

## 50% CostShare: USDA/FAS Approved Domestic Trade Shows

There are trade shows that take place in the U.S. that attract a substantial amount of foreign buyers. These shows 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 50% reimbursement through CostShare.

Your company can seek 50% reimbursement for domestic trade shows only if the show is listed as a USDA/FAS approved domestic trade show (See list below):

### 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  
 SIAL America  
 Snack Food Association, SNAXPO  
 Southern Nursery Association, SEGGreen  
 Specialty Coffee Association of America Annual Exposition  
 USMEF Product Showcase  
 World Floral Expo  
 World Nut and Dried Fruit Congress

### 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)

Create a MySUSTA account online to get started!

**\*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).



Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139

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**Eligible and Ineligible Domestic Trade Show Expenses:**

**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

