

International trade shows that take place in the U.S. allow you to promote your products to qualified foreign buyers without leaving the country. In recognition of these benefits, the USDA's Foreign Agriculture Service has determined that certain domestic shows are eligible for reimbursement.

Your company can seek reimbursement for domestic trade shows only if:

1. The show is listed as a USDA/FAS approved domestic trade show (See list below)
2. Booth space is full cost and not already reduced

**USDA/FAS Approved Domestic Trade Shows**

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food and Beverage Show, *USA Pavilion*
- BrewExpo America
- Dairy-Deli-Bakery Show
- Duty Free Show of the Americas
- IFT Food Expo
- International Baking Industry Expo
- International Builders' Show
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Production and Processing Expo
- Kosherfest
- MAGIC International Sourcing Show
- NASFT/Fancy Food Show-Summer
- NASFT/Fancy Food Show-Winter
- National Association of Convenience Stores (NACS) Show
- National Confectioners Association, All Candy Expo
- National Restaurant Association (NRA) Show, *USA Pavilion*
- Natural Products Exposition- East
- Natural Products Exposition- West
- NCA Sweets and Snacks Expo
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- PMA Fresh Summit Convention and Expo
- Private Label Manufacturers Association, Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGreen
- Specialty Coffee Association of America Annual Exposition
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress

*\*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 50% CostShare Director directly (at least two months prior to the show). We can only consider requests submitted directly to the 50% CostShare Director. Contact us with any questions.

**Do you qualify for 50% CostShare?**

- Is your company small by U.S. Small Business Administration (SBA) guidelines?
- Do your products contain at least 50% U.S. agriculture content/ingredients?
- Do your products' packaging and/or labels identify a brand?
- Do your products' packaging and/or labels identify an eligible U.S. origin statement?

[www.susta.org](http://www.susta.org)

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Eligible and Ineligible Domestic Trade Show Expenses (from page 63 of the 2018 CostShare Manual):

**Eligible 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 with eligible U.S. origin statement
- ✓ Product showcase
- ✓ Uniforms that promote the brand name and eligible U.S. origin statement
  - Aprons, t-shirts, caps, etc.
- ✓ Temporary labor wages
  - Example: host/hostess
- ✓ Demonstration supplies
  - Disposable cups, spoons, napkins, etc
  - Food purchased to demonstrate your product
  - Equipment rentals – hotplates, toasters, etc.
- ✓ Freight
  - Shipping samples, materials and equipment
- ✓ Point of Sale Materials
- ✓ Giveaways
  - 50% reimbursement may be eligible up to \$2 per item. SUSTA cannot reimburse more than \$2 per item.
- ✓ Public Relations Materials
  - PR materials distributed within the U.S. eligible if they promote your company’s presence at a USDA-approved trade show held in the United States.

Please review SUSTA’s 50% CostShare Manual for more information on what is required to receive 50% reimbursement of these expenses.

**Ineligible Domestic Trade Show Expenses**

- ✗ Travel expenses (airfare, lodging, M&IE)
- ✗ Materials that do not promote the brand name and eligible U.S. origin statement
- ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (E.g. Plexiglass, steel, wood, etc.)
- ✗ Costumes
- ✗ Sponsorships
- ✗ Delegation fees, membership/association fees
- ✗ Fees for participating in U.S. government sponsored activities, other than trade fairs and exhibits
- ✗ Meeting room rentals
- ✗ Any expense related to a trade show at which you are not exhibiting
- ✗ Cost of product samples
- ✗ Trade show not listed in your USA marketing plan’ 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; any materials tied to the discount of products (E.g. coupons)
- ✗ Employee wages
- ✗ Independent contractor’s travel costs and meals
- ✗ Demonstrator wage for an employee of your company or your foreign distributor’s company
- ✗ Transportation, meals, wages over 8 hours and sales commission
- ✗ Management/supervision fees
- ✗ Training fees

