

INTERNATIONAL TRADE SHOWS

The costs associated with exhibiting at International Trade Shows are eligible for reimbursement under the Branded Program. Listed below are important requirements and reminders.

- ✓ The country where the trade show is held must be listed in the company’s Program Agreement or approved Amendment.
- ✓ Products **must** be exhibited within the U.S. pavilion if a U.S. pavilion is present at the trade show. See the Branded Manual for a list of trade shows likely to have U.S. pavilions.
- ✓ Brands and Products exhibited must be listed in the company’s Program Agreement or approved Amendment. (Booths that exhibit brands and products not listed with WUSATA will be prorated accordingly.)
- ✓ All items must promote the brand and include a US origin statement such as “Product of USA” or “Made in USA” (see the Branded Program Manual – Rules and Regulations).
- ✓ See chart below for specific eligible and ineligible expenses. ▼

International Trade Shows

Eligible Expenses	Ineligible Expenses Ø
▶▶ Booth Construction – temporary materials only – Temporary booth materials have a useful life of less than one year.	Ø Custom booth displays constructed of permanent materials (having a useful life of more than one year) created for use at multiple show locations
▶▶ Booth/Exhibition Space Rental	
▶▶ Demonstration Supplies – disposable cups, spoons, napkins, etc. – food purchased to enhance your product	Ø Cost of product samples
▶▶ Demonstrator/Hostess/Chef Wages – hourly wages of independent contractor – dates of trade show only	Ø Your company or foreign distributor employee wages Ø Demonstrator travel costs, meals, and wages over 8 hours per day
▶▶ Directory Listing/Advertisement – must include Brand name and USA origin statement	

<p>▶▶ Freight – samples and booth materials to and from show</p>	
<p>▶▶ Giveaways – pens, t-shirts, mugs, etc. – reimbursement maximum is \$1.00 per item – must include Brand name on giveaway</p>	<p>∅ Giveaway tied to purchase of product ∅ Items over \$2.00 will be at company's own expense</p>
<p>▶▶ Posters and Signage – costs for items made of temporary materials – must include Brand name and USA origin statement</p>	
<p>▶▶ Printed Sales Material – must include Brand name and USA origin statement</p>	
<p>▶▶ Rental of Equipment – freezer, carpet, etc., installation labor</p>	<p>∅ Purchase of equipment</p>

REQUIRED DOCUMENTATION

Invoice, Proof of Payment, and Proof of Activity are required for all expenses.

Invoice – general requirements:

- Date
- Name of vendor
- Itemized charges
- See chart below for *specific requirements*. ▼

Proof of Payment – one of the following:

- Copies of the front and back of a **cancelled** check.
- Copies of the front of a check and a bank statement listing the check as clearing the account.
- Copy of a bank wire transfer confirmation listing the originator, beneficiary, date, and amount.
- Copy of a credit card statement listing payment to the vendor as a line item.
- Signed receipt from the vendor.
- Copy of the debit note, copy of the check listing the deduction, copies of the product invoices the deduction was taken on, and copies of two other product invoices to show normal pricing.

Proof of Activity

- All activities must include Brand name and statement of USA origin.
- See chart below for *specific requirements*. ▼

Specific Requirements

International Trade Shows	Invoice	Proof of Activity
Booth space rental Booth design/construction Demonstration supplies Exhibition fees Rental of equipment	<ul style="list-style-type: none"> General requirements 	<p><u>One</u> of the following:</p> <ul style="list-style-type: none"> Photo of the booth with products on display Copy of the cover and inside page of the trade show directory listing the company as an exhibitor
Demonstrator/Chef Wages	<ul style="list-style-type: none"> General requirements Dates individual(s) worked Wages expressed as rate per hour 	
Freight – samples/booth materials	<ul style="list-style-type: none"> General requirements Ship to and from locations Description of items shipped 	
Directory Listing/Advertisement	<ul style="list-style-type: none"> General requirements 	<p>Must include <u>all</u> of the following:</p> <ul style="list-style-type: none"> Copy of directory listing or advertisement Copy of the directory cover
Giveaways	<ul style="list-style-type: none"> General requirements Name of project Quantity of items produced 	<ul style="list-style-type: none"> Example of giveaway
Posters/Signage	<ul style="list-style-type: none"> General requirements Name of project Quantity of items produced 	<ul style="list-style-type: none"> Photo or example of actual item
Printed Sales Materials	<ul style="list-style-type: none"> General requirements Name of project Quantity of items produced 	<ul style="list-style-type: none"> Example of sales materials
Travel costs for up to two company representatives (airfare and per diem)	<ul style="list-style-type: none"> General requirements 	<ul style="list-style-type: none"> Photo of booth Airfare documentation Hotel documentation See Pre-Travel Checklist and Post-travel Reimbursement Tutorials for further information.