



Exhibiting at these U.S. Trade Shows? Receive 50% Reimbursement through SUSTA's CostShare

There are trade shows that take place in the U.S. that attract a substantial amount of foreign buyers, allowing you to promote your products to an international audience 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 of the cost to exhibit at domestic trade shows only if the show is on this list of USDA/FAS approved domestic trade shows:

- Americas Food and Beverage Show (USA pavilion)*
- BrewExpo America
- Duty Free Show of the Americas
- Fancy Food Show - Summer
- Fancy Food Show - Winter
- 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

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).

What is eligible and how to apply:

Eligible Domestic Trade Show Expenses

- Exhibition fees/booth space rental
 - Temporary booth displays
 - Exhibitor's guide - directory listing and/or advertisement
 - Product showcase
 - Uniforms that promote the brand name (aprons, t-shirts, caps, etc.)
 - Temporary labor wages (host/hostess)
 - Demonstration supplies (disposable cups, spoons, food purchased to sample your product)
 - Equipment rentals (hotplates, toasters, etc.)
 - Freight to ship samples, materials and equipment
 - Point of sale materials
 - Promotional giveaway items (pens, bags, etc with your brand)
- 50% reimbursement may be eligible up to \$2/item. SUSTA cannot reimburse more than \$2/item.
- Public relations materials to promote your company's presence at a USDA-approved domestic trade show

Travel expenses are NOT eligible for any domestic trade show.



In your annual CostShare application, make sure to select 'Add Domestic Marketing Plan'

Marketing Plans

Contact Profiles Company Profile **Marketing Plans** Product Info Final Review 0% 29:53 To Save **RESET** **i**

Here you will create your marketing plans and budgets. You will need a marketing plan for each country in which you plan on requesting reimbursements. You can have up to 10 International Marketing Plans in your application. Once you are done, please take time to review the information.

Add New Marketing Plan

Add Domestic Marketing Plan And/Or **Add International Marketing Plan**

Then select the shows at which you will exhibit from the drop-down list and estimate how much you will spend in eligible expenses.

Marketing Plans

Contact Profiles Company Profile **Marketing Plans** Product Info Final Review 40% 22:48 To Save **RESET** **i**

Eligible Domestic Trade Shows

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.

Fancy Food Show - Summer	☐
National Restaurant Association (NRA) Show	☐
Natural Products Exposition - West	☐
Natural Products Exposition - East	☐

ADD TRADE SHOW

Estimated Trade Show Expenses:

What is ineligible?

SUSTA can only provide 50% reimbursement of the expenses listed as eligible. We often get questions about other expenses, such as travel. Unfortunately, **we cannot provide reimbursement for travel to exhibit at domestic shows** or any of the following:

Ineligible Domestic Trade Show Expenses

- Travel expenses (airfare, lodging, M&IE)
- 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
- 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 (Eg. Plexiglas, steel, wood, metal, etc.)
- Costumes
- Sponsorships
- Delegation fees, membership/association fees
- Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits
- Meeting room rentals
- Any expense related to a trade show at which you are not exhibiting
- Cost of product samples
- Trade show not listed in your USA marketing plan; trade show not on pre-approved list.
- Cost of rental vehicle to transport product
- Seasonal greeting cards
- Any materials tied to the discount of products (Eg. Coupons)
- Independent contractor's travel costs (airfare, lodging and M&IE)
- Wages for an employee of your company or your foreign distributor's company
- Transportation, meals, wages over hours, and sales commission
- Training fees

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA.