

INTERNATIONAL TRADE SHOWS



Trade Shows with a USA Pavilion

Companies are required to exhibit within the USA Pavilion to receive reimbursement on eligible expenses. If the trade show has no USA pavilion, your company is free to exhibit anywhere on the show floor as long as 30% or more of the exhibitors sell food or agricultural products, the international show may be eligible.

Exhibiting Outside USA Pavilion

Pre-approval from the USDA is needed to exhibit anywhere outside of the USA Pavilion. Requests must be submitted in writing to fundmatch@wusata.org at least 60 days prior to the start of the show.

Wine Tastings/Events (only for wineries/wine promoted companies)

Pre-approval from the USDA is needed to conduct a wine tasting activity. Requests must be submitted in writing to fundmatch@wusata.org at least 60 days prior to the start of the activity



USA Pavilion: A pavilion at specific shows where USDA has purchased a group of booths. Exhibiting within the USA Pavilion is a requirement if you will be seeking reimbursement through FundMatch. A complete list of shows with USA Pavilions can be found this Guide, page 37.

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Eligible Expenses



- Exhibition fees/booth space rental and booth insurance expenses
- Rental of temporary booth displays
- Exhibitor's guide/directory listing and advertisement with valid U.S. origin statement
- Uniforms that promote the brand name and valid U.S. origin statement:
 - Aprons, t-shirts, caps, etc.
- **Temporary labor wages:**
 - Demonstrators
 - Chefs
 - Interpreters
 - Translators
 - Host/hostess
 - Booth design
 - Booth construction/set up
- **Demonstration supplies:**
 - Disposable cups, spoons, napkins, etc.
 - Food purchased to enhance your product
- Equipment rentals – rental of hotplates, toasters, etc.
- Product showcase
- **Freight:**
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- **Travel:**
 - Airfare for two company representatives. See International Travel section for detailed information.
 - Representatives may include employees and board members of private companies, employees or members of cooperatives, or any broker, consultant, or marketing representative contracted by the company or cooperative to represent the company or cooperative for representation in sales transactions for a specific event.
 - Meals & Incidentals for two company representatives at the per diem rate. See International Travel section for detailed information
 - Lodging for two company representatives up to the per diem rate. See International Travel section for detailed information
 - Passports
 - Visa
 - Inoculations
- Management/supervision fees
- **Printed sales materials:**
 - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch approved products
 - Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
 - Sales material that targets a foreign audience
 - Temporary labor for printed sales material design
- **Giveaways:**
 - Eligible amount is up to \$4 per unit
 - Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item

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Ineligible Expenses



- Booth and materials that do not promote the brand name and a valid U.S. origin statement
- Purchase of custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.)
- Purchase of non-disposable furnishings, containers, supplies, 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
- Cost of product samples
- Country is not listed in your marketing plan
- **Ineligible travel includes:**
 - Travel expenses for interpreters/temporary labor/contractors
 - Ground transportation
 - Travel of applicants for employment interviews
 - Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory
 - Travel for any other reason except Outbound Trade Missions and International Trade Shows
- **Freight ineligibility includes:**
 - Shipping of product orders
 - Cost of rental vehicle to transport product
- **Ineligible printed sales materials (PSM) as follows:**
 - Material that does not promote the brand name and valid U.S. origin statement
 - Material that does not target a foreign audience
 - Business cards, Seasonal greeting cards
 - Materials for unapproved FundMatch products will be prorated on approved versus promoted products
 - Any materials tied to discount of products (e.g. coupons)
- **Giveaways ineligible expenses:**
 - Items that do not promote the brand
 - Items that are tied to a purchase of product
 - Items that promote the company name if different brand
 - Cost of product
 - Over \$4 per item
- **Ineligible temporary labor costs:**
 - Employee wages
 - Foreign distributor's employee wages and travel expenses (In-country Partner)
 - Independent contractor's travel costs and meals
 - Demonstrator wages for an employee of your company or your foreign distributor's company
 - Wages over 8 hours, Overtime, Sales Commission, Training fees
 - Parking
- Media/Press release items and associated labor
- Baggage fees
- Badges, Delegate fees

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Claim Documentation

- Invoice
- Proof of payment
- Copy of the company listing in the show exhibitor's guide along with the cover of the guide or print screenshot of online listing

The following booth photos are required:

- A large scale, all-encompassing photo of the entire booth, after set-up displaying your **brand name** and **valid U.S. origin statement** (pg. 6) in a manner easily observed/readable. Photos with empty shelves will not be accepted.
 - Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth.
 - A high-quality video on DVD/CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
 - Photos of employees/representatives/temporary labor manning the booth during the trade show.
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- A list of **ALL products displayed** and promoted in the booth (All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show)
 - If you have a product featured in a product showcase, be sure to get a photo.
 - Photos of employees/representatives/temporary labor manning the booth during the trade show.

2024 INTERNATIONAL TRADE SHOWS

With USA Pavilions



Companies must exhibit within the USA Pavilion at the eligible trade shows listed below in order to receive reimbursement for trade shows.

Please reference page 30 for details.

EUROPE/RUSSIA

- Fruit Logistica
- International Food and Drink Exhibition
- BioFach
- TuttoFood
- **Seafood Expo Global**
- Food Ingredients (FI) Europe
- **SIAL Paris**

MIDDLE EAST/AFRICA

- **Gulfood**
- VIV Middle East

NORTH & SOUTH AMERICA

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

ASIA

- Supermarket Trade Show
- Food & Hotel China
- FOODEX Japan
- VIV Asia
- Food Ingredients China
- **SIAL China**
- Seoul Food & Hotel
- Asia Fruit Logistica
- **Food Ingredients (FI) Asia**
- China Fisheries and Seafood Expo
- Food and Hotel Vietnam
- FHA Food and Beverage
- **Food and Hotel Asia**

AUSTRALIA

- Fine Food Australia



Note: This is **not a complete list** of trade shows. USA Pavilions are continuously added throughout the year. To verify whether a USA Pavilion exists for any shows, please visit

<https://www.fas.usda.gov/topics/trade-shows>

*Shows listed in bold have a WUSATA pavilion