

YOUR GUIDE TO SUSTA'S 50% REIMBURSEMENT PROGRAM



Southern U.S. Trade Association
Established 1973



Table of Contents

Welcome to SUSTA's 50% CostShare	4
About SUSTA	5
SUSTA Member States	6
Section 1: Program Eligibility	7
Create or Re-Certify MySUSTA Account	8
Program Eligibility: Your Company	10
Program Eligibility: Your Products	14
Program Calendar: 2027	18
Allocation and Reimbursement Amounts	19
Ineligible Markets	20
Section 2: How to Apply	21
Apply Now for 50% CostShare	22
Brand Owner Permission	25
Application Approval	26
Amending Your Program Contract	28
Section 3: End of Year Survey	31
End of Year Survey	32
Section 4: Expense Claims	34
Expense Claims: The Claims Process	35
Expense Claims: Required Documentation	36
Expense Claims: Organization and Submission	39
Section 5: Promotional Activities: International	42
Eligible & Ineligible Activities: Advertising	43
Eligible & Ineligible Activities: Freight/Shipping	46
Eligible & Ineligible Activities: In-Store Demonstrations/Sampling & Promotional Events	47
Eligible & Ineligible Activities: In-Store Displays	49
Eligible & Ineligible Activities: Point of Sale Material Expense	50
Eligible & Ineligible Activities: Uniforms	51
Eligible & Ineligible Activities: Pre-Approved Outbound Trade Missions	52

continued on next page . . .



Table of Contents

... continued from previous page

Eligible & Ineligible Activities: Producing Packaging/Labels for a Foreign Market	54
Eligible & Ineligible Activities: Promotional Giveaways	56
Eligible & Ineligible Activities: Trade Seminars International	57
Eligible & Ineligible Activities: Trade Shows International	59
Eligible & Ineligible Activities: Travel International	63
Eligible & Ineligible Activities: Temporary Independent Contractor Wages	70
Eligible & Ineligible Activities: Websites	71
 Section 6: Promotional Activities: Domestic	72
Eligible & Ineligible Activities: Pre-Approved Domestic Trade Shows	73
Eligible & Ineligible Activities: Domestic Trade Seminars	76
 Section 7: Appendix	78
2027 International Trade Shows with U.S. Pavilions	79
2027 Approved Domestic Trade Shows	80
Glossary of Terms	81
Travel Checklist	83
 Section 8: Important Policies	84
Terms and Conditions	85
Zero Tolerance for Fraud	87
Fraud Corruption Statement	88
Non-Discrimination Policy	89
Code of Conduct	90
Conflict of Interest Policy	91



Welcome to SUSTA's 50% CostShare

Dear U.S. Exporter,

Thank you for your interest in the Southern United States Trade Association's (SUSTA) 50% CostShare Program. We are excited to partner with you as you expand your business into international markets and grow your export sales.

SUSTA is a non-profit trade association dedicated to increasing exports of U.S. food and agricultural products. Working in partnership with the State Departments of Agriculture across the Southern U.S., SUSTA helps U.S. companies enter new markets and increase overseas sales. Our export assistance programs are funded through the U.S. Department of Agriculture (USDA), Foreign Agricultural Service (FAS), under various market development initiatives designed to strengthen the international competitiveness of U.S. agriculture.

Through SUSTA's CostShare program, eligible companies may apply to receive 50% reimbursement of approved international marketing promotions. This manual serves as your comprehensive guide to participating in the CostShare Program. Understanding the guidelines is essential to ensuring a smooth application process and timely reimbursement of approved expenses.

Because CostShare funding originates from federal programs, SUSTA is required to collect and maintain specific documentation to demonstrate compliance with USDA regulations. Careful adherence to the requirements outlined in this manual will help you maximize your program benefits and avoid delays in reimbursement.

While this guide is designed to be thorough, it cannot address every situation that may arise. We encourage you to reach out to our staff with any questions.

Thank you for your participation in the SUSTA CostShare Program; we look forward to supporting your export growth.

Bernadette Wiltz-Lang
Executive Director

Deneen Wiltz
CostShare Director



About SUSTA

For over 50 years, the Southern U.S. Trade Association (SUSTA) has offered programs and services to assist exporters of food and agricultural products. **SUSTA's Market Development Programs are provided by the USDA's Foreign Agricultural Service (FAS).** Our organization promotes U.S. food and agricultural products through two programs:

50% CostShare

Get reimbursed 50% of eligible expenses tied to international promotions. This manual explains the program from the application through the expense claims process.

BENEFITS OF PARTICIPATION:

50% reimbursement of expenses that promote your **brand(s)** to:

- Foreign buyers and distributors
- Foreign consumers
- Foreign press

Global Events

SUSTA sponsors over 40 events per year at which companies can meet foreign buyers. Exhibit in the SUSTA pavilion at trade shows around the world or meet

buyers at our trade missions. All events:

www.susta.org/events

BENEFITS OF PARTICIPATION:

- Exhibition fees often reduced
- Events managed start to finish so you focus on making sales
- Interpreters and chefs provided as needed
- Foreign industry experts "match make" you with pre-vetted buyers

These programs can be used separately or together. You can, for instance, exhibit in the SUSTA pavilion at a foreign trade show through Global Events, and through 50% CostShare receive 50% reimbursement for: the participation fee, travel for up to two employees/representatives to the event, promotional giveaway items to be handed out at the event, translated point of sale materials and the freight for shipping samples and marketing materials to the event.

In your MySUSTA account, indicate in which programs (or both) you are interested.

Your company will be reviewed separately by 50% CostShare and Global Events.

Questions about 50% CostShare? Please email costshare@susta.org.

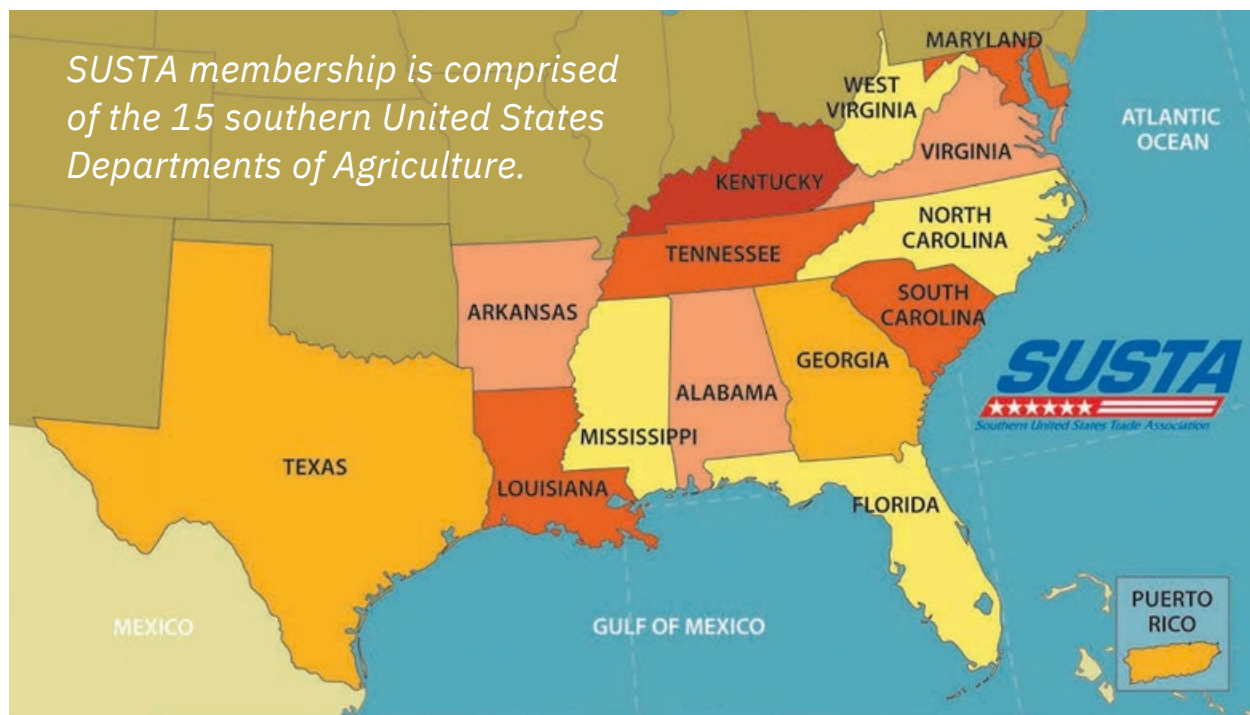
Questions about Global Events? Please email events@susta.org.

Symbol Key





SUSTA Member States



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

Arkansas Agriculture Department
<https://agriculture.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
<https://mda.maryland.gov/>

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

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

Puerto Rico Department of Agriculture
<https://www.agricultura.pr.gov/>

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

Tennessee Department of Agriculture
www.tn.gov/agriculture

Texas Department of Agriculture
www.texasagriculture.gov

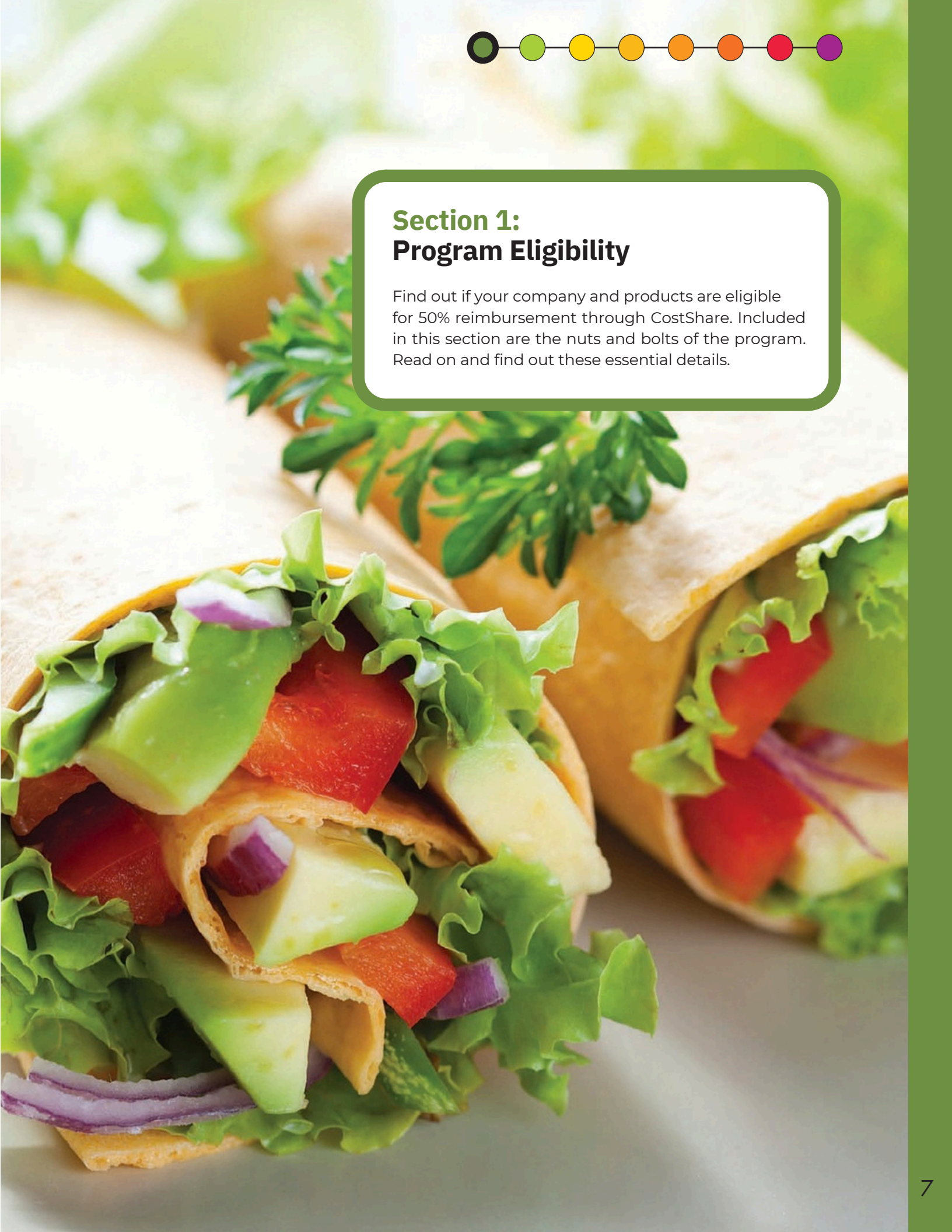
Virginia Department of Agriculture and
Consumer Services
www.vdacs.virginia.gov

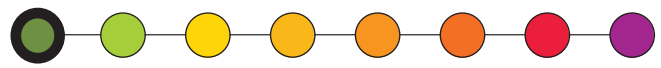
West Virginia Department of Agriculture
<https://agriculture.wv.gov/>



Section 1: **Program Eligibility**

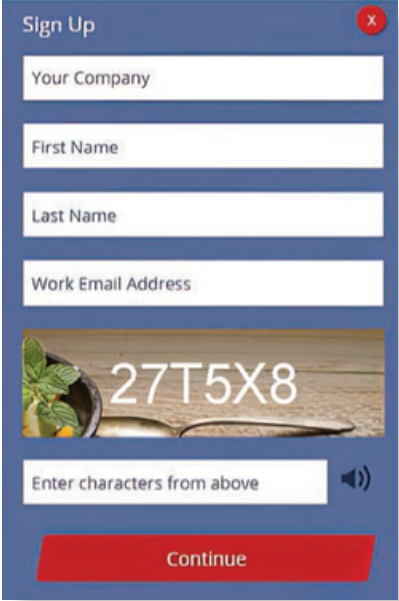
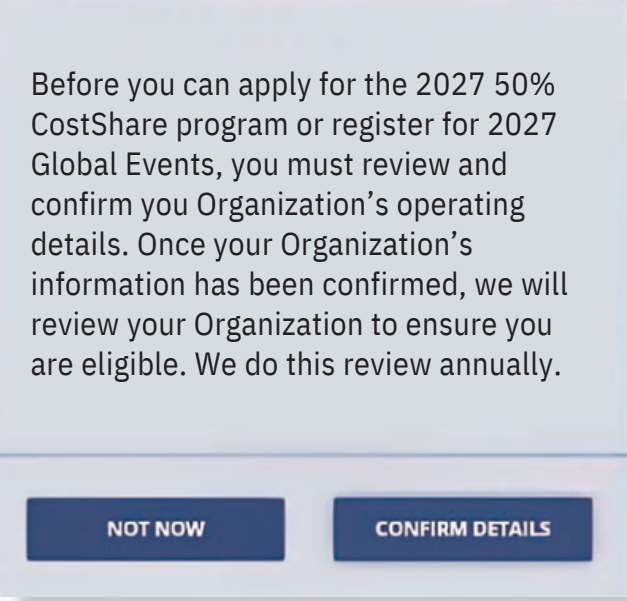
Find out if your company and products are eligible for 50% reimbursement through CostShare. Included in this section are the nuts and bolts of the program. Read on and find out these essential details.





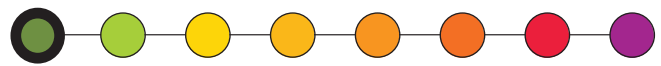
Create or Re-Certify MySUSTA Account

To determine if you are eligible to apply for the 2027 CostShare program, you must first create a MySUSTA account. If you already have a MySUSTA account, you must re-certify (on or after August 1, 2026) that the information is up-to-date and/or make any necessary changes.

Create MySUSTA Account	Or	Re-Certify MySUSTA Account
		

In addition to basic company information, this is what you will need to create your MySUSTA account:

- Primary North American Industrial Classification System (NAICS) Code and Description. The U.S. Small Business Administration (SBA) determines size standards by the primary NAICS Code
- Data Universal Numbering System (DUNS) 9-digit number and Dun & Bradstreet (D&B) report. DUNS numbers and reports are required for all companies requesting government funding.
- Total Actual Gross Sales (previous year)
- At least one six-digit harmonized System (HS) Code to classify your products
 - HS Codes are a standardized numerical method of classifying traded products used by customs authorities around the world to identify products when assessing duties and taxes and for gathering statistics. The HS Code assigns specific six-digit codes for varying classifications and commodities. The United States uses a 10-digit code to classify products for export, known as a Schedule B number, with the first six digits being the HS number. There is a Schedule B number for every physical product, from paperclips to airplanes. SUSTA assigns incoming trade leads for specific products based on the HS Code(s) you enter.



Create or Re-Certify MySUSTA Account

When you create or re-certify your account, make sure to select you are interested in 50% CostShare.

This will prompt our CostShare team to review your account for eligibility. SUSTA's Marketing Coordinator will reach out to new participants to schedule a consultation; this is mandatory to move forward with the application.

Once your account is marked eligible for CostShare, you have access to the application.

SUSTA Programs and Services

We're interested in the following SUSTA programs and services:

☒ **Export Education and Resources**



Access webinars, trade leads and other resources.

☒ **Global Events**



Participate in SUSTA trade missions, trade shows and other events.

☒ **50% CostShare**



Share half the cost of your international marketing promotions with SUSTA.

When you select 50% CostShare, this pop-up will appear to confirm that you are ready to apply .

Selecting 50% CostShare Starts the CostShare Application Process

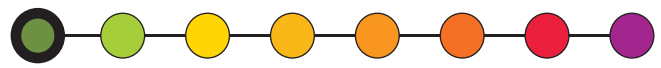
When you apply, you will need:

- **Defined marketing plans**
- **To pay an application fee**
 - Fee is \$300 if you apply before January 1, 2027
 - Fee is \$350 if you apply on or after January 1, 2027

Do you Want to Participate in 50% CostShare?

[Not now](#)

Yes



Program Eligibility: Your Company

To qualify for 50% CostShare, your company needs to meet each of the following criteria:

1. Is your company headquartered in the SUSTA region?

A company's headquarters is defined as the physical location of the business' main management/ operations. The SUSTA region includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, 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 the 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, Oklahoma, South Dakota, Wisconsin

Northeast: Food Export USA Northeast

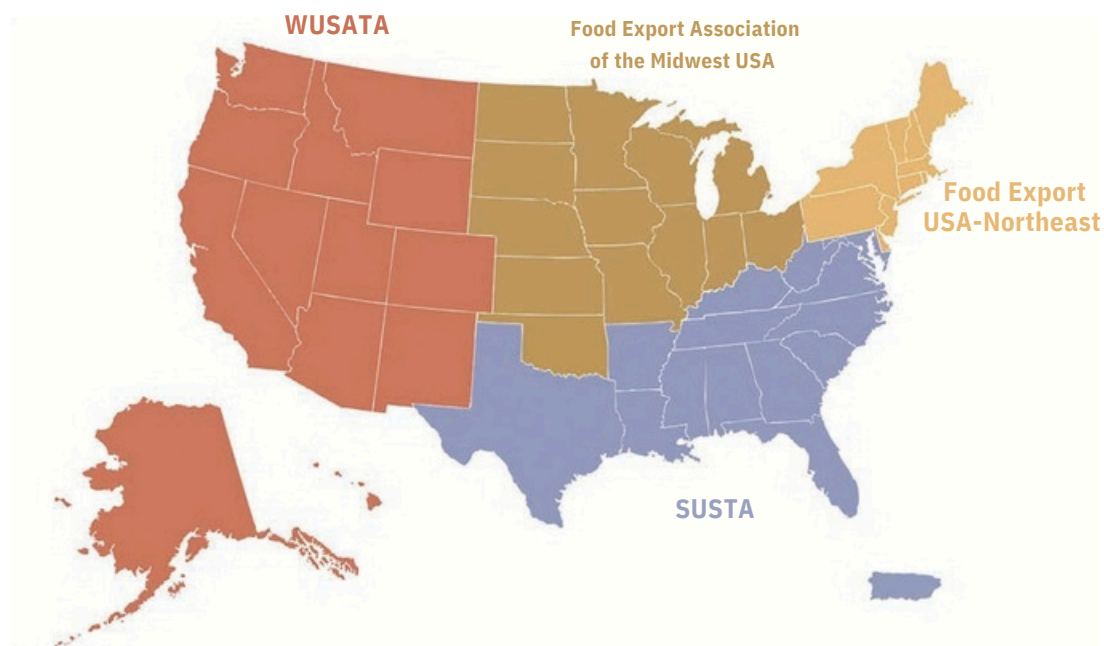
1617 JFK Blvd, Suite 420, Philadelphia, PA 19103, Phone (215) 829-9111, www.foodexport.org

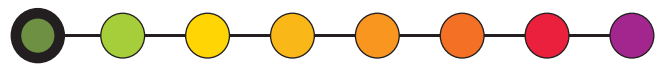
Member States: Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont

West: Western United States Agricultural Trade Association (WUSATA)

4601 NE 77th Ave, Suite 240, Vancouver, WA 98662, Phone (360) 693-3373, www.wusata.org

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





Program Eligibility: Your Company

2. Are you a “small” company?

A 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). The size standards are for the most part expressed in either millions of dollars (NAICS with “\$” under column for Size standards in millions of dollars) or number of employees (NAICS without the “\$” under column for Size standards in number of employees). A size standard is the largest that a concern can be and still qualify as a small business for Federal Government programs.

For the most part, size standards are the average annual receipts or the average employment of a business.



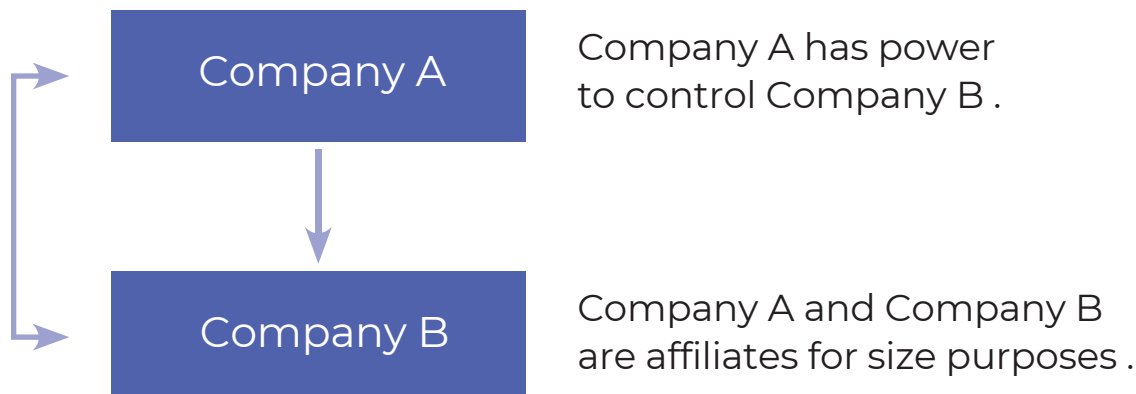
Regional Agricultural Promotion Program (RAPP):

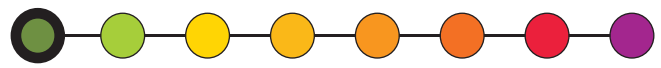
Companies that are up to 3 times the SBA small business size limit can apply for RAPP CostShare. For instance, if the small business size limit for a particular industry is 500 employees, SUSTA can work with companies in that industry that have up to 1,500 employees.

SBA’s Common terms

There are some common terms you should be familiar with to help you ensure that a business is classified correctly as small.

- **Affiliates:** You must include the employees or receipts of all affiliated when determining the size of a business. Affiliation with another business is based on the power to control, whether exercised or not, or whether a third party controls or has the power to control multiple businesses. The power to control exists when an external party has 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.





Program Eligibility: Your Company

- **Annual receipts:** This is the “total income” (or “gross income”) plus the “cost of goods sold.” These numbers can normally be found on the business’ IRS tax return forms. Receipts are averaged over a business’ latest three complete fiscal years to determine the average annual receipts. If a business hasn’t been in business for three years, multiply its average weekly revenue by 52 to determine its average annual receipts.
- **Employee calculation:** This is the average number of people employed for each pay period over the business’ latest 12 calendar months. Any person on the payroll must be included as one employee regardless of hours worked or temporary status. The number of employees of a concern in business less than 12 months is the average for each pay period that it has been in business.

An agricultural farm producer cooperative is exempt from the size standards.

For more information on size standards, please visit SBA’s website:

www.sba.gov/sites/default/files/files/Size_Standards_Table.pdf

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

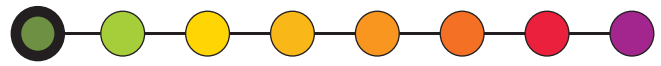
Company must be registered and active/in good standing/in compliance with the Secretary of State. The business entity needs to have a physical location within the United States. Your company must also be a for-profit business.

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

4. Is SUSTA the right Cooperator for your company?

Other USDA Cooperators have a 50% reimbursement program to support specific agricultural commodities. When funding assistance is available for your products through another Cooperator, you must apply for their 50% reimbursement program first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another Cooperator, you may be able to participate in SUSTA’s 50% CostShare (example: chocolate and snack chips). Call us for more information if your company has any questions.

- Almond Board of California/Blue Diamond Growers
- American Pistachio Growers/Cal-Pure Produce
- California Prune Board
- Cranberry Marketing Committee
- National Confectioners Association
- Raisin Administrative Committee
- Sunkist Growers
- U .S . Livestock Genetics Export
- U .S . Meat Export Federation
- Welch’s Foods/National Grape Growers Cooperative



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?

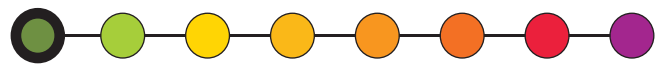
Company must have at least \$50,000 in total actual gross sales during the previous year. If you do not meet this threshold but meet all other requirements, contact Deneen Wiltz, CostShare Director, deneen@susta.org.



If you answered “no” to any of the company eligibility questions, your company is not eligible for 50% CostShare. 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 50% CostShare, you will need to answer yes to the following questions about your company's product(s):

1. Are your ingredients from the United States?

(Please note this means U.S. grown, not processed or manufactured.)

Products or product ingredients must be at least 50% U.S. agricultural content by weight, excluding water & packaging. This means the products need to be farmed, fished, forested, grown or raised in the U.S .

Eligible products include, but are not limited to, the following:

- | | | |
|--|---|--------------------------------|
| • Value-added food | • Feed | • Pet food & pet care |
| • All-natural personal care (health & beauty) products | • Hemp* | • Produce & nuts |
| • All-natural vitamins & supplements | • Hides&skins | • Seafood & processed meat |
| • Beverages (including alcohol) | • Horticulture (nurseryproducts, mulch,woodchips) | • Wood products |
| | • Ingredients | • Other agriculture products** |

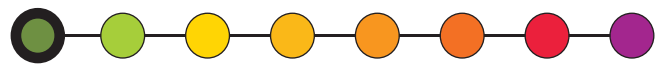
* For hemp products, please refer to the FAS Program Notice [here](#). Any hemp, hemp products, and products containing hemp ingredients promoted through the 50% CostShare program must comply with local, state, federal, or international country laws/ regulations to conduct promotional activities and seek reimbursement.

** If your product does not fall into one of the categories above but meets the 50% U.S. agricultural content requirement, you may still be eligible. Please Note: Ingredients grown or sourced in a foreign country are not U.S. agriculture even if they are purchased from a U.S . company. Minerals (example:salt) and/or chemicals are not considered agricultural ingredients.

Ineligible:

- Products containing CBD
- Sexual enhancement products, products of a sexual nature, and products that are deemed offensive

If you are unsure if your products qualify, please contact us.



Program Eligibility: Your Products

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. Minerals and chemicals are not considered agricultural ingredients.

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.

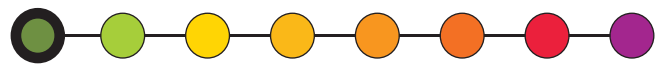
Step 3: For each ingredient, determine the percentage sourced from within the United States.

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 have an eligible U.S. origin statement indicating that the products are produced, made or grown in the USA, America or the name of the state spelled out in its entirety; it cannot be abbreviated.*

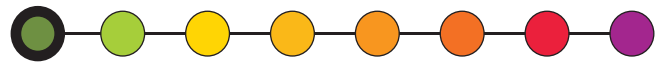
From the USDA-FAS MAP regulations:

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." If you have to take out a magnifying glass to read it, it is too small!

Eligible U.S. Origin Statement Examples	
Any combination of the following: Produced in, Product of, Grown in, Made in, Handcrafted in, Distilled in, Brewed in, Raised in, Born in USA, America or name of state spelled out	✓
These state logos are approved by USDA:      	✓
Ineligible U.S. Origin Statement Examples	
U.S. flags, seals with state name or U.S. agency not approved as eligible origin statement    	✗
Company address line that includes State name and/or USA	✗
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", "Packed in"	✗
"Handcrafted by"	✗
"Product of NC", "Grown in TN", "Made in VA"*	✗
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. Contact the CostShare Director if you have questions. 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).

Note: Companies are granted exemption from the U.S. origin labeling requirement for promotional activities conducted in the following countries: Algeria, Bahrain, Egypt, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United States, and Yemen.



Program Eligibility: Your Products

3. Does your company promote a branded product?

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

Your company either:

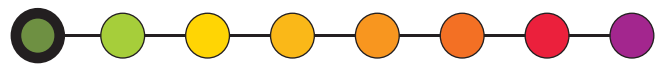
- Owns the brand

-or-

- Does not own the brand but has permission from the brand owner to request 50% CostShare funds to promote the specified **brand** product(s) or packs or manufactures for **private label brand** product(s) in the specified country market(s). The applicant company and the brand owner must sign a Brand Owner Permission form, which is part of the application. The Brand Owner Permission form is used only for SUSTA's CostShare Program.



If you answered “no” to any of the product eligibility questions, your company is not eligible for 50% CostShare. If you have answered “yes” to all eligibility questions above, your company is ready to apply for 50% CostShare! Please continue reading the rest of this manual.

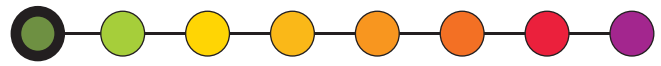


Program Calendar: 2027

50% CostShare follows the same dates each year. Below are key timelines that every 50% CostShare participant should note.

Fall 2026	50% CostShare application opens for 2027 Must create or re-certify MySUSTA account details first.
Application Approval Date - December 31, 2027	50% CostShare Year Participants conduct eligible activities and submit claims within 60 days* after marketing activity ends.
February 28, 2028	Last day to submit year-end (December) claims for the 2027 program
April 1, 2028	2027 50% CostShare Survey due date If a company fails to submit their survey, reimbursements, future allocations and contracts will be frozen until it is complete.

** Expense claims not received within the 60 days will be ineligible. Please contact CostShare staff with questions.*



Allocation and Reimbursement Amounts

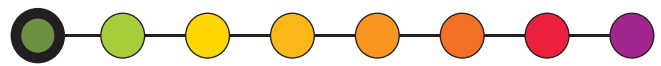
Maximum allocation amounts are determined by your exporting experience and length of time participating in 50% CostShare.

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 Participants	
New-to-export companies \$2,500 minimum - \$25,000 maximum	Experienced exporters \$2,500 minimum - \$50,000 maximum

Participants with one+ years in 50% CostShare
\$2,500 minimum - \$750,000 maximum



Ineligible Markets

50% CostShare helps your company develop markets across the globe with only a few exceptions. Participants may conduct eligible promotional activities for reimbursement in all countries except:

Federally prohibited countries

- Belarus
- Crimea Region of the Ukraine
- Cuba
- Iran
- North Korea
- Russia
- Sudan*
- Syria

** South Sudan is not restricted.
It is 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

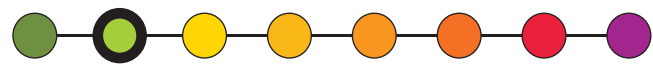
Note: Companies headquartered in U.S. territories can apply for SUSTA's programs .





Section 2: **How to Apply**

Learn how to apply for 50% CostShare and how to amend your approved application.



Apply Now for 50% CostShare

The 2027 50% CostShare application is available online starting October 2026. Companies must apply annually and in advance of any promotional activities for which you will seek reimbursement. SUSTA cannot reimburse companies for promotional activities conducted prior to their application approval date. Funding is first come, first served. Do not seek reimbursement for expenditures that have been or will be reimbursed by another source.

In the application, you will share the following information:

☒ **International Marketing Plans**

Must be completed for each country in which you are requesting 50% CostShare reimbursements.

For example, if you plan to exhibit at FoodEx Japan, you would create a Japan marketing plan. In it, you would select from a list of eligible promotional activities and let SUSTA know the total amount you plan on spending per promotional activity in Japan. Your marketing plan should reflect your **definite plans**, not a guess at what you may or may not do. If you are not doing an activity in that country, leave both fields blank.

Marketing Plans

Contact Profiles

Company Profile

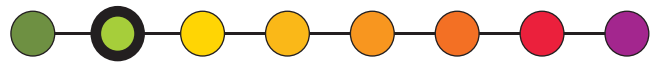
Marketing Plans

Product Info

Final Review

Activity Summary: Japan

Promotional Activity	Total Estimated Cost (Not 50%)	Description of Your Definite Eligible Activity Expenses
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Advertising	\$ 2,000.00	Half-page ad in FoodEx Japan trade show magazine
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Freight	\$ 2,500.00	Shipping samples and materials to FoodEx Japan show
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
In-Store Demonstrations and/or In-Store Displays	\$	
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
International Trade Seminars	\$	
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
International Trade Shows or Outbound Missions	\$ 2,297.00	Corner booth at FoodEx Japan, March 9-12, 2027
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Point of Sale Materials	\$	
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Producing Packaging and/or Labels	\$	
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Promotional Giveaways	\$500.00	Pens with company logo
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.
Temporary Displays	\$2,000.00	Banners for booth
	Total Estimated Costs	Refer to CostShare Manual for eligible expense descriptions.



Apply Now for 50% CostShare

☒ **Domestic Marketing Plan**

Must be completed if you are requesting reimbursements for promotions tied to eligible events in the U.S., such as approved trade shows and/or trade seminars.

Note: SUSTA cannot ever reimburse a company for domestic travel.

Domestic Marketing Plans

Contact Profiles

Company Profile

Marketing Plans

Product Info

Final Review

Trade Show

Select the domestic trade show(s) at which you plan to exhibit from the dropdown list and click "Add Trade Show". In the estimated expenses portion, include all eligible expenses for all domestic trade shows. Refer to your 50% CostShare Manual for specific details about what is eligible.

Hint: Travel expenses for domestic trade shows are NOT eligible. But your booth fees, point of sale materials, giveaway items, freight and more are eligible.

Select a Domestic Trade Show

Summer Fancy Food Show

V

Select an Expense	Total Estimated Expense	Provide Details
Booth Fees V	\$1,350	New York City, July 25-27, 2027
Promotional Giveaways V	\$450	300 bags to hand out at show
Lead Retrieval V	\$280	Renting badge scanner from trade show

+ Add Another Expense to this Trade Show

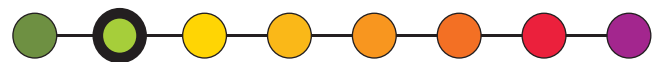
+ Add Another Trade Show

Trade Seminar

Do you plan on conducting an educational seminar in the U.S. at which a minimum of 10 international trade representatives from foreign countries will be present?

If so, you can apply for 50% reimbursement of certain expenses tied to the seminar, such as venue rental and wages of temporary labor.

No



Apply Now for 50% CostShare

✓ Product List

Include all brands and descriptions of products to be promoted using CostShare. List each flavor individually. This list must be comprehensive.

Note: You will upload photos of actual packaging/labels for each product every 5 years.

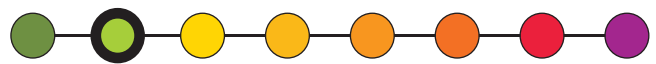
Brand Name	Do You Own This Brand?	
Acme Foods	☒ Yes ☐ No	
Are You Promoting this Product?	Product Name & Description	Labels Received On
☒ Yes ☐ No	BBQ Sauce	Not Received
☒ Yes ☐ No	Hot Sauce	Not Received
☒ Yes ☐ No	Marinade	Not Received
+ Add Product to this Brand		

✓ New this year! Upload Product Labels:

- Upload clear  photos of the actual product labels for each product entered.
- Labels must clearly show:
 - The brand and product name
 - An eligible U.S. origin statement
- Mock-ups, proofs, photocopies, and draft labels will not be accepted.
- Approved label photos remain valid for five program years. New photos must be uploaded in year 6.

Your Brands & Products

Acme Foods Brand Owner			
Product	Status	Updated Label Required	
BBQ Sauce	Pending	Yes	Attach File(s)
Files No files have been uploaded yet.			
Hot Sauce	Pending	Yes	Attach File(s)
Files No files have been uploaded yet.			
Marinade	Pending	Yes	Attach File(s)
Files No files have been uploaded yet.			



Application: Brand Owner Permission

Don't Own the Brand? Brand owner permission is required for each brand you do not own.

New this year!:

- In the application, you will enter the brand owner's name and contact information. When you submit your application, an email will be sent to the brand owner asking them to give you permission to promote their brands.
- Please inform the brand owner in advance that they will receive this email.
- If you already submitted a signed Brand Owner Permission form through the SUSTA's Global Events program, you may not need to repeat this for CostShare.

1. Company applying for CostShare indicates they do not own the brand

Brand Name: Naturally Nana's

Do You Own This Brand? **No**

Are You Promoting This Product? **Yes** **No**

Product Name & Description: Granola, Trail Mix

2. They will be prompted to enter brand owner's contact information:

Naturally Nana's

Do You Own This Brand? **No**

Did the brand owner already sign a form giving you permission to promote this brand for SUSTA Global Events this year? **No**

Marketing Countries: Germany

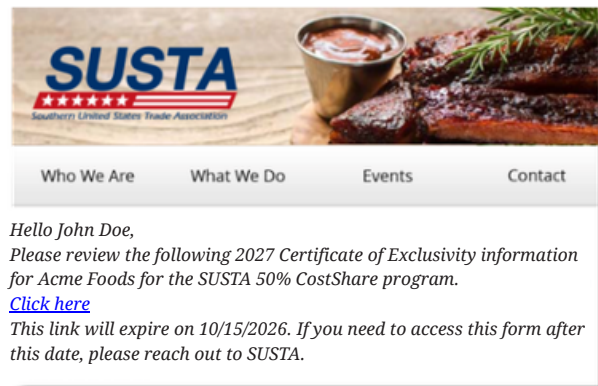
Select Brand Owner

Add Brand Owner Details

Add the brand owner details.

First Name: John, Last Name: Doe, Title: CEO, Company: John Doe, Inc., Phone: (123) 456-7890, Email: jdoe@gmail.com

3. Once they click Submit on the application, an email will be sent to the brand owner:



4. The brand owner will click the link and give permission to the CostShare applicant:

Brand Owner Permission

2026 SUSTA CostShare Program

This form is for Export Broker or Trading Companies that are promoting a brand they do not own. Please have the owner of the brand complete the form below.

I hereby certify that 104 Sales Group, Inc. is authorized to promote the listed brands and products and is the exclusive recipient of SUSTA funding to promote the listed brand(s) and product(s) in the listed country market(s) below.

Naturally Nana's

Market: Germany, Approval Status: **Approved**

Attention Brand Owners: Signing this agreement does not create a license for the agent to be the sole company using SUSTA funding.

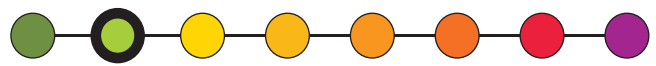
Manufacturer/Brand Owner

First Name: John, Last Name: Doe, Title: CEO, Company: John Doe, Inc., Phone: (123) 456-7890, Email: jdoe@gmail.com

This agreement is valid for the 2026 Program Marketing Year.

☒ I, John Doe, agree that all the above Brand Owner Permission information is correct on 09/28/2026.

SUBMIT



Application Approval

Submit your application and pay fee

☒ **Pay Non-Refundable Application Fee by Credit Card, Check, Money Order or Cashiers Check.**

Fee is required to review application. If you submit your 2027 CostShare application and pay fee before the start of the program year, the application fee will be \$300. If you submit and pay your application fee once the program year starts on January 1, 2027, the application fee will be \$350.

Once SUSTA receives your completed application and fee, we can begin the review process. Documentation is reviewed on a first come, first served basis.

☒ **Application Approval**

The CostShare Director will email an allocation notice. The allocation notice will show:

- Approval date
- Approved country market(s)
- Approved budget
- Approved products

You will need to carefully review information to make certain information is accurate. If information is inaccurate, contact the CostShare Director. Please follow the instructions on the allocation notice.

☒ **Contract**

Only the authorized signer will be able to sign the contract. The authorized signer must be someone who can bind a contract with SUSTA's 50% CostShare program. The Authorized Signer will log into their MySUSTA account and click '50% CostShare Application'. One of the following can be done:

- Sign contract electronically by clicking 'Online Contract' and completing these two steps:
 1. Click 'Send Signer Verification Email'; they will then receive an email and must click the link in that email to verify their identity.
 2. Click 'Sign Contract Online'; they can then sign the contract electronically.

OR

- Print 2 contracts, sign (**wet signature is required, no copies**) and date both contracts, send both contracts to SUSTA by courier service by way of tracking. Contracts will be signed by the executive director. One of the contracts will remain on SUSTA's files and the other will be returned to your company.

☒ **Pay 6% Administrative Fee (Non-Refundable)**

Approved applicants are charged a non-refundable administrative fee equal to 6% of the approved funding allocation. Fee can be paid online with credit card (small credit card processing fee applies) or by check, money order or cashier's check. *(Example: A company that plans on spending \$20,000 in eligible promotions and is approved for \$10,000 in reimbursement must first pay a \$600 administrative fee).*

Fully Contracted

When the contract has been signed and the 6% administrative fee has been paid, you are an active participant in the program.

Request for Information

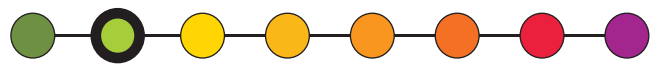
We request the same basic information from every applicant to verify each company's eligibility to receive 50% CostShare funds. SUSTA reserves the right to request additional information or documentation.

This verification is a key step in SUSTA's Zero Tolerance for Fraud policy. All materials submitted to SUSTA are kept confidential.

All companies will be cross checked with the System for Award Management (SAM) online database to ensure applicants can receive federal funding. SUSTA reserves the right to independently verify the accuracy of all information provided when companies apply for 50% CostShare.

Questions?

Call (504) 568-5986 today and ask to speak with SUSTA's CostShare Director.



Application Approval

Program Year and Approval Dates

- Remember to submit your application prior to conducting your promotional activities. Do not conduct your promotional activities and then later submit the application.
- Complete the application for country market(s) where the promotional activity/activities will take place.

Your approval date is determined by the month in which your application is deemed complete (all required documentation is on file and meets the program requirements). Your approval date is important because expense claim requests cannot be submitted for expenses made prior to your approval date.

If you apply and are approved before December 31, 2026	If you apply and are approved after December 31, 2026
Your approval date will be January 1, 2027, with a complete application .	Your approval date will be the first of the month in which your application is deemed complete .

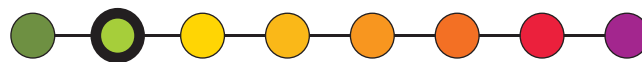
All promotional activities must occur within the program year (January 2027 - December 2027) .

Expenses paid before your 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.

Welcome to 50% CostShare!



Amending Your Program Contract

Amendments

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

Amendments can be made anytime during the program year to:

- Request additional funding in a previously approved country market or in a new country
 - You will be invoiced the 6% administrative fee for additional funds. The fee is required for approval.
- Move already approved funds from one country market to another
- Add additional products to be promoted through CostShare

How to Submit an Amendment

Log into your MySUSTA Account .Click the '50% CostShare' tile then click either 'Product Info: Amendment' or 'Marketing Plans: Amendment'.

50% CostShare

Welcome to the 50% CostShare Dashboard! Here you will find current year application and 50% CostShare information.

2026

Participant Application	Application Summary	Certification Statement	Online Contract	Product Info	Marketing Plans	Expense Claims	Budget Report
Contracted	Download	Signed	Complete	Amendment	Amendment	Claims	Available

To request more funding in an existing marketing plan:

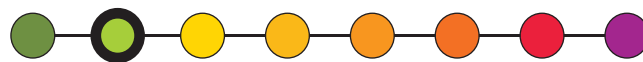
1. Select 'Marketing Plans: Amendment'.
2. Scroll down to the marketing plan that you want to change and click 'Amend'.
3. A warning pop-up will ask if you are sure you want to amend the marketing plan; select 'Yes'. You have now re-opened your approved marketing plan. To change the budget, select 'Next' and move to the second page.
4. Your existing budget is available to edit; add to or subtract from that budget, making sure that the resulting budget reflects your entire budget for that country marketing plan (rather than typing in the amount you are adding or subtracting) .
- Click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'.
5. Then click 'Submit'.

The CostShare Director will review. You will be invoiced the 6% administrative fee on the additional funds.

To amend your application to add a new marketing plan:

1. Select 'Add International (or Domestic) Marketing Plan' and follow the prompts to add a new marketing plan and request funds.
2. Create the new marketing plan and click 'Save'; then click 'Submit'.

The CostShare Director will review. You will be invoiced the 6% administrative fee on the additional funds.



Amending Your Program Contract

To move funds from one market to another:

Follow the above steps to amend the approved marketing plan you want to reduce; subtract from the budget so that the amended budget reflects your entire budget for that country marketing plan, click 'Next'. Then click 'Save International (or Domestic) Marketing Plan'; then click 'Submit'. Next, amend the country marketing plan (or create a new marketing plan) you would like to increase. Click 'Save'; then click 'Submit'. Because you are not requesting any additional funds, you will not receive an invoice for transferring funds.

To add products:

- 1 . Select 'Product Info: Amendment'
- 2 . Complete the product information and select 'Save Product'.
- 3 . Don't forget to click 'Submit' for each new product
- 4 . Submit packaging and/or labels .

SUSTA will review your packaging/labels every 5 years. You must submit packaging/labels for each product you will promote as listed in your application; each size and variety of a product is considered its own item. The packaging/labels must have brand(s) and an eligible U.S. origin statement.



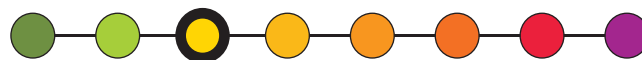


Section 3:

End-of-Year Survey

The annual End-of-Year CostShare survey is SUSTA's only means of evaluating this program. Funding for the program relies on participants completing this annual survey, so please complete it on time.



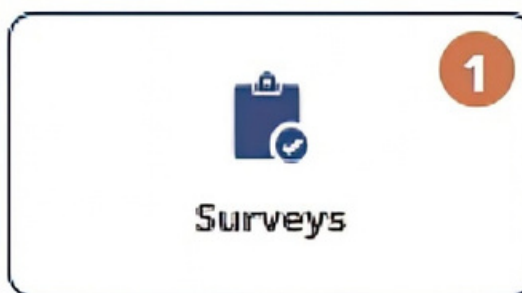


End-of-Year Survey

The 2027 End-Of-Year CostShare Survey is available starting January 1, 2028 and is **due by April 1, 2028**. All companies contracted in CostShare in 2027 signed an agreement to complete this mandatory survey. If a company fails to submit the survey, reimbursements, future applications, allocations and contracts will be frozen until it is complete. This is our only means of evaluating the CostShare program.

How to find your survey:

You can access your survey by logging into your MySUSTA account and selecting 'Surveys'.



Once in Surveys, you will see the option to complete your 2027 50% CostShare Survey:

Surveys

SearchOptions

All Surveys

Status

SEARCH

Reset

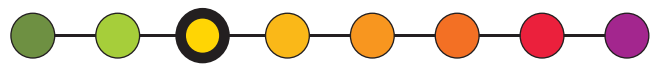
Event

Survey For	Assigned On	Due Date	Completed On	Status	Action
2027 50% CostShare End-Of-Year Survey	01-01-2028	04-01-2028	NOT STARTED	DUE	Please Complete

Collect this key info before completing your survey:

This 2027 CostShare participation information is the information that the USDA/FAS requires us to report.

1. Did actual export sales increase by at least 20% because of your participation?
If yes, by how much?
2. Did you make a first time sale to a new country? If yes, what country(ies)?
Was this a first-time ever export sale?



End-of-Year Survey

- 3 . As a direct result of participating in SUSTA's 2027 50% CostShare, please answer the following by each country in your CostShare application:
(Note: If you exhibited at a trade show in Germany and received 50% reimbursement of those expenses, but you made sales to France as a result, the sales would be counted in your German marketing plan)
- a . Actual export sales (annual value of all the sales made as a result of participating in 50% Cost Share)
 - b . Projected export sales in the next 12 months (what you project to sell the following year)
 - c . How many international buyer connections were made (Example: count business cards collected at a trade show)
 - d . How many new distributorships were established (which of those business cards resulted or will result in a deal)
 - e . How many distributorships were maintained (how many existing clients did you meet with or support using CostShare funds)
 - f . How many **new** products were introduced
- 7 . How many employees were added because of increased exports attributed to CostShare?
- 8 . Company Contributions
- g . Estimate your company's total export marketing expenses spent that were NOT reimbursed by the program. This could include any of the following: receptions, prizes, administrative costs, marketing research etc.
 - h . Estimate your company's total staff hours spent on international marketing in 2027. Example, if you have one staff person dedicated to international sales, you could calculate their hours (40 hours a week x 50 work weeks = 2,000 hours)
 - i . Estimate your company's total number of staff hours spent on planning, participating and following up on CostShare? This should include all time spent creating your marketing plans, completing the application, doing your international promotions (if two people traveled to a trade show, make sure to calculate both of their time, including travel time), collecting required documents for reimbursement and submitting claims.

Make sure you click Submit!

Clicking Save allows you to come back and edit your survey; it does not finalize the process.





Section 4: Expense Claims

SUSTA requires specific documentation to process your 50% CostShare expense claims. If the following is unclear, call SUSTA prior to incurring expenses.



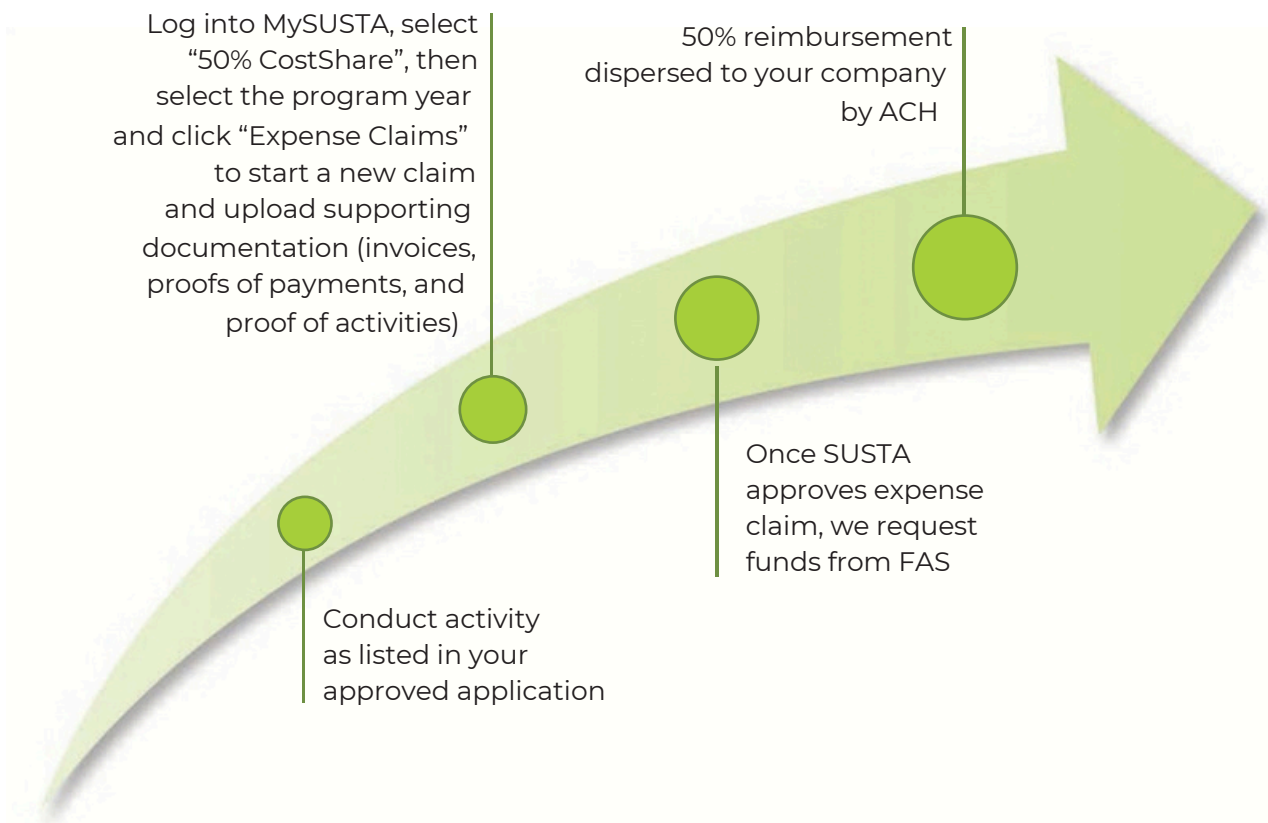


Expense Claims: The Claims Process

Once your application is approved and you are contracted in 50% CostShare, the next step is conducting your international marketing activities. You have 60 days following an activity to submit your expense claim. We'd like to walk you through how the expense claims process works after an eligible activity is complete with these easy steps.



Note: New companies and new contacts are required to have a consultation with a CostShare Coordinator.



It is important to note your company has **60 days** to submit a complete claim after an eligible promotional activity has ended . If you wait longer than 60 days, SUSTA cannot guarantee the availability of funds for your reimbursement .



Expense Claims: Required Documentation

Expense claims must be submitted online through your MySUSTA account.

Once you are contracted in 2027 and want to submit a claim, log into your MySUSTA Account and select "50% CostShare." Then navigate to 2027 and select "Expense Claims."

50% CostShare

Welcome to the 50% CostShare Dashboard! Here you will find current year application and 50% CostShare information.

2027

Participant Application	Application Summary	Certification Statement	Online Contract	Product Info	Marketing Plans	Expense Claims	Budget Report
Contracted	Download	Signed	Complete	Amendment	Amendment	Claims	Available

Here you will see the red button to Start Claim”:

Expense Claims

View 50% CostShare Claims below or start a new Claim.

Start Claim

Search Options

2027 v Submission Start Date Status v

Submission End Date Country v

SEARCH
Reset

Program Year	Country Market	Claim #	Submission Date	Status	Claims Contact
--------------	----------------	---------	-----------------	--------	----------------



Expense Claims: Required Documentation

Each expense claim requires:

1. Invoice/Agreement or Contract
2. Proof of Payment
3. Proof of Activity

1. Invoice/Agreement or Contract: All invoices must show details of expense; invoices that show no descriptions of what is requested for 50% reimbursement are not acceptable. 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. dollars if in a foreign currency
- Date of invoice/contract
- Vendor information: contact information, address, phone number, and website
- Approved participant company information: contact information, address, and phone number
- Date(s) of promotional activity – start and end dates
- Specific services rendered
- Itemized charges for services

2. Proof of Payment:

If payment is made in a foreign currency, we will convert it to U.S. dollars using the exchange rate in effect on the payment date, based on historical rates from oanda.com. If the proof of payment includes an exchange rate (for example, on a credit card statement or wire transfer), we will use the rate provided by the financial institution.

Batch/Bulk Payment: Provide tracking details showing that the vendor's name and invoice amount is included in this payment.

Payment can be any of the following:

- **Automated Clearing House (ACH):** Provide bank statement to show the funds were deducted from your company's account.
- **Cash receipt** is only acceptable for payments less than \$1,000 . Receipts 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 monthly statement (first page and transaction page) that shows: account owner's name, last 4 digits of the account number, and the dates and charges to vendor(s). The proof of payment to the credit card company is not required . **Credit card processing fees are not eligible for reimbursement.**
- **Wire transfer** (the request confirmation 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.
- **Credit memo** - If you are paying an overseas agent in products, **all** of the following must be provided:
 - Invoice for products and separate corresponding credit memo for cost of the promotional activity
 - Or invoice for products with the credit memo applied to that invoice for the cost of the promotional activity
 - Freight/Shipping invoice indicating products were shipped
 - Proof of payment for freight

Contact CostShare staff if you do not understand credit memos as form of payment.

Note: When uploading sensitive financial documents, it is recommended that you redact account numbers (except the last four digits) and line items irrelevant to the claim.



Expense Claims: Required Documentation

3. Proof of Activity: All eligible promotional activities need to show proof that the activity took place. Proof of activity varies depending on the eligible promotional activity; the required documentation for each different eligible promotional activity is listed in the claims portal once select “Expense Type,” or it is in Sections 5 & 6 of this manual. Keep in mind all promotional materials must have the brand and the eligible U.S. origin statement clearly imprinted.

Important Notes:

- Country markets that are not approved will be ineligible for reimbursements or require an amendment.
- If other parties are involved, the paper trail that traces back to the original vender of services is required.
- We are unable to assist for expenses paid to the vendor and/or agent if we determine that a relationship exists between your company and the vendor and/or agent.
- SUSTA reserves the right to request additional documentation for all expense claim submissions at our discretion. SUSTA reserves the right to contact vendors or foreign third parties to verify transactions and payments. If we are unable to verify information or participants are unable to assist us in the verification, we will be unable to process the expenses.



Proof of activity materials are listed after each eligible activity description starting in Section 5 & 6.

International Travel Expenses:

If submitting expenses for travel related to exhibiting at international trade shows and/or participating in pre-approved trade missions (outbound), you will check the box “Does claim include travel expenses.”



More information on travel is in Section 5.

Travel expense claim checklist is located in the Appendix.



Expense Claims: Organization and Submission

Please upload clear and readable documentation with your expense claim. Incomplete or illegible documentation may delay processing. If you are unsure which documents are required, contact us before submitting your claim.

Reimbursement requests are processed in the order received. If no additional information is needed, approved expenses are typically reimbursed within 30 business days. Processing time depends on our office's claim volume and the time required for SUSTA to request and receive funding from the USDA Foreign Agricultural Service (FAS).

If additional documentation is required, you will be notified and given a deadline to submit it. Claims may be denied if the requested information is not provided by that deadline.

To help speed up reimbursement:

- Submit claims within 60 days of the expense date.
- Submit claims throughout the year rather than waiting until year-end.
- Upload all required documentation through the online portal in a complete and readable format.
- Provide English translations for all foreign-language documents.

If additional parties are involved in the promotional activity expense, a complete paper trail for all parties must be maintained. Contact CostShare staff with any questions.

Helpful tips for a complete claim:

- Take photos on the first day of the activity and email them to your company immediately. This gives you time to retake any blurry photos.
- Keep all expense-related materials organized in one folder.
- Respond promptly to requests from staff.
- Review the manual before submitting your promotional activity expenses and gather all required reimbursement documentation.
- Contact us with questions after reviewing the manual. We are here to help.



Expense Claims: Organization and Submission

To check the status of your expense claim, log onto your MySUSTA account, select '50% CostShare' and then select 'Expense Claims'.

Search Options

2027 v

Submission Start Date

Status v

SEARCH

Country v

Submission End Date

Reset

Program Year	Country Market	Claim	Submission Date	Status	Claims Contact	
2027	France	CL1674	10-14-2026	Paid	Deneen Wiltz	View Claim
2027	Mexico	CL1735	2-11-2026	Paid	Deneen Wiltz	View Claim

Reasons Your Expense Claim May Be Denied

- Brands are not shown on promotional materials and/or for promotional activities
- Eligible U.S. origin statement is not shown on promotional materials or displayed at eligible promotional activities
- Expenses were for non-reimbursable promotional activities
- Lack of sufficient documentation (paper trail) not present: invoice, proof of activity, and/or proof of payment
- Lack of sufficient documentation that traces back to original vendor of services
- The eligible promotional activity occurred before the application approval date or after the program year ended
- Documentation is in a foreign language and the English translation was not provided
- Travel expenses
 - ATO was not notified prior to travels and/or notification is not on file to show proof
 - No boarding pass, frequent flier mileage statement or passenger receipt
 - Airline quote was not provided for eligible dates
 - Traveler flew on non U.S. or non E.U. carrier
 - Hotel reservations were made through a third party (i.e., hotels.com, Expedia) and proof of stay was not provided
 - Photographs are too small or poor quality. Full page photo required
 - Documentation is not legible
 - Company purchased equipment, rather than renting equipment
 - Expenses included distributor fees and other expenses
 - Custom booth displays constructed of permanent materials having a useful life of more than one year (examples: metal, Plexiglas, wood, etc .)
 - Funding is no longer available



Expense Claims: Organization and Submission

Important Fraud Information

All CostShare participants are expected to comply with the laws of the countries they are doing business with, as are the agents representing them. Failure to obey these laws is grounds for being dropped from the program. If participants knowingly commit an act of fraud, we are authorized to inform the USDA Foreign Agricultural Service (FAS), and the participant will be dropped from the program. Additional legal action may be taken.

SUSTA has a zero-tolerance policy regarding fraud. Participants will not engage in fraud, which, for this program, is defined as:

- **The taking or obtaining, by deception, of money or any other benefit – when not entitled to the benefit; or the attempt to do so.**
- **The intentional misrepresentation of information leading to financial loss**
- **The alteration, falsifying or submitting fraudulent claim documentation**

SUSTA will report all suspected fraud and allegations to the USDA Foreign Agricultural Service (FAS), which could result in being dropped from the program and legal action being taken.

Go to the Appendix to read SUSTA's full Zero Tolerance for Fraud policy



Section 5: Promotional Activities: International

A one-stop shop for each eligible international activity. Read on to see all reimbursable expenses and the materials to turn in at time of claims.

NOTE: All promotions must include your approved brands and an eligible U.S. origin statement.
Let's begin!





Eligible & Ineligible Expenses: International

This section outlines the international promotional activities that are eligible for reimbursement through 50% CostShare. Listed below are important requirements and reminders. Individual activities and materials may have additional requirements. Promotions and/or products that are deemed offensive are ineligible. Do not seek reimbursement for expenditures that have been or will be reimbursed by another source.

Advertising

Reminder: Advertising must clearly target a foreign market. **All forms of advertising must be imprinted with approved brand and an eligible U.S. origin statement.**

Eligible Advertising Expenses	Ineligible Advertising Expenses
• Ad design/production costs ◦ Formatting/professional design/photography expenses ◦ Script writing, voice/talent fee, clip production, music in conjunction with the purchase of radio or television broadcast time • Printing • Ad placement costs ◦ Billboard/signage/light box rental expenses ◦ Installation costs • Digital ads (including social media, influencers...) • Movable ad space rentals (taxis, buses, trucks) • Direct mail advertising expenses • Email and text messaging • Podcasting • Broadcast expense (aired time, purchased spots)	• Ads that do not promote the brand and eligible U.S. origin statement • Advertisements that are defamatory to another U.S. brand • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • 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 • Advertising associated with a coupon or price discount for an approved product or any arrangement that has the effect of reducing the selling price of your product • Digital ads posted on your company's website • Sponsorships



Eligible & Ineligible Expenses: International

Claims Documentation for Advertising

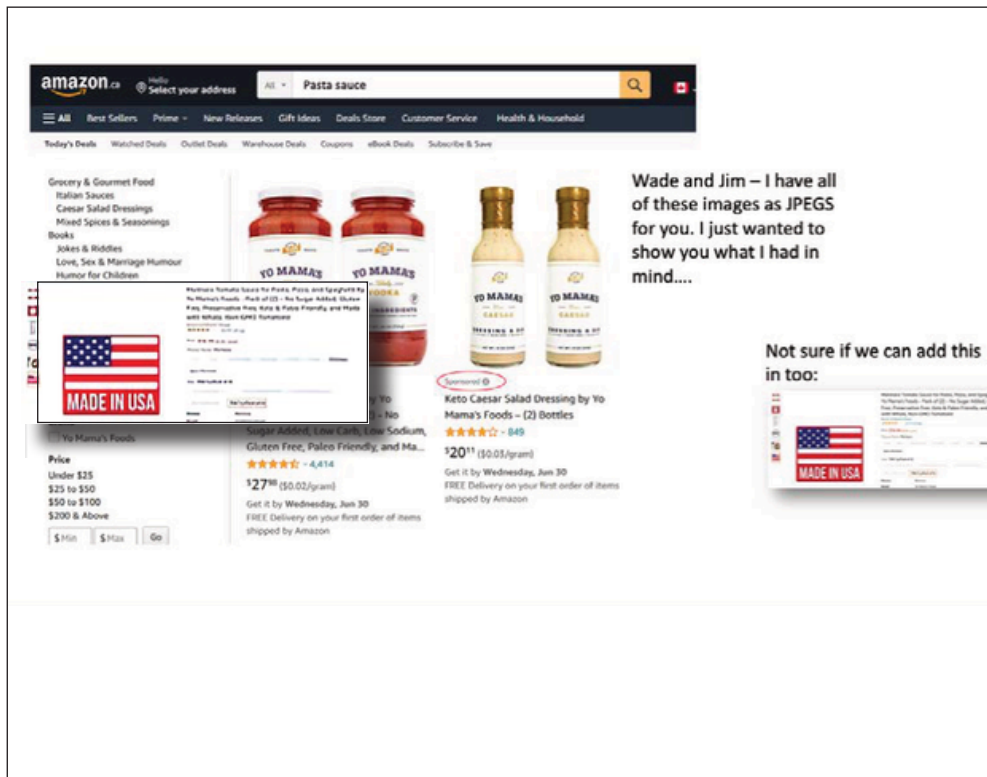
In your claim, please submit the following activity-related materials:

Billboards, Signs and Moving Ads (Bus,taxi,train,etc.)

- o Invoice/Contract or Agreement
 - Geographical location
 - Contract with rental agency showing length of rental
- o Proof of Payment
- o Proof of Activity
 - Photo of billboard or moving ad

Digital and/or Social Media Ads (Facebook, Instagram, Twitter, Social Influencer/Blogger, Brand Ambassador, Google, Yahoo,Amazon,etc.)

- o Invoice/Contract or Agreement
 - Dates of social media post/campaign
- o Proof of Payment
- o Proof of Activity
 - Printed page(s) or screenshot(s) of the advertisement/banner/post that is running
 - For a post of the video, the video is required as well as proof that it ran on site
 - Social influencer/blogger: If the invoice shows they will do three posts and one video about the brand product, we need to see all three posts and video
 - English translation is required if in a foreign language





Eligible & Ineligible Expenses: International

Email Campaign, E-Newsletters and Text Messaging Ads

- o Invoice/Contract or Agreement
 - Dates of campaign
- o Proof of Payment
- o Proof of Activity
 - Email or text message including header information and distribution date
 - Recipients' list showing the distribution to the audience in foreign country

Podcasting

- o Invoice/Contract or Agreement
 - Dates
- o Proof of Payment
- o Proof of Activity
 - 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

Newspapers/Magazines/Grocery Circulars

- o Invoice/Contract or Agreement
 - Dates
- o Proof of Payment
- o Proof of Activity
 - Advertisement
 - 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

TV or Radio Ads

- o Invoice/Contract or Agreement
 - Name of TV or radio station
 - Date and run times of actual broadcasts and a certificate of broadcast
- o Proof of Payment
- o Proof of Activity
 - Country and cities where ad was broadcast
 - USB with the radio/television commercial
 - Transcript of broadcast
- o Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time



Eligible & Ineligible Expenses: International

Freight/Shipping

Reimbursement is available to cover some freight costs when shipping materials for approved eligible activities. Freight is considered cargo and goods carried by a vessel or vehicle, specifically by a commercial carrier.

Shipping carriers are public delivery services that transport goods or freight, including DHL, FedEx, UPS, USPS, and similar providers.

Eligible Freight Expenses	Ineligible Freight Expenses
• Shipping product samples, materials, and equipment to and from an eligible promotional activity (such as international and/or domestic trade shows, outbound trade missions, trade seminars and in-store promotions) • Shipping product samples and promotional materials to potential international customers	• Shipping of product orders • Transportation on company-owned trucks or rented vehicles • Container shipment • Mailing to customers in the U.S. • Actual cost of product samples

Claims Documentation for Freight/Shipping

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

Freight/Shipping

- o Invoice
- o Proof of Payment
- o Proof of Activity
 - Packing slip, airway bill or bill of lading
 - The airway bill, bill of lading, or packing slip must show the shipment destination, delivery address and items shipped.



Eligible & Ineligible Expenses: International

In-Store Demonstrations/Sampling and Promotional Events

In-store demonstrations, sampling and promotional events and product demonstrations give your potential customers a chance to experience your products before they buy.

Reminder: The approved brand(s) and eligible U.S. origin statement must be visible during the events .

Eligible Expenses for In-Store Demonstrations/Promotional Events	Ineligible Expenses for In-Store Demonstrations/Promotional Events
• Temporary Labor Wages (See page 70) Example: demonstrator wages Management/Supervision fee • 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 (See page 46) • Point of sale materials (See page 50) • Uniforms that promote the brand and have eligible U.S. origin statement . People need to be seen wearing uniforms in photos (See page 51) ◦ Aprons, T-shirts, caps, etc. • Promotional Giveaways ◦ 50% reimbursement may be eligible up to \$2 per item. (See page 56) • Customer loyalty programs ◦ Fees to participate	• Demonstrations/promotional events and promotional materials that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Independent contractor's travel costs and meals • Wages for an employee of your company or your foreign distributor's company/foreign third party • Transportation, meals, wages over 8 hours, and sales commission • Training fees • Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. • Custom displays constructed of permanent materials having a useful life of more than one year (example: metal, Plexiglas, wood, etc.) • Cost of your product used in demonstration and promotion • Promotional activity tied to product purchase • Costumes/mascots • Customer loyalty programs that offer coupons for your products specifically • Coupons



Eligible & Ineligible Expenses: International

Claims Documentation for In-Store Demonstrations/Promotional Events

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

In-Store Demonstrations/Promotional Events

o Invoice/Contract or Agreement

- List of products demonstrated/promoted
- Dates, hours, and store location for each demonstration/promotion

o Proof of Payment

o Proof of Activity

- Demonstration report(s): Documentation completed during an in-store demonstration, tasting, or promotional event that summarizes activity details such as location, date, products promoted, and customer feedback/interaction.
- Representative photo(s) of the demonstrations or promotions. Brand and eligible U.S. origin statement must be clearly visible in photographs. Clear photos of each hired demonstrator/ temporary laborer while conducting activity. Demonstrators need to be engaged with customers.

We recognize that some stores do not allow photography; in these cases we will accept demonstration reports. (Must include the following: Dates, name of stores, locations, and summary of customers' feedback).





Eligible & Ineligible Expenses: International

In-Store Temporary Displays

Grab the attention of your customers and set yourself apart from competitors by creating eye-catching in-store displays. Displays must be constructed of temporary materials with a useful life of less than one year (eg. cardboard, paper, etc.) **Reminder:** In-store displays must show approved brand(s) and eligible U.S. origin statement.

Eligible In-Store Display Expenses	Ineligible In-Store Display Expenses
• Posters/banners • Sales sheets/brochures/leaflets • Shelf talkers • Shipping cartons that convert to a shelf display • Freestanding displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.) • Cardboard bins/shelving units • Rental of floor space for product promotion • End-of-aisle/gondola displays	• Displays that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Activities or materials that do not promote the brand and have an eligible U.S. origin statement • Custom displays constructed of permanent materials (examples: metal, Plexiglas, wood, etc.) having a useful life of more than one year • Slotting, listing and shelf space fees • Any activity tied to purchase of product • Price discount of product • Cost of product • Displays contracted for a period longer than 6 weeks are not considered temporary



Claims Documentation for In-Store Temporary Displays

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

In-Store Displays

- Invoice/Contract or Agreement
 - Dates and locations of space rental
- Proof of Payment
- Proof of Activity
 - Products promoted
 - Representative photo(s) of displays. Brand and eligible U.S. origin statement must be clearly visible in photograph(s).

We recognize that some stores do not allow photography; provide signed and dated written verification from store of the no photography policy.



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 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
- Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures and other similar point of sale materials that promote 50% CostShare-approved products - Business cards	- Point of sale materials that do not promote the brand and eligible U.S. origin statement - Sexual enhancement products and products of a sexual nature - Promotions and/or products that are deemed offensive - Seasonal greeting cards - Any materials tied to the discount of products (Eg. coupons)

Claims Documentation for Point of Sale Materials

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

Point of Sale Materials

- o Invoice/Contract or Agreement
- o Proof of Payment
- o Proof of Activity

- Actual materials or clear photos of the actual materials that show the brand and an eligible U.S. origin statement.

Note: Point of sale materials must be part of a claim for an eligible promotional activity.





Eligible & Ineligible Expenses: International

Uniforms

When promoting your products at a trade event, it looks professional to have matching uniforms. To receive support through CostShare for this expense, uniforms must be worn at a CostShare-eligible promotional activity (in-store demonstrations, pre-approved outbound trade missions, trade shows and seminars (hosted by your company)).

VERY IMPORTANT: The brand and eligible U.S. origin statement must be imprinted on all uniforms. The U.S. origin statement is not required for countries that are exempt (see page 17 of the manual).

Eligible Uniform Expenses	Ineligible Uniform Expenses
• Aprons • Caps • T-Shirts	• Items that do not show the approved brand • Items that do not show an eligible U.S. origin statement • Items worn at a promotional activity • Costumes/mascots • Shoes/sneakers

Uniforms

- o Invoice/Contract or Agreement
- o Proof of Payment
- o Proof of Activity
 - Clear photos showing the person or people wearing the uniforms at the promotional activity



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 pre-approved by the USDA's Foreign Agricultural Service, SUSTA's Global Events or another State Regional Trade Group (SRTG). All countries in which the trade mission takes place must be listed in your approved application.

Reminder: Approved brand(s) and eligible U.S. origin statement must be visible.

Eligible International Trade Mission Expenses	Ineligible International Trade Mission Expenses
• Participation fee • Limited Foreign Travel (See page 63) ◦ Airfare for two permanent U.S.-based company employees or representatives. ◦ Meals & Incidental Expenses (M&IE) at the per diem rate ◦ Lodging up to the per diem rate* ◦ Passports ◦ Visa ◦ Inoculations • Freight for shipping product samples, materials, and equipment to and from an eligible outbound trade mission (See page 46) • Point of Sale Material (See page 50) • Promotional Giveaways (See page 56) ◦ 50% Reimbursement may be eligible up to \$2 per item. • Uniforms (People need to be seen in photos wearing uniforms) (See page 51) • Translators (See page 70) <i>* If you are participating in a SUSTA Outbound Trade Mission, the lodging for one person is 100% covered through Global Events with the required documentation. If a second person is traveling, you can apply to CostShare for 50% reimbursement of their lodging.</i>	• Point of sale materials/giveaway items that do not promote the brand and an eligible U.S. origin statement • Trade missions not coordinated and/or pre-approved by SUSTA, FAS or another SRTG • Cost of products/product samples • Any expense that will be reimbursed through Global Events • Ineligible travel includes ◦ Travel expenses for event assistant personnel ◦ Ground transportation ◦ Cost of rental vehicle • Giveaway items that are tied to a purchase of product • Baggage fees



Claims Documentation for Pre-Approved Outbound Trade Mission



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

Pre-Approved Outbound Trade Mission

- o Invoice
- o Proof of Payment
- o Proof of Activity
 - Photos of company participating in pre-approved outbound trade mission with brand and eligible U.S. origin statement clearly visible. Travelers need to be seen in photo if submitting travel reimbursement request.
 - Itinerary/agenda of outbound trade mission





Eligible & Ineligible Expenses: International

Producing Packaging/Labels for a Foreign Market

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. You are making changes to packaging/labels because of a requirement by a foreign government.
2. All expenses are outsource.

Reminder: Approved brand(s) and eligible U.S. origin statement must be on packaging/labels.

Eligible Packaging/ Label Expenses	Ineligible Packaging/ Label Expenses
• Design, translation service, and compliance consulting fees for packaging/labels • Production of packaging and labels • Plates • Set-up • Printing of packaging/labels or stickers.* ◦ Labor to attach stickers (if outsourced) (See page 70) <i>* Stickers for labels are only eligible if they are to meet the regulations of foreign markets.</i>	• Packaging/labels that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Modifying a package or label to only add the U.S. origin statement • Any changes made to meet your international distributors requirements • Stickers to bring them into compliance for CostShare (For example, stickering to add eligible U.S. origin statement) • Packaging/labels for domestic use rather than a foreign market • Sample packaging and sample labels • Product research and development • Management consultant fees



Eligible & Ineligible Expenses: International

Claims Documentation for Packaging/Labels

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

Packaging/Labels

- o Invoice/Contract or Agreement
- o Proof of Payment
- o Proof of Activity
 - **Country's Foreign Label Regulations**
Highlight sections identifying the required changes. If in a foreign language, the English translation is required
 - **Design/Translation/Compliance Consulting Expenses**
Proofs or PDFs are acceptable
 - **Printing Expenses**
Physical packaging or label highlighting changes made (**mock-ups or proofs are not accepted**). If in a foreign language, the English translation is required
 - **Sticker Expenses**
If attaching stickers to packaging and/or labels, physical sticker attached to product packaging/label that shows the required changes clearly identified (mock-up versions are not accepted). If in a foreign language, the English translation is required





Eligible & Ineligible Expenses: International

Promotional Giveaways

Promotional giveaways are 50% reimbursable up to \$2/item and **must be tied to an eligible promotional activity** (in-store promotions, pre-approved trade missions, trade shows and seminars conducted by your company). **Reminder:** Approved brand(s) and eligible U.S. origin statement must be imprinted on promotional giveaway items.

Eligible Giveaway Expenses	Ineligible Giveaway Expenses
50% reimbursement may be eligible up to \$2 per item . Example 1: If giveaway item is \$10, SUSTA can reimburse \$2 . Example 2: If giveaway item is \$4, SUSTA can reimburse \$2 . Example 3: If giveaway item is \$1, SUSTA can reimburse \$.50 .	- Promotional giveaways that do not promote the brand and eligible U.S. origin statement - Sexual enhancement products and products of a sexual nature - Promotions and/or products that are deemed offensive - Cost of your company's products/product samples - Giveaway items that: - Are tied to a purchase of product - Are associated with a coupon or price reduction

Claims Documentation for Promotional Giveaways

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

Giveaways

- o Invoice
- o Proof of Payment
- o Proof of Activity
 - Actual items or photographs of actual item

Note: Promotional giveaways must be part of a claim for an 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 products.

Reminder: Brands and an eligible U.S. origin statement must be on display during the seminar.

Eligible Trade Seminar Expenses	Ineligible Trade Seminar Expenses
• Seminar room or facility rentals • Rental of equipment, such as freezer, hot plates, sound/ presentation, etc . • Temporary labor wages (See page 70) ◦ Example: translator • Demonstration supplies ◦ Disposable cups, spoons, napkins, etc . ◦ Food purchased to enhance your product • Freight costs (See page 46) ◦ Shipping samples, materials, and equipment to and from an eligible promotional activity • Point of sale materials (see page 50) • Uniforms that promote the brand and eligible U.S. origin statements. (People need to be seen in photos wearing uniforms) (See page 51) • Promotional Giveaways (See page 56) ◦ 50% reimbursement may be eligible up to \$2 per item. • Business cards	• Packaging/labels that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Travel (airfare, hotel and meals) • Refreshments, catering, meals, etc . • Purchase of equipment • Cost of product/product samples • Temporary labor wages • 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 • Training fees • Ineligible Freight Costs ◦ Shipping of product orders ◦ Cost of rental vehicle to transport product • Ineligible Printed Sales Materials ◦ Seasonal greeting cards, invitations ◦ Any materials tied to discount of products (Eg. Coupons) • Educational seminars, trainings or conferences that your company would like to participate in or attend • Costumes/mascots



Eligible & Ineligible Expenses: International

Claims Documentation for Trade Seminars International

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

Trade Seminars International

- o Invoice/contract or agreement
 - Name and date of the trade seminar
- o Proof of Payment
- o Proof of Activity
 - List of attendees and location
 - Photos of the seminar with U.S. origin statement and product brand name clearly visible
 - Photos of temporary labor during trade seminar





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. When you exhibit at an international trade show, basic expenses associated with retail, trade and consumer exhibits and shows are eligible for reimbursement when your company displays and promotes CostShare approved products. International trade shows that take place virtually are also eligible.

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 Appendix 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.



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



Reminder: Approved Brand(s) and an eligible U.S. origin statement must be visible during the trade show.

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
• Exhibition fees/booth space rental • Temporary booth displays constructed of temporary materials (examples: cardboard, fiberboard, paper, etc.) having a useful life of less than one year • Exhibitor's guide/directory listing and advertisement with eligible U.S. origin statement	• Trade shows and/or materials that do not promote the brand and eligible U.S. origin statement • Packaging/labels that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive

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
• Uniforms that promote the brand and eligible U.S. origin statement (See page 51) ◦ Aprons, T-shirts, caps, etc. • Temporary labor wages (See page 70) ◦ Example: host/hostess • Demonstration supplies ◦ Disposable cups, spoons, napkins, etc. ◦ Food purchased to demonstrate your product • Equipment rentals – rental of hotplates, toasters, etc. • Lead retrieval or badge scanner rental • Limited Foreign Travel (See page 63) ◦ Airfare for two permanent U.S.-based company employees or representatives ◦ Meals & Incidental Expenses (M&IE) at the per diem rate ◦ Lodging up to the per diem rate ◦ Passports ◦ Visa ◦ Inoculations • Freight (See page 46) ◦ Shipping samples, materials, and equipment	• Custom booth displays constructed • of permanent materials having a useful life of more than one year (examples: metal, Plexiglas, wood, 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 • Country is not listed in your marketing plan • Ineligible travel includes ◦ Flying on a non-U.S. carrier or non-EU carrier (must leave and return to the U.S. on a U.S. or EU carrier) ◦ Flying in seating other than coach economy class without an airfare quote ◦ Flying and extending your trip beyond a reasonable time without an airfare quote ◦ 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 ◦ Change fees ◦ Travel for any other reason except to participate in approved Outbound Trade Missions or exhibit at International Trade Shows • Freight ineligibility includes: ◦ Shipping of product orders ◦ Cost of rental vehicle to transport product

continued on next page . . .



Eligible & Ineligible Expenses: International

... continued from previous page

Eligible International Trade Show Expenses	Ineligible International Trade Show Expenses
• Point of Sale Materials (See page 50) ◦ Banners ◦ Posters ◦ Signage • Promotional Giveaways (See page 56) ◦ 50% reimbursement may be eligible up to \$2 per item. • Business cards	• Ineligible Printed Sales Materials as follows: ◦ Seasonal greeting cards ◦ Any materials tied to discount of products (Eg . Coupons) • Giveaways Ineligible expenses: ◦ Items that do not promote the brand and U .S . origin statement ◦ Items that are tied to a purchase of product • Cost of product/product samples • Ineligible Temporary Labor Costs ◦ Foreign Distributor's (Agent) employee wages and travel expenses ◦ Independent contractor's travel costs and meals ◦ Wages for an employee of your company, family members, friends, etc. ◦ Transportation, parking, meals, wages over 8 hours, and sales commission ◦ Training fees ◦ Baggage fees ◦ Trade show badges



Eligible & Ineligible Expenses: International

Claims Documentation for International Trade Shows

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

InternationalTradeShows

- o Invoice
- o Proof of Payment
- o Proof of Activity
 - 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 products on display. Brands 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 and eligible U.S. origin statement clearly visible
 - If temporary labor manning the booth, get photo of hired person
 - If exhibiting at international virtual trade shows submit clear screenshot showing brand and eligible origin statement of webpage.





Eligible & Ineligible Expenses: International

Travel | International

You're putting in a lot of great effort to establish international markets. 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. Through 50% CostShare, SUSTA can reimburse limited international travel expenses for up to two company representatives only if they are traveling to:

- Exhibit at an international trade show listed in your approved application
- Participate in a Pre-approved Outbound Trade Mission listed in your approved application

Eligible Travel Expenses	Ineligible Travel Expenses
• Travel expenses (Airfare, lodging, and Meals & Incidental Expenses (M&IE)) for ONLY up to 2 company representatives. A "Company Representative" can be an employee of the company or any agent hired by the company. Please be advised that additional documentation may be required as proof for an employee. For non-employees, a copy of the signed contract or signed agreement between your company and agent is required. • Meals & Incidentals at the per diem rate • Lodging up to the per diem rate • Passports • Visa • Inoculations	• Travel expenses for interpreters and temporary labor • Ground transportation (taxis, Uber, etc.) • 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 • Airfare change fees, airline flight credits • 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 • Baggage fees • Travel insurance • Airline flight credits



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 [Pre-Travel Notification Form](#) to the in-country FAS [Agricultural Trade Office](#) (ATO) at least 14 days prior to travel. Your sent Pre-Travel Notification must be verified.
- If you do not notify the ATO/Attache prior to travels and we do not have documentation as proof of the notification, SUSTA will not be able to pay the expenses.

Documentation Required

- Pre-Travel Notification Form and copy of the fax confirmation
- or
- Email sent to the ATO



All travel forms
are found on
SUSTA.org

SUSTA Southern United States Trade Association		ATO Pre-Travel Notification Required	
Step 1: Send this Pre-Travel Notification Form to the in-country FAS Agricultural Trade Office (ATO) at least 14 days prior to travel. The Overseas FAS Office Directory has the fax numbers and email addresses of all FAS overseas posts			
Step 2: Submit to SUSTA the verification of sent Pre-Travel Notification when you submit your travel expense claims. Pre-Travel Notification must be verified by either:			
• Pre-Travel Notification Form and copy of the fax confirmation - Or • Email sent to the ATO that includes all of the information in this form			
Note: SUSTA is unable to reimburse your travel expenses without required documentation verifying that you sent this information 14 days prior to travel.			
Promotional activities must be related to overseas markets as selected in the approved Application or approved Amendment. If any of the below information changes, you must again notify the Agriculture Trade Office at the Foreign Agricultural Post with the changes.			
Attention:			
Agricultural Trade Officer/ Agriculture Attaché			
Date:			
CostShare Company Name:			
Name & Title of Traveler(s):			
SUSTA Program Year:			
Name of International Trade Show/Trade Mission:			
City & Country of Trade Show/Trade Mission:			
Dates of International Trade Show/Trade Mission:			
Cost Share Products to be Promoted:			
Comments:			
Special Requests for Assistance:			
ATTN ATOs: This form serves as notice that the CostShare Company listed above plans to visit your market to exhibit at an overseas Trade Show and/or Trade Mission			



Eligible & Ineligible Expenses: International



2. Book airfare in compliance with the following. SUSTA will only reimburse airline tickets up to the price of full fare economy class. Contact CostShare Director before purchasing air-fare.

- Travelers must fly on a U.S. or EU member carrier. Please make certain that the carrier's country is part of the EU; not all European countries are members of the EU. **All British Airlines are ineligible carriers.**
- Travel outside of the U.S. may be on a foreign carrier (i.e. connections).

Fly Directly To and From Trade Show and/or Trade Mission Destination

Additional stops in the itinerary must be for approved trade shows and/or trade missions. If not, see directions below on providing a quote .

Note: A stop is a chosen destination, not a layover. On-the-side vacations and/or business meetings are not eligible for reimbursement when traveling to exhibit at trade shows and/or outbound trade missions. When booking your airfare, make sure to obtain a quote/itinerary for the flight without the side trip(s). See below information regarding obtaining a quote/comparison.

A Dated Airfare Quote/Comparison is required if you:

- Extend your trip beyond a reasonable time. As a rule of thumb, a reasonable time is up to 3 days before the official start of an international trade show or trade mission, all the days of the show or trade mission, with departure up to 3 days after the show or trade mission ends.
- Fly a non-direct flight
- Fly other than full fare economy class. (Economy Plus, Economy Comfort and other upgraded seating)

Obtaining a Dated Airfare Quote/Comparison:

- Get a comparable quote from the same airline
- The quote must be obtained on the **same day** the airfare is booked. Make sure quote is dated. If using a screenshot, make sure to capture the date on the computer screen.
- Must be for full fare economy class fare, to the same destination and within eligible dates of travel
- Reimbursement will be based on the lesser of the two (actual ticket purchased compared to quote)

Important: Please contact CostShare staff for guidance on airfare quotes.



Eligible & Ineligible Expenses: International

3. Book Lodging

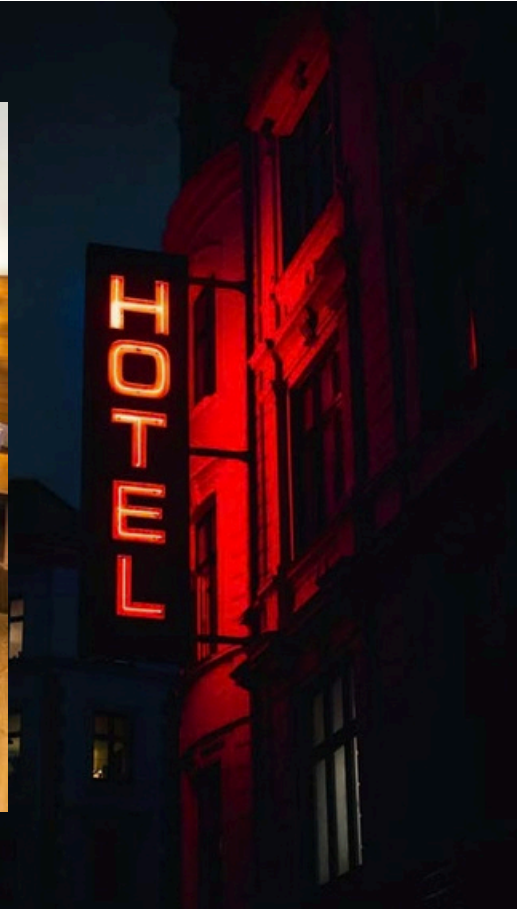
Trade show eligible lodging dates: up to three days before the official start date, all days of the trade show, and one day after the trade show ends.

Trade mission eligible lodging dates: up to two days before the official start date, all days of the trade missions, and one day after the trade mission ends.

- Foreign Per Diem Rate: 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 cost actually paid.
- The per diem rate for the location of lodging, not the location of the trade show or trade mission is used to calculate the costs.

Foreign per diem rates can be found on the 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 with the header "U.S. DEPARTMENT OF STATE" and "DIPLOMACY IN ACTION". The breadcrumb trail is: Home > Under Secretary for Management > Bureau of Administration > Office of Allowances. The page title is "Office of Allowances". On the left, there is a sidebar with links: "Per Diem Rates" (with sub-links "Excel Versions of Per Diem" and "Foreign Per Diem Rates"), "Allowance Rates" (with sub-links "Allowances By Location", "Allowances By Type", "Biweekly Allowance Updates", "Custom Search", and "Footnotes to Section 920"), "Standardized Regulations (DSSR)" (with sub-links "Archives (DSSR)" and "Table of Contents (DSSR)"), and "General Information" (with sub-links "Advance of Pay", "Consumables", "Danger Pay", and "Education"). The main content area is titled "Foreign Per Diem Rates by Location". Below the title, there is a text box explaining: "You may use the dropdown box below to select a country. Entering the first letter of the country name will jump to that portion of the listing. Clicking 'Go' will display Per Diem data for all locations within the country selected." At the bottom, there is a "Country:" label, a dropdown menu currently showing "*All Locations*", and a "Go" button.



Documentation Required



Hotel bill that shows:

- Hotel's name
- Traveler's name(s)
- Room number
- Arrival/departure dates
- Room rate + taxes per night
- Total charges
- Proof of payment paid to hotel

Third party sites (Expedia, Travelocity, etc.)

Document from the hotel upon checkout indicating that your stay matches the reservation:

- Hotel's name
- Traveler's name(s)
- Room number
- Arrival/departure dates
- Proof of payment paid to third party site.

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



Eligible & Ineligible Expenses: International

4. Calculate Meal & Incidental Expenses (M&IE)

Trade show eligible M&IE dates: up to three days before the official start date, all days of the trade show, and one day after the trade show ends.

Trade mission eligible M&IE dates: up to two days before the official start date, all days of the trade missions, and one day after the trade mission ends.

- Itemized receipts are not required for meals and incidental expenses; regardless of the actual costs of meals and incidentals, you are reimbursed based on the U.S. government Foreign Per Diem Rate for the city where you are staying.
- 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 per diem M&IE rate on the first and last dates of travel. See example below:

Example - Trade Show

Seafood Expo Asia, Singapore, September 8-10, 2027

M&IE Rate for Singapore: \$162

Calculate M&IE

September 5 (Arrive in Singapore)	\$162 x 75% =	\$121.50
September 6		\$162
September 7		\$162
September 8		\$162
September 9		\$162
September 10		\$162
September 11 (Depart Singapore)	\$162 x 75% =	\$121.50
Total		\$1,053.00
50% Reimbursement		\$526.50

Note: International travel that crosses the international date line will result in adjustments of the M&IE rate.



Eligible & Ineligible Expenses: International

5. Passport, Visa, and Recommended Inoculations

(if needed for travel to an eligible trade show or trade mission)

Documentation Required:

- 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

Proof of Activity

In order for SUSTA to reimburse a company for travel expenses, we have to have proof that you participated in the trade show or trade mission as listed in your application.

Travel Checklist:

- Pre-travel notification sent at least **two weeks** prior to traveling (Email sent to the ATO or Attaché)
- E-Ticket itinerary confirmation or passenger itinerary receipt
- Boarding passes (electronic versions are acceptable) or frequent flyer statement
- Airfare proof of payment
- Quote/Comparison if extending trip, flying non-direct flight, flying other than full fare economy class
- Detailed hotel bill if you booked directly through hotel
- If booked through 3rd party site (e.g. Hotels.com), hotel proof of stay that includes:
 - Hotel's name, traveler's name, room number, check-in and check-out dates
- Hotel proof of payment
- Clear photos of travelers requesting reimbursement shown in trade show booth or participating at trade mission. Photos must also clearly show brand and U.S. origin statement signage
- Trade show exhibitor's guide that shows company's listing Agenda/Itinerary for outbound trade mission
- Trip report
- List of contacts made at trade show and/or trade mission



Eligible & Ineligible Expenses: International

Temporary Independent Contractor Wages

Most companies hire temporary workers such as demonstrators, interpreters, translators and hosts/hostesses to help with the implementation of individual promotional activities.

Eligible promotional activities include demonstrations, trade shows/missions and international trade seminars.

Eligible Fees for Temporary Labor	Ineligible Fees for Temporary Labor
• Contracted labor • Demonstrators • Chef • Interpreters • Translators • Host/hostess	• Agent's employee wages and travel expenses • Independent contractor's travel costs and meals • Wages for an employee of your company, family members, friends, etc. • Transportation, parking, meals and sales commission • Training fees • Management consultant fees • Sales commission

Claims Documentation for Temporary Independent Contractor Wages

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

Wages for Temporary Labor

- Invoice/Contract or Agreement
 - Express wages as (rate per hour) x (hours worked) x (days worked) Ex: \$15 x 6 hours x 3 days = \$270. Reimbursement may not exceed the maximum daily rate determined by the U.S. government. The maximum eligible expense rates in 2026 are \$77 .95 per hour or \$623 .60 per day. We will update the rate when 2027 is published.
- Proof of Payment
- Proof of Activity
 - Photos of temporary independent contractor(s) working for the participant company at eligible promotional activity; including demonstrations, trade shows, or international trade seminars. Approved brand and an eligible U.S. origin statement must be clearly visible.
 - If hiring temporary labor to sticker packaging and labeling, please include:
 - Foreign label regulations with sections identifying the required changes highlighted. If in a foreign language, the English translation is required
 - Physical product packaging with stickers attached to them



Eligible & Ineligible Expenses: International

Websites/Web Page Development

The website must clearly target a specific foreign audience. Web pages can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (.uk, .ca, etc.). Web pages within a larger site must be focused on an international audience. The website must be developed bilingually or in a non-English language, unless English is an official language in that country. All website services need to be performed by a 3rd party vendor.

Reminder: Websites/web pages must promote brand and eligible U.S. origin statement.

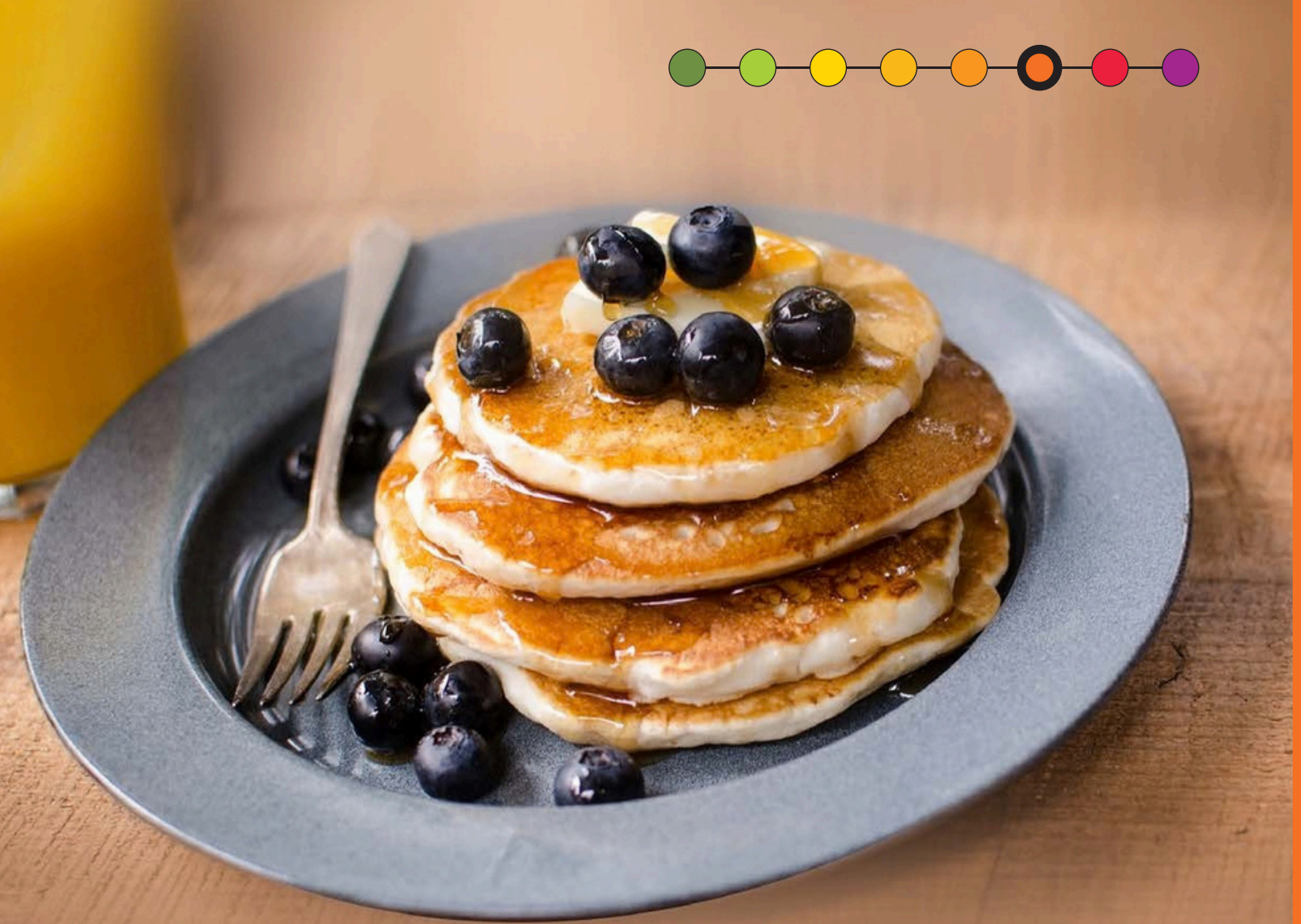
Eligible Websites/Web Pages Expenses	Ineligible Websites/Web Pages Expenses
• Web development process for sites or pages that target international audiences ◦ Information gathering ◦ Planning and scoping ◦ Design ◦ Development ◦ Testing and delivery • Website maintenance for international-focused audience (servicing and updates) • Website translation services • Search Engine Optimization (SEO)	• Packaging/labels that do not promote the brand and eligible U.S. origin statement • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • 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/Contract or Agreement
- Proof of Payment
- Proof of Activity
 - 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

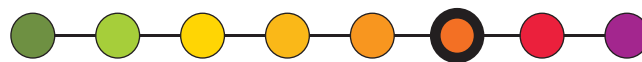


Section 6:

Promotional Activities: Domestic

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 international presence. Interested in hosting a U.S. trade seminar? Read on!

Note: Approved brands must be clearly visible for all promotional activities. U.S. origin statement is recommended but not required for promotional activities in the U.S.



Eligible & Ineligible Expenses: Domestic

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 the show is listed in the all-inclusive list below. Do not seek reimbursement for expenditures that have been or will be reimbursed by another source.

VERY IMPORTANT: All promotional activities must promote the brand. An eligible U.S. origin statement is not required for domestic trade shows.

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?

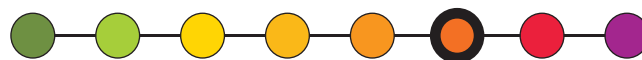
You will need pre-approval by contacting SUSTA's CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the CostShare Director.



Travel expenses to domestic trade shows are **not** eligible for 50% reimbursement through CostShare.

Approved Domestic Trade Shows

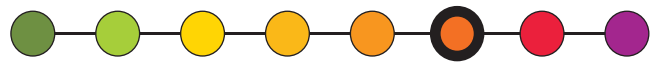
- Americas Food and Beverage Show
(USA pavilion)*
- BrewExpo America
- Duty Free Show of the Americas
- Fancy Food Show - Summer
- Winter Fancy Faire
- Global Pet Expo
- Global Produce & Floral Show
(formerly the PMA Fresh Summit)
- IFT Food Expo
- International Baking Industry Expo, IBIE
- International Builders' Show
- International Dairy-Deli-Bakery Show, IDDBA
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Mass Timber Conference
- International Production and Processing Expo
- MAGIC International Sourcing Show
- National Association of Convenience Stores (NACS) Show
- National Restaurant Association (NRA) Show **(USA pavilion)***
- Natural Products Exposition - West
- NCA, All Candy Expo
- NCA Sweets and Snacks Expo
- Newtopia Now
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Pet Food Forum
- Private Label Manufacturers Association (PLMA), Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- SIAL America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGGreen
- Soy Connex
- Specialty Coffee Association of America Annual Exposition
- Superzoo
- Supply Side West
- Surfaces
- Texworld NYC
- United Produce Show
- U.S. Grains Council Export Exchange
- USMEF Product Showcase
- Vinexpo Americas
- World Dairy Expo
- World Floral Expo
- World Nut and Dried Fruit Congress



Eligible & Ineligible Expenses: Domestic

Eligible Domestic Trade Show Expenses	Ineligible Domestic Trade Show Expenses
• 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 • Product showcase • Uniforms that promote the brand (See page 51) ◦ Aprons, t-shirts, caps, etc • Temporary Labor Wages (See page 70) ◦ Example: host/hostess • Demonstration supplies ◦ Disposable cups, spoons, napkins, etc . ◦ Food purchased to demonstrate your product • Equipment rentals – rental of hotplates, toasters, etc . • Lead retrieval or badge scanner rental • Freight (See page 46) ◦ Shipping samples, materials, and equipment • Point of Sale Materials (See page 50) • Promotional Giveaways (See page 56) ◦ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item.	• Domestic Social Media • Promotional activities/materials/items that do not promote the brand • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Travel expenses (airfare, lodging, M&IE) • Point of sale materials and/or giveaway items that do not promote the brand • Custom booth displays constructed of permanent materials having a useful life of more than one year (Plexiglas, steel, wood, metal, etc.) • Costumes/mascots • 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; trade show not on pre-approved list. • Cost of rental vehicle to transport product • Point of Sale Materials as follows: ◦ Business and seasonal greeting cards, invitations ◦ Any materials tied to the discount of products (Eg.Coupons) • Agent and employee wages • Independent contractor's travel costs (airfare, lodging and M&IE) • Demonstrator wages for an employee of your company or your foreign distributor's company • Transportation, meals, wages over 8 hours, and sales commission • Training fees • Packaging/labels for domestic use • Trade show badges • Rental, lease or purchase of warehouse space

Claims documentation on next page . . .



Eligible & Ineligible Expenses: Domestic

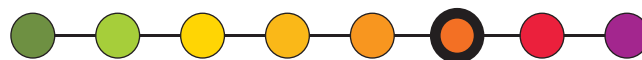
Claims Documentation for Pre-Approved Domestic Trade Shows

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

TradeShows

- Invoice/Contract or Agreement
- Proof of Payment
- Proof of Activity
 - 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 products on display. Brands must be clearly visible in photo.
 - If you have a product featured in a product showcase, be sure to get a photo that clearly shows brand products.
 - If temporary labor manning the booth, need hired person shown in booth photo(s).
 - If exhibiting at approved domestic virtual trade shows, submit clear screenshot showing brand of webpage.





Eligible & Ineligible Expenses: Domestic

Domestic Trade Seminars

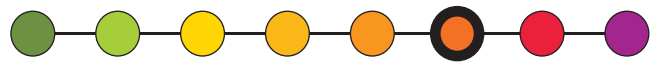
Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved products.

VERY IMPORTANT: All promotional activities must promote the brand. An eligible U.S. origin statement is not required for domestic trade seminars.

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

Eligible Domestic Trade Seminar Expenses	Ineligible Domestic Trade Seminar Expenses
• Seminar room or facility rentals • Rental of equipment ◦ Freezer, hot plates, sound/presentation, etc. • Temporary Independent Contractor Wages (See page 70) ◦ Example: translators • Demonstration supplies ◦ Disposable cups, spoons, napkins, etc. ◦ Food purchased to demonstrate your product • Freight costs (See page 46) ◦ Shipping samples, materials, and equipment • Point of sale materials (See page 50) • Promotional Giveaways (See page 56) ◦ 50% reimbursement may be eligible up to \$2 per item. SUSTA can not reimburse more than \$2 per item. • Uniforms (See page 51)	• Promotional activities/materials/items that do not promote the brand • Sexual enhancement products and products of a sexual nature • Promotions and/or products that are deemed offensive • Travel (airfare, lodging and M&IE) Refreshments, catering, meals, etc. • Purchase of equipment • Cost of products/product samples • Ineligible Freight Costs ◦ Cost of rental vehicle to transport product • Ineligible Point of Sale Materials ◦ 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 • Costumes/mascots

Claims Documentation on the next page . . .



Eligible & Ineligible Expenses: Domestic

Claims Documentation for Domestic Trade Seminars

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

Trade Seminars

- Invoice
- Proof of Payment
- Proof of Activity
 - 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 presentation materials must show brand
 - Photos of demonstrators and temporary laborers working the trade seminar

Get connected!



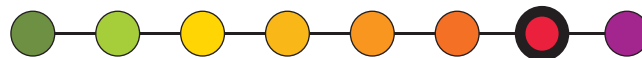
SUSTA offers multiple avenues to connect with international buyers here in the U.S. Make sure to check out our online events calendar for opportunities to meet importers/distributors in your backyard! www.susta.org/events





Section 7: Appendix

- 2027 International Trade Shows with U.S. Pavilions
- 2027 Approved Domestic Trade Shows
- Glossary of Terms
- Travel Checklist



2027 International Trade Shows with U.S. Pavilions

Exhibiting at international trade shows is a popular 50% CostShare activity. You can be reimbursed for expenses at any international trade show. However, by exhibiting in USDA-endorsed shows that have a U.S. Pavilion, you gain access to additional benefits such as:

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

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 below 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.

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

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 USA Pavilions.

ASIA

- Asia Fruit Logistica
- Food & Hotel Asia
- Food & Hotel China
- Food & Hotel Vietnam
- Food Ingredients (FI) Asia
- Food Ingredients China (FIC)
- FoodEx Japan
- HOFEX
- Seoul Food & Hotel
- SIAL China
- Thaifex ANUGA Asia
- VIV Asia

AUSTRALIA

- Fine Food Australia

EUROPE

- ANUGA
- International Food & Drink Event (IFE)
- Seafood Expo Global/
European Seafood Exposition
- SIAL Paris

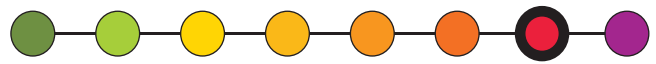
MIDDLE EAST

- Gulfood

WESTERN HEMISPHERE

- ANUGA Select Brazil
- Espacio Food & Service
- SIAL Canada

Trade Shows subject to change



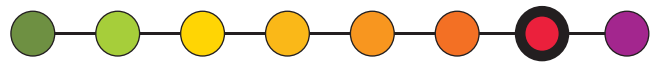
2027 Approved Domestic Trade Shows

The domestic trade shows listed here have been approved by USDA. They are the only domestic shows eligible for 50% CostShare reimbursement.

Participation in certain international trade shows in the United States has proven to be a successful export market development activity. These venues allow U.S. companies to showcase their products and meet buyers from all over the world here in the U.S. In order to receive reimbursement for USDA Approved Domestic Trade Shows, a 50% CostShare participant must follow the regulations on pages 73-75 of this manual. If there is a USA pavilion* at the show, the company must exhibit there to receive reimbursement.

Approved Domestic Trade Shows

- Americas Food and Beverage Show
(USA pavilion)*
- BrewExpo America
- Duty Free Show of the Americas
- Fancy Food Show - Summer
- Winter Fancy Faire
- Global Pet Expo
- Global Produce & Floral Show
(formerly the PMA Fresh Summit)
- IFT Food Expo
- International Baking Industry Expo, IBIE
- International Builders' Show
- International Dairy-Deli-Bakery Show, IDDBA
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Mass Timber Conference
- International Production and Processing Expo
- MAGIC International Sourcing Show
- National Association of Convenience Stores (NACS) Show
- National Restaurant Association (NRA) Show **(USA pavilion)***
- Natural Products Exposition - West
- NCA, All Candy Expo
- NCA Sweets and Snacks Expo
- Newtopia Now
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Pet Food Forum
- Private Label Manufacturers Association (PLMA), Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- SIAL America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGGreen
- Soy Connex
- Specialty Coffee Association of America Annual Exposition
- Superzoo
- Supply Side West
- Surfaces
- Texworld NYC
- United Produce Show
- U .S . Grains Council Export Exchange
- USMEF Product Showcase
- Vinexpo Americas
- World Dairy Expo
- World Floral Expo
- World Nut and Dried Fruit Congress



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.

CostShare Funds

This term refers to the amount of reimbursements received by the U.S. participating company.

Example: If a company submits a claim for \$2,000.00, the \$1,000.00 reimbursement the company receives is considered CostShare Funds.

CostShare Participant: Company that is contracted in CostShare.

CostShare Promotional Activity: An activity that involves the exclusive or predominant use of a single U.S. company name, or the logo or brand of a single U.S. company, or the brand of a U.S. agricultural cooperative, or any activity undertaken by a Participant in 50% CostShare.

Agent: Distributors, agents, brokers, and representatives in foreign markets where 50% CostShare funds are being used. Typically, the Agents are conducting 50% CostShare eligible promotions on behalf of the U.S. participating company.

Agent Funds:

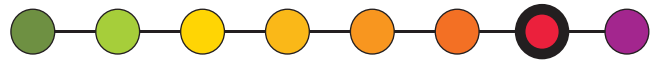
This is the portion of the expense that is paid by the Agent. For example, if Agent in Mexico pays for an advertisement in full, the U.S. Company must pay the Agent at least 50% of that expense. The portion they are not reimbursed by the U.S. Company is the Agent funds.

Global Events: SUSTA organizes approximately 40 events throughout the year during which eligible companies can meet qualified foreign buyers. Global Events and 50% CostShare are SUSTA's two core programs.

Incurred Expense

An expense is incurred on the date that the check, wire transfer, credit card, or other bank transaction occurs, not the date on which the goods or services are provided by the vendor. The only exception: trade show booth expenses are considered to be incurred when the show takes place, not when the payment is made.

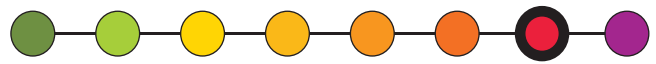
Market Development Program: This is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in international markets. Participating Trade Associations and non-profit organizations representing producers and other sectors of agriculture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



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



Travel Checklist



Travel Expense Claim Checklist

Name of Trade Show/Trade Mission:

Official Dates for Trade Show/Trade Mission:

ATO Notification Proof:

- ☐ Pre-travel notification sent at least **two weeks** prior to traveling (Email sent to the ATO or Attaché)

Airfare:

- ☐ E-Ticket itinerary confirmation or passenger itinerary receipt
- ☐ Boarding passes (electronic versions are acceptable) or frequent flyer statement
- ☐ Airfare proof of payment
- ☐ Quote/Comparison if extending trip, flying non-direct flight, flying other than full fare economy class

Lodging:

- ☐ Detailed hotel bill if you booked directly through hotel
- ☐ If booked through 3rd party site (e.g. Hotels.com), hotel proof of stay that includes:
 - o Hotel's name
 - o Traveler's name
 - o Room number
 - o Check in and check out dates
- ☐ Hotel proof of payment

Proof of Activity:

- ☐ Clear photos of travelers shown in trade show booth or participating at trade mission. Photos must also clearly show brand and U.S. origin statement signage
- ☐ Trade show exhibitor's guide that shows company's listing
- ☐ Agenda/Itinerary for outbound trade mission
- ☐ Trip report
- ☐ List of contacts made at trade show and/or trade mission

Have questions about required documentation for travel expenses?

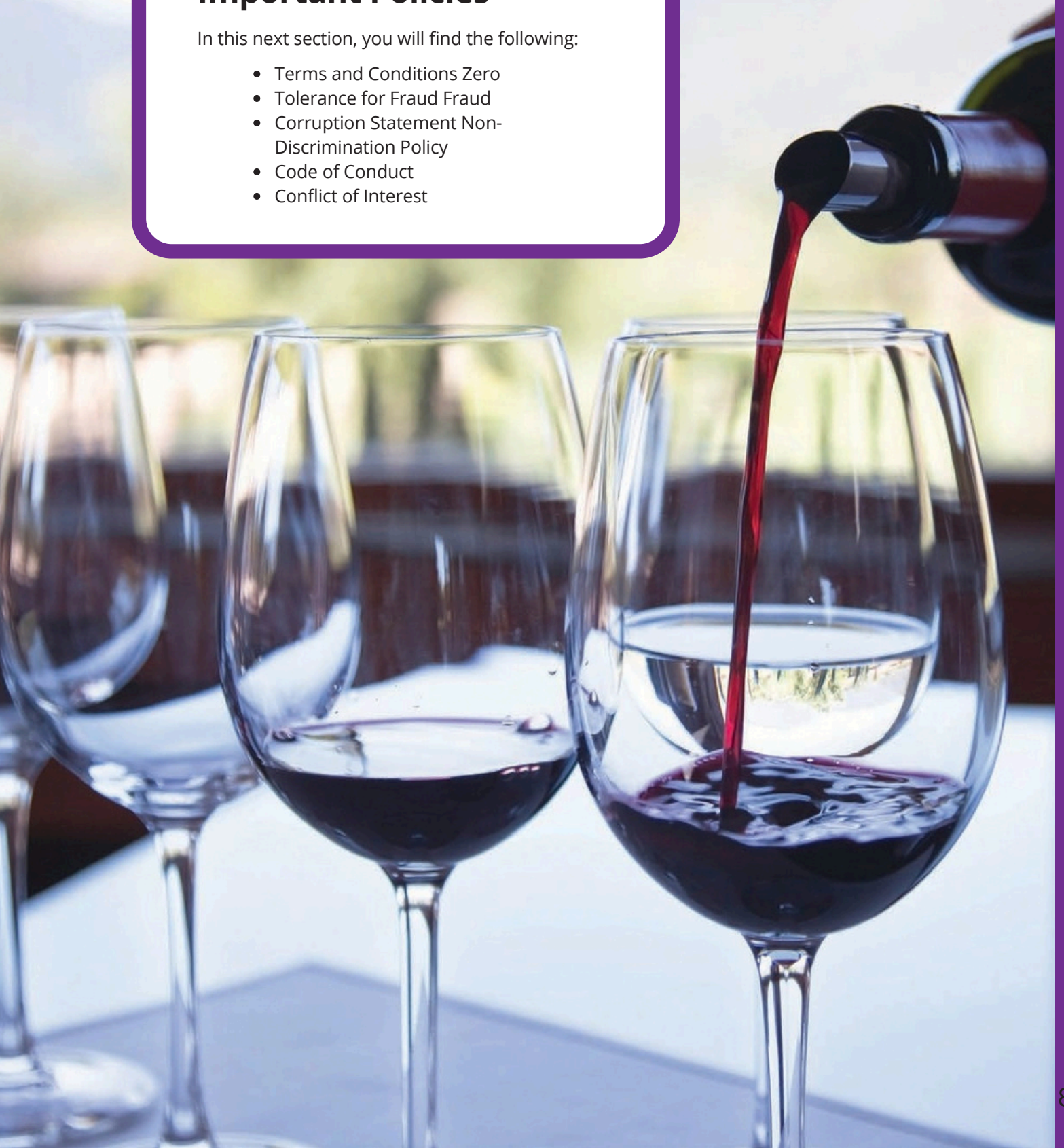
Contact SUSTA: (504) 568-5986 or costshare@susta.org

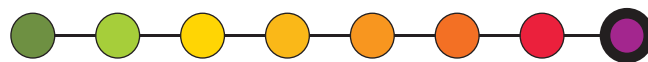


Section 8: Important Policies

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 CostShare program year.

Payment

All payments for 50% CostShare are non-refundable. The application fee is due when an application is submitted for review. If you submit your 2027 CostShare application before the start of the program year, the application fee will remain \$300. If you submit your application once the program year starts on January 1, 2027, the application fee will be \$350. 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 CostShare, you will be asked to share personal information about your company and your participation in the 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 program year to provide an end of the year 50% CostShare survey. Any information provided in the survey is strictly confidential. SUSTA is required to share certain performance measures with USDA Foreign Agricultural Services (FAS) (i.e. projected sales, actual sales, number of distributors met, etc.) when administering the program. SUSTA only shares aggregate information when providing performance measures to FAS. Individual company information is never shared without a company's written consent.

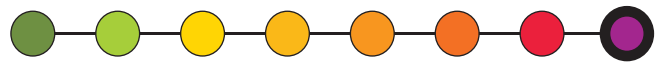
However, a company is contacted to share individual information through success stories to help SUSTA further promote and maintain MAP funding. SUSTA will always ask for your written consent to share any success stories.

Review

When participating in SUSTA's 50% CostShare, SUSTA is authorized to contact any person listed as the president, officer, or company contact for the 50% CostShare 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 50% CostShare. SUSTA's ability to assist a company with 50% CostShare is directly tied to the company wanting to share information needed to get approved.

When a company applies for 50% CostShare, SUSTA is also authorized to contact any person or entity, including but not limited to foreign third parties, which the company has contracted with or has authorized to assist in some way with a claim submitted for 50% reimbursement requests. SUSTA's involvement in contacting any foreign third parties or anyone authorized by the 50% CostShare participant to assist with a claim is to facilitate verifying information submitted by the 50% CostShare participant in the claim. SUSTA follows the regulations and SUSTA's policies to assist in getting the expense paid.

Terms and Conditions continued on the next page . . .



Terms and Conditions

Terms and Conditions (Continued)

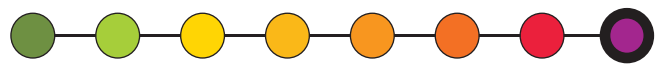
SUSTA is also authorized to obtain information about your company, products, brands, subsidiary or affiliates, activities, services or goods provided when you apply for 50% CostShare and/or submits claims. Participating companies must maintain copies of their records related to the 50% CostShare application and any expense claims submitted for a minimum of five (5) years. SUSTA's 50% CostShare 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 50% CostShare. Companies denied approval in SUSTA's 50% CostShare is not subjective. SUSTA would like to approve all companies interested. However, every company applying must qualify for 50% CostShare. 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 50% CostShare 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 50% CostShare, please contact costshare@susta.org or 504-568-5986 .



Zero Tolerance for Fraud

In the climate in which we operate to administer the USDA Market Development Programs, 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.

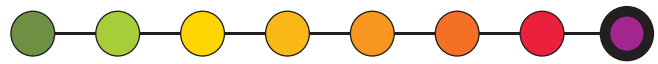
Our Organization's goal is to ward off fraud by making sure we have internal controls in place to properly review all participants applying for USDA's Market Development Program. SUSTA wants to be good stewards of taxpayer funds distributed through USDA's Market Development Program and continue to enhance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

SUSTA believes the strength of the CostShare 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 CostShare program 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.

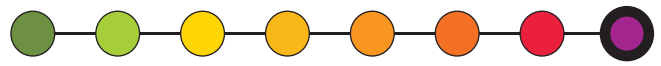
Any suspicion of fraud will be reported to the USDA's Foreign Agricultural Services (FAS). There are serious penalties for making false claims for reimbursement of federal dollars. False claims can also include a breach of agreement between SUSTA and your company.

SUSTA follows the same guidelines to review all applicants for the CostShare 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 CostShare 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.



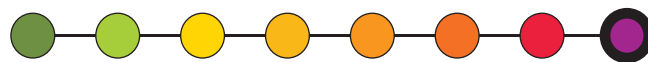
Fraud Corruption Statement

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 defense 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.

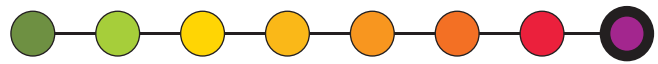


Code of Conduct

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 CostShare 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 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 CostShare 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 products honestly in public representation including at international events and through advertisement.
- Avoid falsifying or misleading information on an application when applying for the CostShare 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

50% CostShare participant represents and warrants that he/she is not prevented, whether by contract or otherwise, from marketing, promoting or otherwise representing or advancing any interest of the product brands promoted. Further, 50% CostShare 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.

50% CostShare participant also agrees that any third party working on behalf of the program participant, must ensure that no employee or official of the 50% CostShare participant, or any third party working on behalf of the 50% CostShare 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 50% CostShare Manual, we want you and your company to know that SUSTA is here to answer any further questions. Our knowledgeable staff can be reached at CostShare@susta.org or 504-568-5986

We appreciate the opportunity
to assist your company

Thank you,
The SUSTA CostShare Team

