fraud is defined as: the taking or obtaining by deception, of money or any other benefit from - when not entitled to the benefit or an attempt to do so; misrepresentation of financial position, information, or documentation to deceive or lead to financial loss.

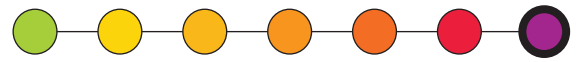
Any suspicion of fraud will be reported to the USDA's Foreign Agriculture Services (FAS). There are serious penalties for making false claims for reimbursement of federal dollars. False claims can also include a breach of agreement between SUSTA and your company.

SUSTA follows the same guidelines to review all applicants for the MAP program. Our goal is to make certain that every eligible member company has an opportunity to access foreign markets to increase exports. It is incumbent upon our association to be vigilant in our admissions process for MAP funds and assist those companies that meet the eligible requirements to benefit from our programs. SUSTA takes our responsibility as stewards of taxpayer funds seriously. We do hope as participants who are also tax payers that you see merit in us protecting the program to help you continue to grow.



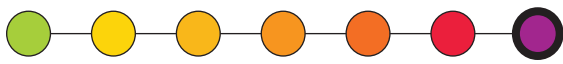
Fraud Corruption Statement

SUSTA staff and its members play a key role in combating fraud. This includes providing an organizational framework from within that eliminates fraud from flourishing, and promotes an anti-fraud culture across the organization. This should provide a sound defence against internal and external abuse of public funds. Anyone found conducting fraud or violating the Zero Tolerance for Fraud Policy will be reported immediately to proper officials.



Non-Discrimination Policy

SUSTA does not discriminate in any of its programs and activities against recipients on the basis of: age, disability, national origin or ancestry, race, color, religion, creed, gender, sexual orientation, political affiliation, military status, marital or familial status.

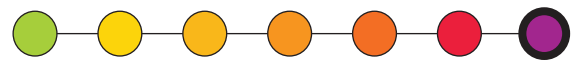


Code of Conduct

SUSTA's standard of professional conduct is a benchmark that all SUSTA staff and SUSTA's member states follow. SUSTA strives to operate with honesty, integrity and the highest possible standards of professionalism. By applying for SUSTA's MAP program as a participant you also have a responsibility to adhere to certain rules of behavior and conduct. The purpose of these rules is not to restrict your rights, but rather to be certain that as a participant you understand what conduct is expected and necessary to participate in SUSTA's programs. When each person is aware that he or she can fully depend upon SUSTA staff, SUSTA's member states and other MAP participants to follow the rules of conduct, then our organization will be a better place to help promote and positively impact the growth of agriculture internationally.

SUSTA staff, Members, Contractors, Affiliated Organizations and MAP Participants will make every effort to act in a manner that upholds the following principles of this Code:

- Comply with all applicable state, federal, foreign international laws and regulations.
- Use of legal and ethical business practices that maintain the highest standards of business conduct.
- Adhere to SUSTA's Zero Tolerance for Fraud Policy and be cognizant of SUSTA's Fraud Corruption Statement.
- Recognize that SUSTA stands behind its Non-Discrimination Policy and expect all participants to abide by it.
- Refrain from any dishonest or deceptive business practices that go against SUSTA's Conflict of Interest Policy.
- Present your company and its Brand products honestly in public representation including at international events and through advertisement.
- Avoid falsifying or misleading information on an application when applying for the MAP program, when registering for events or requesting reimbursement.
- Avoid participating indirectly or directly, in any scheme that results in false expectations or obligation. This includes paying bribes, kickbacks or other corrupt forms of payment for the purpose of obtaining or retaining business or favorable action.
- Cooperate reasonably with other related organizations and government affiliates working to help foster the food and agriculture industry.
- Protect confidential and sensitive information ensuring that all documentation and correspondence is handled with care.
- Respect the intellectual property rights of patents, copyrights, trademarks, trade secrets, or any other proprietary business information. Properly and immediately address any unintentional breach.
- Comply with contractual obligations with SUSTA and any other business entities in good faith.
- Acknowledge that lawful, reasonable competition for business amongst participants in all markets is customary.



Conflict of Interest Policy

Market Access Program (MAP) Brand Promotion Program participant represents and warrants that he is not prevented, whether by contract or otherwise, from marketing, promoting or otherwise representing or advancing any interest of the product brands promoted. Further, MAP Brand Promotion Program participant agrees, represents and warrants that, during the term of the agreement, it will not have a conflict of interest or otherwise be precluded from marketing, promoting or otherwise representing or advancing any interest of the brand products being promoted.

MAP Brand Promotion Program participant also agrees that any third party working on behalf of the program participant, must ensure that no employee or official of the brand program participant, or any third party working on behalf of the Brand Promotion Program participant is participating in the selection or award of a contract in which such employee, official, or third party or the employee's, officials, or third party's family or partners has a financial interest (e.g. doing business with yourself).

Companies may carry out activities alone or in cooperation with contractors, subcontractors, foreign agents or distributors (hereinafter called "Foreign Third Party"). Companies must disclose to SUSTA any ownership interest with foreign third parties the company is doing business with or disclose any employee of the company that has interest with any third party providing goods or services related to a claim that has been submitted for reimbursement. Companies are not allowed to be reimbursed for expenses that have been reimbursed by another entity. Expenses incurred by the Foreign Third Party must be separately identified in the claim submitted by the company. The company must then provide verifiable and reasonable proof of payment to the foreign third party.

Companies shall not contract with an entity to conduct activities if the owners of the Company or the officials of the Company, or the family or partners of the owners or officers of the Company have a financial interest in the entity. SUSTA cannot reimburse a company for expenses if the party to whom the expenses was paid is related to the Company by way of ownership share, officer, director, or employee of the company.



Congratulations!

Now that you have finished reviewing the Brand Promotion Program Manual, we want you and your company to know that SUSTA is here to answer any further questions. Our knowledgeable coordinators can be reached at brandpromotion@susta.org or 504-568-5986.

We appreciate the opportunity to assist your company.

Thank you,
The SUSTA Brand Promotion
Program Team

