



2020 FundMatch Guide

Your Guide to Doubling
Your International Marketing Dollars



2020
v.2.2020



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Note: Each section is linked accordingly





Glossary of Terms

Activity: Any event that a company takes part in through one of WUSATA's programs. This could be an Inbound Mission through Global Connect or an In-Store Demonstration for which your company will be submitting a claim through FundMatch.

Activity Code: A unique 5-digit code that changes yearly. Example: Cxxxx or Sxxxx. Found on your Exhibit A, back page of contract.

Administrative Fee: A non-refundable fee of 6% of allocated funds paid by FundMatch participants at the time of contract.

Agricultural Cooperative: A society of union of persons for the production and/or distribution of agricultural goods, in which the profits are shared by all the contributing members.

Allocation: Funds a company requests from WUSATA in their marketing plan when applying for Fundmatch.

Allocation Notice: A notification sent to the company that outlines their Approval Date, their approved markets and budgets, and their approved products for a specific year in FundMatch.

Approval Date: The date assigned to your company for a FundMatch year once your application is approved. This date is the basis of your FundMatch year. Anything that happens prior to this approval date will not be eligible to submit a claim. Your approval date can be found on your Allocation Notice or the front page of your contract.

ATO: Agricultural Trade Office. These are USDA offices around the world whose purpose is to know the market in which they are located and help grow U.S. imports into that market.

Certificate of Exclusivity: Participant must either own the brand name of the products to be promoted or have the brand owner sign a Certificate of Exclusivity Form. This signature certifies that the brand owner gives the applicant the exclusive right to seek FundMatch funds to promote the specified product(s) in the specified market(s). This form will be submitted for all products for which the applicant does not own the brand.

Certification Statement: A document located in the FundMatch application. This document is signed by the company representative certifying that they have read the FundMatch guide and understand their part of becoming a FundMatch participant.

Claim Form: A form completed and submitted to WUSATA by a company to receive reimbursement on expenses from specific marketing activities. This form will be accompanied by all the needed back-up documentation outlined in the FundMatch guide for the specific activity that was conducted.

Contract: A legally binding agreement between WUSATA and prospective participant in FundMatch. This document sets forth the terms and conditions of participating in FundMatch and receiving reimbursement for eligible expenses.

Expense Summary Sheet: A form that tracks expenses incurred during the course of promotional event/activity. Examples include expenses for: trade show, demo, advertising, travel, etc. This form is submitted with each claim you provide to WUSATA.

FAS: Foreign Agricultural Service of the United States Department of Agriculture (USDA). U.S. government agency that provides Market Access Program (MAP) funding to WUSATA.

Fly America Act (EU Membership): Federal travelers are required by 49 U.S.C. 40118, commonly referred to as the "Fly America Act," to use U.S. air carrier service for all air travel and cargo transportation services funded by the U.S. government.

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Glossary of Terms

Giveaway: A free item that is given to prospective and/or current customers. The giveaway often functions as a means of advertising the company and its products and is also a handy way to keep the company name in front of existing customers, helping to build customer loyalty. For FundMatch purposes, a giveaway can never be your company's product.

Graduation: A company is given 5 years (not necessarily consecutive) to conduct activities and receive reimbursement for expenses incurred in a specific country market using FundMatch. Once the 5 years have been met, the company will no longer be eligible for reimbursement on expenses incurred in that specific country.

HS Codes: Harmonized System. The Harmonized Commodity Description and Coding System, also known as the Harmonized System (HS) of tariff nomenclature is an internationally standardized system of names and numbers to classify traded products.

In-Country Partner: A foreign entity that a FundMatch participant works with to promote the export of its products. Distributors, agents, brokers, and representatives in foreign markets where FundMatch program funds are being used. Typically, the in-country partner conducts FundMatch activities on behalf of the U.S. applicant.

In-store Demonstration: A type of promotional marketing aimed at introducing/promoting a company's product in a store setting, for example product sampling.

In-store Display: The placement of a company's product in a store aimed at promoting that product through visual merchandising.

Invoice: An invoice is a commercial document that itemizes a transaction between a buyer and a seller. An invoice needs to be included when submitting claims for reimbursement.

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Glossary of Terms

MAP: Market Access Program is a federally funded program that provides financial assistance to U.S. exporters for the promotion of U.S. agricultural products in foreign markets.

Market Amendment: After a company is contracted and is a participant in FundMatch, they may amend their application to add an additional country market. This is done through the MyWUSATA dashboard.

Marketing Plan: The part of a company's application where the company will outline the markets that they will be requesting funding for in the application. Specific questions will be asked about how the funding will be spent (different types of eligible marketing expenses) and how much the company will be requesting for that market.

Member State: WUSATA's members are the 13 western state departments of agriculture: AK, WA, OR, CA, HI, ID, NV, MT, UT, AZ, WY, CO, NM and American Samoa.

MI & E: Meals, incidental, and expenses.

NAICS Code: The North American Industry Classification System. SBA (U.S. Small Business Administration) uses NAICS codes as a basis for its size standards, a number that is assigned to a category. WUSATA uses that number to determine the maximum number of employees allowed for a company in that given category to be eligible for FundMatch.

Origin Calculation Sheet: Companies participating in WUSATA's FundMatch program will verify they promote products that have at least 50% U.S. agricultural content and are labeled as a product of the U.S. Each product will require an Origin Statement when being submitted for approval for the first time (found under Important forms on the WUSATA website).

Packaging Changes: Changes made to your packaging to meet the requirements of a specific country market. This can be an eligible expense for reimbursement through FundMatch.

POS: Point of Sale materials. See "Advertising" for specifics.

Pre-Approved Domestic Trade Show: A company can seek reimbursement for a pre-approved domestic trade show. A list of specified trade shows in the U.S. market is provided in the FundMatch guide. Only these shows are eligible for reimbursements through the FundMatch claims process.

Pre-Approved Outbound Trade Mission: An overseas visit by a group of businesses to meet potential buyers or agents coordinated by a U.S. State Department of Agriculture project manager and WUSATA contractor.

Printed Sales Material: Include banners, posters, signage. Recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale materials that promote FundMatch products.

Private Label Agreement: An applicant packing or manufacturing for a private label must have the retailer/owner of the label certify that the applicant is the exclusive supplier of that product in that country market for the duration of the program year. This form must be returned as part of the Program Application.

Product Amendment: After a company is approved to participate in FundMatch, if the need arises, they may amend their contract to add additional products, keeping in mind all products will need to meet WUSATA qualifications. This is done through your myWUSATA dashboard.

Program Approval Date: This date is based on the month in which your application is approved, not when it is submitted. Any activity that takes place prior to this date is ineligible.

Program Year: The FundMatch is a calendar year program and runs from January 1st to December 31st each year.

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Glossary of Terms

Proof of Activity: Information and documents that show that an activity took place. Each type of activity that you will be submitting claims for has a specific list of items needed for proof of activity. Please refer to the year's FundMatch guide that shows the breakdown of items that will be needed when submitting your claim.

Proof of Payment: Information provided in your claim that shows payment of an expense.

Representative: Representatives may include employees and board members of private companies, employees or members of cooperatives, any broker, consultant, marketing representative contracted by the company, cooperative to represent the company, or cooperative in sales transactions for a specific event.

Temporary Labor: Labor hired for a specific activity. Please refer to the year's FundMatch guide for your specific activity for more details.

Travel Notification: Company representatives traveling to foreign trade show/trade missions are required to notify the ATO (Agricultural Trade Office) located in the destination country. This notification needs to be in writing at least 14 business days prior to travel. Failure to provide advance notification of travel may result in disallowance of travel expense. Confirmation that the travel notification was sent must be submitted with all travel claims. Fax confirmation or sent email can be used as confirmation.

Trip Report: Mandatory report of travel activities and contracts for all overseas travel. Trip Report(s) are required for each international trade show/trade mission claim.

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 in the current year's FundMatch guide.



Benefits of Having a MyWUSATA Account

Should I get an account?

Yes! Once you create an account, there are additional resources and services available to you, including personalized trade leads, educational resources, and registering for domestic and international events.

Are there any costs or obligations if I create an account?

No, there are no fees or costs with signing up for an account. WUSATA will never sell or rent your company or personal information. You can opt out of communications at any time by visiting your personal MyWUSATA Account Settings or Company Settings (if you are a primary user).

What information is needed to create an account?

WUSATA needs general information about your business including:

- Where the company is located
- If products meet the 50% U.S. agricultural content requirement
- Contact information for the company and individual creating the account
- Product information

What if I have staff members that need contact profiles?

No problem! Input company name, your name, email, captcha and follow the prompts. Creating profiles for additional staff members is quick and easy!

What other requirements are there for creating an account?

- Be headquartered in one of the 13 western states and American Samoa (AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, or WY) (Required for FundMatch only)
- Products need to be at least 50% U.S. grown by weight, excluding water, salt, minerals and packaging
- Company needs to be legally licensed and operating in the U.S. for at least one year
- Company will either own a brand or have the exclusive right to represent the brand

50% U.S. Agriculture content by weight. What does this mean?

At least 50% of the ingredients in your products have to be farmed, fished, or forested in the U.S. Packaging, Water, Salt, Minerals, etc. cannot be used to meet the requirement of 50% U.S. grown ingredients by weight.



FundMatch Specific Questions

What is FundMatch?

FundMatch is a 50% reimbursement program for eligible international marketing expenses. Participants will conduct activities throughout a program year and complete claims for each activity.

Is there an application fee?

Yes, FundMatch applicants are charged a non-refundable application fee of \$250.

Are there other associated fees?

Yes, after application has been approved and participant has review allocation notice, a contract and non-refundable administrative fee of 6% of the approved allocation amount will be issued and available through the participant's MyWUSATA Account.

How can I best utilize FundMatch?

To get maximum benefit from participation in FundMatch we recommend that you read the on-line FundMatch guide carefully and register for a WUSATA Program Overview Consultation. Taking an active role in learning how the program works will help ensure a successful claims process when you are ready to submit your claims. In addition, FundMatch has coordinators available via the phone and email to answer any questions.

What is the Program Year for FundMatch?

The Program Year for activities is January 1st through December 31st. Your approval date for the program is based on when your application is complete and we can send you a contract. Only activities after your approval date will be eligible, so make sure and apply early so you don't miss out on being able to submit claims.

How much funding can a company request within one program year?

Companies can request \$2,500 to \$300,000 per program year. First year FundMatch applicants are limited to \$50,000.

When do participating companies receive the funding allocated to them?

Companies will complete a claim packet and submit that packet to WUSATA's offices for review. Once review is complete, your company will receive payment of the claim.

What are the requirements for an Airfare Quote?

- Must be obtained from the airline website and dated the same day your actual ticket is purchased
- Must be for economy class
- Must be a direct route (to and from the activity without deviating)

What do I send for Proof of Payment?

Proof of Payment includes a copy of the check (if applicable), the 1st page of the bank or credit card statement plus the page of transaction. Online printouts or copies of receipts are not acceptable. Please refer to guide for more details regarding adequate Proof of Payment.

Where do I find forms for the FundMatch Program?

Please go to the WUSATA website, in the upper banner under “What We Do” is the “Important Forms” page. Here you will find the required Claim Form and other documents needed for the FundMatch claims process.

How do I add a Country Market to my FundMatch application?

Sign-in to your account. Go to “FundMatch Program” tile and select the current year. Click “Marketing Plans” and select “Add New Marketing Plan”. Email FundMatch Director and indicate what your marketing plans are. Director will follow up and send out an invoice if needed.

What should I use as the “Activity Date”?

The Activity Date is the last calendar day of the activity. For example, if a trade show is March 1st to March 5th, March 5th is used as the activity date for expenses.

What photos are needed for my claim?

Please take several and make sure that the photos encompass a full view of the booth or banner etc. and includes the traveler(s) and temporary staff at your activity. A complete list of the types and amounts of photos needed can be found under the specific activity in the year’s FundMatch guide.

I’m going to travel to a trade show, what do I need to do before I go?

File a Travel Notification form and email it to the ATO of the country you will be visiting at least 14 days prior to traveling. This is a federal requirement and without filing that form, WUSATA will not be able to reimburse you for your airfare costs. Travel Notification forms are located on the WUSATA website under “Important Forms”.

Can I submit my claim by email?

No, all claims and documentation must be submitted by USPS, FedEx and/or UPS.

When will my claim be processed?

All claims are processed in the order that they are received in the office. Throughout the program year the volume of claim submissions varies. Therefore the timing of processing may vary as well. You can check the status of your claim process on your MyWUSATA dashboard.

When will my claim be paid?

Approximate time is 12-16 weeks, but can vary depending on volume of claims.

Why is my reimbursement “Prorated?”

All activities need to include approved products from your current FundMatch Application. If you market other brands or products that are not approved, the activity will be prorated. For example, you go to a trade show and market 4 approved products in the booth, and you also market 2 new products that do not qualify for FundMatch. The booth expense and shipping would be prorated to 4/6 of 50% based on the approved products. You may add new products for approval at any time during the year. Sign-in to your MyWUSATA account and add the product, complete an U.S. Origin Calculation Sheet form and submit the form and the label/packaging by mail for approval and reimbursed.



The Western U.S. Agricultural Trade Association (WUSATA) is a non-profit organization aimed at increasing the export of U.S. food and agricultural products. WUSATA works closely with each state department of agriculture in the west to enhance the economic well-being of the region.

For 40 years, we have offered programs and services to assist exporters of food and agricultural products. WUSATA is funded by the USDA's Foreign Agricultural Service (FAS), dues from its member states, and administrative fees paid by private companies.

WUSATA Programs

Our organization promotes U.S. food and agricultural products through three intersecting program tracks – FundMatch, Global Connect, and Export Education:

- **FundMatch** helps eligible western U.S. food and agricultural suppliers remain competitive internationally by providing 50% cost reimbursement for eligible marketing activities. The program gives companies the ability to break into new markets, expand their existing shares, and maximize their marketing budgets to make their efforts go further. Small agribusinesses can apply now to offset future international marketing costs.
- **Global Connect** provides eligible food and agricultural businesses with multiple opportunities to explore overseas markets and connect with foreign buyers while expanding their global distribution. Registered companies receive a wide variety of information about buying missions and international trade shows; introductions to qualified importers; free interpreters at activities; and much more.
- **Export Education** is the third pillar of our services. It is designed to bring you up to speed on the how-to's and benefits of exporting. It covers important topics through webinars and seminars that are held throughout the year. Companies who register for a MyWUSATA account have access to valuable market research and timely consumer insights, plus are encouraged to visit WUSATA's website for additional resources to help them reach their exporting goals.

Visit www.wusata.org to take advantage of our many online resources:

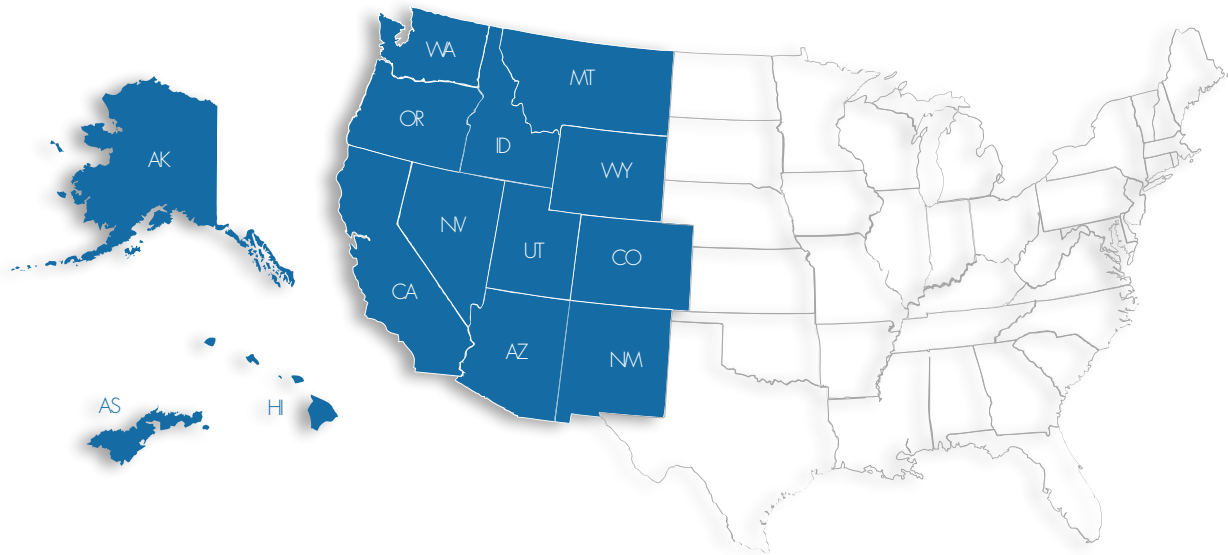
- FundMatch Guide
- International trade activities
- Upcoming events
- Program Overview Consults
- And more!

Contact our team any time to learn more about FundMatch or other programs:

FundMatch Director –
fundmatch@wusata.org

Outreach Department –
export@wusata.org

WUSATA's Members are the 13 Western States and American Samoa Departments of Agriculture



Alaska Department of Natural Resources
www.dnr.alaska.gov/ag

Arizona Department of Agriculture
www.agriculture.az.gov

California Department of Food and Agriculture
www.cdfa.ca.gov

Colorado Department of Agriculture
www.colorado.gov/ag

Hawaii Department of Agriculture
www.hawaii.gov/hdoa

Idaho State Department of Agriculture
www.agri.state.id.us

Montana Department of Agriculture
www.agr.mt.gov

Nevada Department of Agriculture
www.agri.nv.gov

New Mexico Department of Agriculture
www.nmda.nmsu.edu

Oregon Department of Agriculture
www.oregon.gov/oda

Utah Department of Agriculture & Food
www.ag.utah.gov

Washington State Department of Agriculture
www.agr.wa.gov

Wyoming Business Council
www.wyomingbusiness.org

American Samoa Department of Agriculture
www.americansamoa.gov/department-of-agriculture



FundMatch Results

Companies participating in WUSATA's FundMatch are seeing concrete, measurable results.

2018 FundMatch Results



- Number of participating companies: **208**
- Number of companies with increased export sales: **67**



Section 1: Program Information



Company Eligibility

1. Your company is headquartered in the WUSATA region:

The WUSATA region includes Alaska, American Samoa, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

If your company is located outside of the WUSATA region, you may apply through one of our sister organizations, known as State Regional Trade Groups (SRTG).

Northeast: **Food Export USA Northeast**

Midwest: **Food Export Association of the Midwest USA**

South: **Southern United States Trade Association (SUSTA)**

2. Your company will need to be a “small” company:

All participants must be considered “small” under the U.S. Small Business Administration (SBA) definition (www.sba.gov/content/table-small-business-size-standards). All employees of affiliates, such as parent companies, subsidiaries, etc., are included in employee totals to determine size eligibility. Agricultural farm cooperatives are exempt from size restrictions.

3. Your company needs to be a U.S. business entity:

A participating company must be a legally licensed, independently owned, and registered business entity in the U.S. for at least 12 months.

4. Is WUSATA the right MAP Cooperator for your company?

Some specific agricultural commodities have reimbursement programs through other MAP Cooperators and you’ll need to apply for funding assistance through those Cooperators first (see below for a list). If your company promotes multiple product lines and only a few products are covered by another MAP cooperator, you may be able to participate in WUSATA’s FundMatch. Call us at 360-693-3373 for more information or if your company has any questions.

- **Almond Board of California**
- **California Pistachio Export Council**
- **California Prune Board**
- **Cranberry Marketing Committee**
- **National Confectioners Association**
- **New York Wine and Grape Foundation**
- **Raisin Administrative Committee**
- **U.S. Livestock Genetics Export**
- **U.S. Meat Export Federation**

If your company does not meet ALL of the eligibility requirements listed above, you’re not eligible for FundMatch; however Global Connect may be right for you.

Product Eligibility

1. Are your ingredients from the United States?

- Products need to contain at least 50% U.S. grown ingredients by weight, excluding water and packaging. This means the products need to be farmed, fished, and/or forested in the U.S.
- **Minerals, salt, etc...can't be used to meet the 50% requirement.**
- Examples of eligible products include: consumer food products, fresh produce, snack foods, condiments, sauces, specialty food items, beverages, some wood products, hides and skins, pet foods, ornamental horticulture, and more. If you have questions, call us at 360-693-3373 for more information.
- Sexual enhancement products and products of a sexual nature are not eligible.
- Products containing CBD, THC, and Hemp are not eligible.

To calculate the U.S. content of each product, please use the [Origin Calculation Sheet](#) form.

Example: Product — Cookies

Ingredients	Ingredient as percent of total product weight	Percent of ingredient sourced in U.S.	MULTIPLY column 2 by column 3, then total sums in column 4
Flour	50%	80%	40%
Sugar	45%	100%	45%
Eggs	3%	100%	3%
Spices	2%	0%	0%
Totals	100%		88% – Qualifies

2. Does your company own a brand name product?




Product labels/packaging must promote a brand name. Your company either:

- Owns the brand of the products and all property rights to its name,
- or -
- Has a sole agency agreement with the owner of the brand to utilize FundMatch dollars to promote the branded products in the country market(s) identified in the approved Marketing Plan.

A [Certificate of Exclusivity](#) form needs to be signed by the brand owner for each branded product and your company, and must be on file at WUSATA's office before marketing activities take place in each program year a company participates in FundMatch.

3. Do your products have a valid U.S. origin statement?

As a program to promote the export of U.S. goods, all product labels, promotional material, and advertising needs to have an eligible printed U.S. origin statement.

U.S. Origin Examples	Eligible	Ineligible
Product of the USA or Product of America	✓	
Grown in the USA or Grown in America	✓	
Made in the USA or Made in America	✓	
Product of California, Grown in Oregon, Made in Montana	✓	
Seals with state name or U.S. agency*   		✗
Texas style chili, Bob's American Pizza		
Product that includes "U.S.," "America," or the state name as part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Address line that includes state's name and USA		✗
"Distributed by," "Bottled by," "Manufactured in" "Produced in," "Handcrafted by"		✗
Product of CA, Grown in OR, Made in MT*		✗

* Any state or territory of the United States of America must be spelled out in its entirety, or other U.S. regional designation if approved in advance by FAS. State abbreviations are not accepted because a U.S. state abbreviation can often be mistaken as a foreign country (i.e. CA can be interpreted as Canada).

Application & Contract Information

- 📍 FundMatch applicants will pay a **non-refundable application fee of \$250.00** at the time of application each year.
- 📍 After application has been approved and participant has reviewed allocation notice, **a contract and non-refundable administrative fee of 6% of approved funding allocation** will be issued and available through the participant's MyWUSATA account.
- 📍 Once contracted, the participant can conduct eligible international marketing activities through December 31 st. *Note: activities that occur before approval date are not reimbursable.*
- 📍 After conducting eligible activities, participants will have no more than **90 days after the last day of the activity to submit claims** for reimbursement.

For more detailed information, please review the next sections of this guide

Program Timeline

📍	August 1	<u>FundMatch Application</u> opens for upcoming program year
📍	Jan 1 - Dec 31	<u>FundMatch Year</u> - Participants conduct eligible activities & submit claims within 90 days of marketing activity
📍	February 28	<u>Last day to submit claims</u> for the previous program year
📍	April 1	<u>FundMatch Survey</u> due

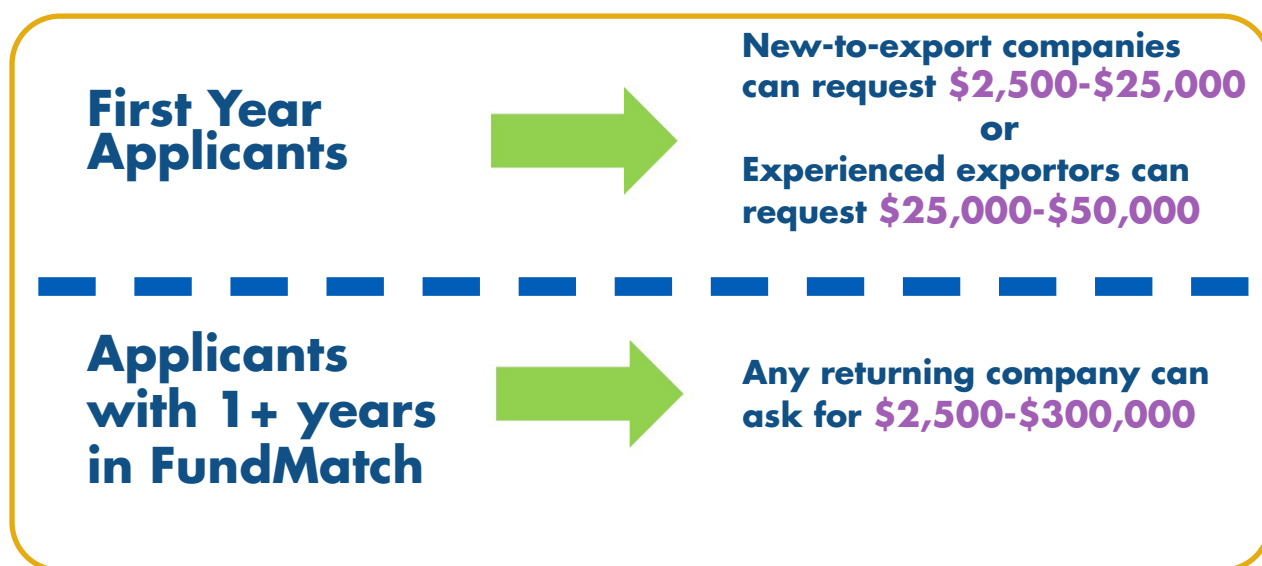


Reimbursement Amounts

Approval Dates

If...	Then...
You apply between August 1 and December 31, 2019...	your approval date will be January 1, 2020 , as long as your application is found to be complete prior to that date. Otherwise, your approval date will be the first day of the month that your application is found to be complete.
You apply after December 31, 2019...	your approval date will be the first day of the month that your application is found to be complete.
If you have missing documentation in your application...	you will receive an approval date based on the month that your application is found to be complete, meaning all documentation has been received and approved. For example: You send your application on April 15th, but all documentation isn't submitted until June 11th. Your approval date for that program year is June 1st.

How Much Can You Request



The minimum funding request is \$2,500. For example:

- Companies must spend \$5,000 in promotional activities to be reimbursed \$2,500 (50%) by WUSATA.



The Five Year Rule (Graduation Rule)

- Your company can be reimbursed for expenses incurred in a given country for up to five years. The five years don't have to be consecutive.
- You can conduct activities in multiple markets concurrently.
- Your first year in each country starts when you receive reimbursement for an activity.
- Your company is considered a "graduate" from a given country after you have participated in that country market for a total of five years.
- If a company graduates from a country market, and then reincorporates or reorganizes under the same or different name, it is not eligible to reapply to FundMatch to obtain additional years in that country.
- Some trade shows are exempt from the five-year rule and could be eligible for reimbursement even after graduation. [See page 58.](#)

If your company has been in FundMatch before, check your graduation status on your dashboard by clicking on the "FundMatch" button.

Example: Countries from which a company has graduated

Country	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028
France	Year 1		Year 2	Year 3		Year 4	Year 5			Exempt trade show
Canada		Year 1	Year 2	Year 3	Year 4					Year 5
S. Korea				Year 1		Year 2		Year 3	Year 4	Year 5

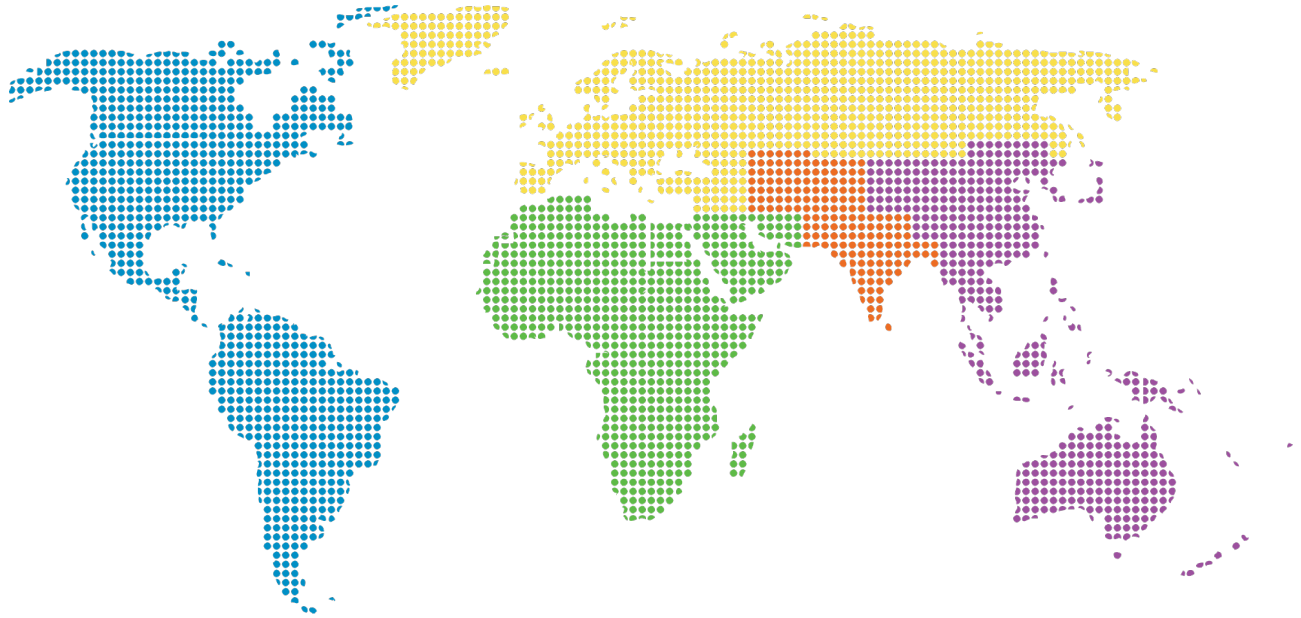
Countries Ineligible for Reimbursement

Federally prohibited countries

- Crimea Region of Ukraine
- Cuba
- Iran
- North Korea
- Syria

U.S. territories and outlying areas

- American Samoa
- Federated States of Micronesia
- Guam
- Midway Islands
- Puerto Rico
- U.S. Virgin Islands





Section 2: How to Apply





Let's Get Started

Ready to apply to 2020 FundMatch? The online application is available at www.wusata.org. Follow the steps below to start the application process now.

1. Learn more about FundMatch

- Visit our fun and short [videos](#)
- Attend a FundMatch claim tutorial event
- Schedule an online WUSATA Program Overview Consultation. The best part? There's no need to travel farther than your desk!
- Call in to speak with one of the FundMatch Coordinators for assistance

2. Login to your MyWUSATA account or create one in three easy steps:



After your company account is created, additional individual profiles may be added to your company record.

Your account's FundMatch dashboard will update with helpful icons as you complete the application process:

FundMatch Program

Welcome to the FundMatch Dashboard! Here you will find current year application and FundMatch information, both for current and past years. Don't forget to review the items below:

- [FundMatch Guide](#)
- [Important Forms](#)

2020

Participant
Application

Available



3. Complete the online application on our [website](#).



4. The final step is to print your online application packet and application summary, and mail those items along with any supplementary materials found on our handy [FundMatch Application Checklist](#) (see next page) to:

**WUSATA
FundMatch Application
4601 NE 77th Ave, Ste 240
Vancouver, WA 98662-6730**

Requests for Information

We request the same basic information from every applicant to verify each company's eligibility to receive FundMatch dollars. WUSATA may request additional information or documentation.

All materials submitted to WUSATA are kept confidential.






FundMatch Application Checklist

This Checklist Helps Ensure a Complete Application Submission

- ☐ **Printed Completed Application Summary**
- ☐ **Printed Application Packet**
- ☐ **Certification Statement with Original Signatures** 
- ☐ **Origin Calculation Sheet** 
This [sheet](#) will need to be submitted only once for each product in the program.
- ☐ **Pay Your Company's \$250 Application Fee**
This can be done online or by check. This fee is non-refundable.
- ☐ **Company Brochure and Product Literature**
- ☐ **Physical Product Labels and/or Packaging** *(Valid U.S. origin statement needed on all labels for international markets)*
A label/package is needed for each product you will be promoting through FundMatch. Each size and variety of a product should be entered separately. Labels/packaging will need to be submitted for each item you would like approved in the program.

Where applicable, also include:

- ☐ **Certificate of Exclusivity**
Does your company own all brands you would like to promote in FundMatch? If not, make sure to include a [Certificate of Exclusivity](#). This document certifies the brand owner has given your company permission to promote their product in specific market countries and that your business will be the sole agent using Market Access Program (MAP) FundMatch dollars to promote the product(s) in the market(s) listed on the certificate. 
- ☐ **Private Label Agreement**
Include this [form](#) if your company is providing product for private label usage. 
- ☐ **In-Country Partner Agreement**
WUSATA can pay your in-country partner directly! Use this [form](#) only if promotional expenditures are to be paid by WUSATA directly to the foreign importer or distributor. 

After completing the online application, you will need to send hard copies of these required items to:

**WUSATA
FundMatch Application
4601 NE 77th Ave, Ste 240
Vancouver, WA 98662-6730**

 = Signature required

WUSATA FundMatch Director will:

1. Review Application Materials

2. Email Correspondence

The FundMatch Director will contact you if there are materials missing or to let you know your application is complete. The application is not complete until all materials are received in the office.

3. Email Allocation Notice

You will receive your allocation notice via email. The notice will outline:

- Approval date
- Approved products
- Approved budget
- Approved country markets

Please review this carefully and respond per the instructions on the notice. This is your opportunity to make sure that everything is correct.

4. Email Contract Available For Signature

Your contract will be available to all contacts on the MyWUSATA dashboard. Only the authorized contact will be able to sign the contract. The authorized signer must be someone who can enter into a legally binding contract. Your company will be invoiced for a non-refundable administrative fee equal to 6% of the approved funding allocation. This invoice will accompany the program contract.





Changes to Application

Changes to Applications are Accomplished Through Amendments

New opportunities can come up at anytime! Amendments can be made anytime during the program year. These revisions need to be reviewed and approved by the FundMatch Director prior to any eligible activity.

Making an amendment is easy — [Login](#) to your online application to:

- **Add new countries**
- **Add new products** — Send WUSATA the original labels of all the products to be added, along with a completed [Origin Calculation Sheet](#) and [Certificate of Exclusivity](#) form if you do not own the brand.
- **Request additional funding** — Upon request of additional funding, an invoice for 6% of the additional funding amount will be available on your dashboard under the “My Company’s Invoices” button. Once the invoice is paid, the new amount will be approved.

[Home](#) → [My WUSATA](#) → [FundMatch Program](#) → Marketing Plan Amendments

Marketing Plan Amendments

Here you can amend your domestic or international marketing plans.

- New country markets can be 'added' using the button(s) below.
- Amendments for an existing country market must request additional funding. Amendments for existing country markets **cannot be submitted for less** than the previously approved WUSATA Funding.
- To **move allocation between country markets**, please [contact the FundMatch Program](#) or call (360) 693-3373

Add New Marketing Plan

ADD DOMESTIC MARKETING PLAN

Or

ADD INTERNATIONAL MARKETING PLAN

[Home](#) → [My WUSATA](#) → [FundMatch Program](#) → Product Information Amendments

Product Information Amendments

Please add any new products you wish to add to your approved products list. Each product is required to be at least 50% US agricultural origin by weight, excluding water and packaging. Please add each product separately and include size. Ex: 17oz, 25lb. Once added, please send in actual packaging and US Origin form for each item.

Add New Product

Brand/Private Label Name (e.g. ABC Foods)

Product Description (e.g. Frozen Burritos)

Do you own this brand?

☐ Yes ☐ No

Product Flavor (e.g. Beef & Cheddar)

Requires Private Label Agreement?

☐ Yes ☐ No

Product Size (e.g. 12 oz. bulk)

Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.

SAVE PRODUCT

Your Feedback Matters!

The FundMatch Survey is completed online and a key tool for the program helping WUSATA track your success, identify areas for improvement, and plan for the next year's program. We capture information that is used to showcase how well the program is working and to secure future funding. Information, such as sales data, is shared only in an aggregate format. Sales data is a critical component to show how well the program is working for the company participants. We understand this information is highly confidential to you and your company, again please know that we do not share sales data or proprietary information in any other way than a cumulative of all program participants.

From your survey answers, we may contact you for a success story to be shared with the USDA, Foreign Agricultural Service, Members of Congress and/or the respective State Department of Agriculture. These success stories are shared to showcase WUSATA programs and company's successes, again, to gain continued support for the federal program that funds WUSATA. Before sharing any success story, we will request company approval.





Section 3: The Claims Process





The Claims Process

Claims Submissions

For reimbursement for each specific activity, you'll prepare a **Claim Form/Expense Summary Sheet**, and submit them to WUSATA, along with all required documentation.

Each individual expense requires the submission of three items:



1. INVOICES – All invoices submitted for reimbursement needs to contain the following information:

- Date
- Name, address, and contact information of vendor
- All itemized charges (summary invoices are not eligible)
- Name of payer and company contact information



2. PROOF OF PAYMENT – Proof of payment is required for all expenses. The following forms of payment and proof are acceptable.

Cash Receipt

- ☐ A signed letter from the vendor stating the invoice has been paid in full for cash expenses less than \$2,000 USD
- ☐ Proof of payment must be marked as paid and show a zero balance

Credit Card/Bank Statement

- ☐ Copy of the official monthly statement, 1st page and transaction page, showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Transaction as a line item

Wire Transfer

- ☐ Copy of the wire transfer request or the wire transfer confirmation
- ☐ Copy of the bank statement showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Transaction as a line item

Credit/Debit Memo

- ☐ Copy of the credit/debit memo
- ☐ Copy of the account statement or product invoice showing the deduction taken
- ☐ Copies of invoices for product shipped to the vendor that equal or exceed the amount of the credit/debit memo
- ☐ If a balance remains after applying the credit, proof of payment for the balance is required
- ☐ If no balance remains after application of the credit, freight/shipping invoice showing shipped product is required
- ☐ Proof of payment for freight

Check*

- ☐ Copy of the front of the check
- ☐ Copy of the official monthly bank statement, 1st page and transaction page showing:
 - ☐ Account owner's name
 - ☐ Last 4 digits of the account number
 - ☐ Statement dates
 - ☐ Check withdrawal as a line item

* If you choose to use this option, then you should also retain check copies (carbon or photocopy) that clearly show the check number and account, date, payee, and amount. Your company is obligated to acquire and produce individual cancelled checks, or an official financial institution replication of the original, upon request by WUSATA or an authorized official of the U.S. government.



3. PROOF OF ACTIVITY – All expenses listed below need to clearly show the brand name and the U.S. origin statement.

Submit samples of all reimbursable items purchased or produced for your activity. Depending on the specific activities, examples may include:

- Original advertisements
- Original brochures
- In store demonstration reports
- Original point of sale materials
- Photos of trade show booths (entire booth with products), in store demos, or promotional events
- Billboard photos
- Digital copy of radio or TV advertisement
- Photos of the travelers in your company's booth
- Photos of demonstrators and temporary staff in the booth or at the activity
- Contract for representatives (not employees) who will be claiming travel expenses

WUSATA may request additional documentation for all claim submissions if needed.



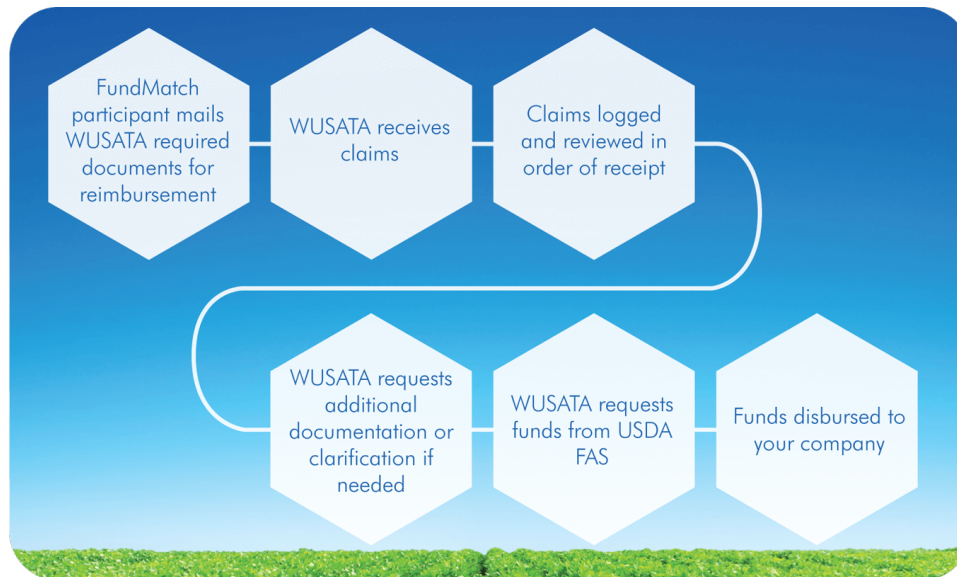


The Claims Process

Claim Review & Payment Flowchart

Companies will submit complete claims for eligible activities no later than **90 days** after the activity has ended. The submission date is the date the claim packet is received in WUSATA's office, not the mailed by (or postmarked) date.

If you're conducting activities in December, you won't have a full 90 days to send in a complete claim. For December's activities, you will submit complete claims by **Feb. 28** for consideration.



Section 3: The Claims Process

Your 90-day Claim Window Begins ...	
Trade Shows	Last day of show
Trade Seminars	Last day of seminar
In-store Demonstrations	Date of last demo
Print Advertising	Date of publication
TV and Radio Advertising	Date the ad was aired
Printed Sales Materials	Invoice date
Required Labeling/Packaging Changes	Date on printing invoice
Freight Charges	Last day of event for trade shows and trade seminars
Sample Freight Shipment	Date of shipment



The Claims Process

- **All expenses will need to be documented on the Claim Form.**
One claim form is to be completed for each activity within each country market where expenses are incurred.
- **Expense Summary is an itemized list of all expenses.**
- **Supporting documentation is required for each claim.**
The next section outlines what is needed for each specific activity.
- **Claims not received by WUSATA within the 90-day window will be processed and reimbursed as is.**
- **Please keep a copy of your complete claim,** including everything that you are submitting, before mailing to WUSATA for your company records (or future reference).

If a claim is received within the 90-day period but is incomplete (i.e. missing documentation), we may, in our sole discretion, deny the claim in whole or in part.

The company shall deliver a separate claim for reimbursement for each activity together with complete documentation to WUSATA within 90 days of completion of the activity or within 60 days of the end of the Marketing Year, whichever occurs first. Claims not received by WUSATA within that time period shall be denied. If a claim is received within that time period but it is deficient, then WUSATA shall notify the company of any deficiency. The company shall correct any deficiency within 60 days of the notice of deficiency. Any claims with deficiencies that have not been corrected within 60 days of the notice of deficiency shall be denied.

Please note, you are required to maintain your FundMatch files for five years following the end of the program year. Files are subject to audit by the USDA's Foreign Agricultural Service (FAS).

Mail hard copies of the completed claim packet to WUSATA:

WUSATA
FundMatch Attn: Claims
4601 NE 77th Ave, Ste 240
Vancouver, WA 98662-6730

Helpful Tips for a Complete Claim:

- Read this guide and identify documents you will need for claims submission.
- Keep copies of all reimbursement materials, including original copies of vendor invoices.
- Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are not good quality.
- File materials in a folder to keep track of all-things related to your reimbursable expenses.
- Respond to WUSATA requests quickly.
- Contact us at 360-693-3373 for questions! We're here to help.



Section 4: International Eligible and Ineligible Expenses





Advertising Printed/TV/Radio

Eligible Advertising Expenses	Ineligible Advertising Expenses
<ul style="list-style-type: none"> ✓ Ad design/production costs: <ul style="list-style-type: none"> • Formatting/professional design/photography expenses • In conjunction with the purchase of radio or television broadcast time • Script writing, voice/talent fee, clip production, music • Printing • Temporary labor for talent/design ✓ Ad placement costs: <ul style="list-style-type: none"> • Billboard/signage/light box rental expenses • Installation costs ✓ Moveable ad space rentals (taxis, buses, trucks) ✓ Broadcast expense (aired time, purchased spots) 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount for an approved product ✗ Ad in a publication that does not circulate in one of your approved foreign country marketing plans ✗ Ads, media and/or messages that do not target an approved foreign country market or audience ✗ Copyright and licensing fees ✗ Scheduled broadcast that has not yet aired ✗ Advertisements that are defamatory to another U.S. brand ✗ Sponsorships ✗ Media/Press Release items and associated labor

Section 4: Eligible & Ineligible Expenses

Reminder: All forms of advertising need to display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed and be part of the advertising design.



Advertising Printed/TV/Radio

Claims Documentation for Advertising

In your claim, please submit the following activity-related materials:

1) Newspapers/Magazines/Grocery Circulars

- ☐ Invoice
- ☐ Proof of payment
- ☐ Original advertisement
- ☐ Original publication cover page showing the date and name of the publication
- ☐ A current circulation report for the publication showing distribution in the foreign country market

2) Billboard

- ☐ Invoice
- ☐ Proof of payment
- ☐ Geographical location
- ☐ Invoice and contract with rental agency showing length of rental
- ☐ Photo of billboard or moving ad at each location per month of run time (i.e. for a 12-month run, submit a photo for each of the 12 months)

3) Moving Ads

- ☐ Invoice and detailed contract showing length of campaign
- ☐ Photo of each moving ad per month of run time. If the campaign is over 200 moving ads, please provide photos in the amount of 10% of the total number of ads.
- ☐ Proof of payment

4) Broadcasting TV or Radio Ads

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name of TV or radio station
- ☐ Country and cities where ad was broadcast
- ☐ Date and run times of actual broadcasts and a certificate of broadcast
- ☐ DVD or CD of the radio/television commercial
- ☐ Transcript of broadcast
- ☐ Note: Production costs must be submitted in conjunction with the purchase of radio or TV broadcast time



Advertising Online/Websites/Web Pages

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ The website must clearly target a specific international audience in an approved country market. ✓ Temporary labor wages for web design and development that target international audiences. ✓ Website design and content updates ✓ Web pages within a larger site must be focused on international audiences ✓ Web page(s) can either be located on your main website (clearly marked for a foreign audience) or on a non-U.S. domain (UK, CA, etc.) ✓ All website services need to be performed by a third party vendor. ✓ The website must be developed bilingually or in a non-English language, unless English is an official language in that country ✓ Online ads on a third-party website ✓ Social media ads must clearly target an approved international market, proven through dated screen shots and analytical data. 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Website that targets only U.S. audiences ✗ Website promoting unapproved products ✗ e-Marketing slotting fees or online product listing fees (Ex: Amazon, Ebay, etc.) ✗ Hosting fees ✗ Domain purchasing fees ✗ Copyrighting and licensing fees ✗ Online ads posted on your company website ✗ Ad server fees ✗ Online activity measuring fees ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount for an approved product ✗ Any costs associated with your company's domestic website ✗ Sponsorships ✗ Media/Press release items and associated labor

Section 4: Eligible & Ineligible Expenses

Reminder: All websites and online ads must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed and be part of the website design.



Advertising Online/Websites/Web

Claims Documentation for Online/Website/Web Pages

In your claim, please submit the following activity-related materials:

Websites/Web Pages

- ☐ Invoice
- ☐ Proof of payment
- ☐ A printed page of the website/web page showing the full URL address
- ☐ Proof of publish/launch date
- ☐ Documentation of the website development showing it clearly targets a foreign audience

Online Advertising

- ☐ Invoice
- ☐ Proof of payment
- ☐ A printed page of the website showing the online advertisement, full website URL address, and date for each month the advertisement is running
- ☐ Agreement and contract for advertisement with the site host/agency

Social Media

- ☐ Invoice
- ☐ Proof of payment
- ☐ Dates of campaign
- ☐ A printed page of the website showing the online advertisement, full website URL address, and date for each month the advertisement is running
- ☐ Analytical data report





Freight/Shipping

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Shipping samples, materials, and equipment to and from an eligible promotional activity on a commercial carrier ✓ Shipping samples and promotional materials to potential international customers on a commercial carrier ✓ Shipping items to/from domestic trade shows on a commercial carrier 	<ul style="list-style-type: none"> ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product

Claims Documentation for Freight/Shipping

In your claim, please submit the following activity-related materials:

Freight/Shipping

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of samples or items shipped

Please note: Sample shipments to potential foreign buyers are generally small in amount. Additional materials may be requested during your claim review for larger freight shipments.

Eligible Expenses	Ineligible Expenses
<p>Examples: key chains, pens, shirts</p> <ul style="list-style-type: none"> ✓ Eligible amount is up to \$4 per unit ✓ Sample size packaging must be significantly smaller than the quantity or size of the actual product. ✓ Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item. ✓ All giveaway items must display the brand name 	<ul style="list-style-type: none"> ✗ Items that do not promote the brand ✗ Items that are tied to the purchase of product or associated with a coupon or price reduction ✗ Items that promote the company name but not the brand name(s), if the two are different ✗ Cost of product

Claims Documentation for Giveaways

In your claim, please submit the following activity-related materials:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Samples of the materials or legible high resolution photos showing the material in its entirety.
- ☐ Photos of giveaways at event

In-Store Demonstrations/Promotional Events

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Temporary Labor wages for: <ul style="list-style-type: none"> • Demonstrators • Chefs • Interpreters • Translators • Host/hostess ✓ Demonstration supplies: <ul style="list-style-type: none"> • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Rented demonstration stand/space ✓ Freight costs to transport product samples, materials, and equipment to the demonstration location ✓ Management/supervision fees ✓ Promotional materials, that promote the brand name and valid U.S. origin statement ✓ Uniforms that promote the brand name and valid U.S. origin statement: <ul style="list-style-type: none"> • Aprons, T-shirts, caps, etc. <p>Note: Temporary labor fees must be expressed as a “rate per hour.” Hourly reimbursement(s) may not exceed the maximum rate of the designated Federal pay scale, GS-15 Step 10.</p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Employee wages ✗ Foreign distributor’s employee wages and travel expenses (Foreign Third Party) ✗ Independent contractor’s travel costs and meals ✗ Demonstrator wages for an employee of your company or your foreign distributor’s company ✗ Transportation, meals, wages over 8 hours, overtime, bonuses and sales commissions ✗ Training fees ✗ Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc. ✗ Freight for a product order ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) ✗ Cost of your product used in demonstration and promotion ✗ Promotional activity tied to product purchase of product or associated with a coupon or price reduction. ✗ Sponsorship ✗ Media/Press release items and associated labor

Reminder: In-store demonstrations/food promotions need to display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed) and be part of the advertising design.

In-Store Demonstrations/Promotional Events

Claims Documentation for In-Store Demonstrations/Promotional Events

In your claim, please submit the following activity-related materials:

In-Store Demonstrations/Promotional Events

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products being demonstrated/promoted (list needs to include all products, not just products approved for the program)
- ☐ Dates, hours, and store location of demonstration/promotion
- ☐ One photo per store location or demonstration block
- ☐ A demonstration report for each demo performed and written verification from the store confirming the demo event.
- ☐ Photos will need to include the hired demonstrator/temporary laborer





In-Store Displays

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Displays that promote the brand name and valid U.S. origin statement ✓ Demonstration displays constructed of temporary materials with a useful life of less than one year (e.g. cardboard, paper, etc.) ✓ Point of sales materials (all with valid U.S. origin statement): <ul style="list-style-type: none"> • Posters/banners • Sales sheets/brochures/leaflets • Shelf talkers ✓ Production of cartons that convert to a shelf display ✓ Freestanding displays constructed of temporary materials ✓ Cardboard bins/shelving units ✓ Temporary labor for display design/set up ✓ Uniforms that promote the brand name and valid U.S. origin statement: <ul style="list-style-type: none"> • Aprons, T-shirts, caps, etc. ✓ Giveaways: <ul style="list-style-type: none"> • 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 ✓ Rental of floor space for product promotion ✓ End-of-aisle/gondola displays ✓ Space rental for promotional materials (freestanding cardboard displays, signage, etc.) 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Custom booth displays constructed of permanent materials having a useful life of more than one year ✗ Slotting and listing fees ✗ Any activity tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaway items that: <ul style="list-style-type: none"> • Do not promote the brand • Are tied to a purchase of product • Promote the company name but not the brand name(s), if not one and the same ✗ Cost of product

Section 4: Eligible & Ineligible Expenses

Reminder: In-store displays must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed) and be part of the display design.

Claims Documentation for In-Store Displays

In your claim, please submit the following activity-related materials:

In-Store Displays

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products being promoted
- ☐ Dates and locations of space rental
- ☐ Photos - ***see specific photo requirements below***

If Claiming Expenses for Display Space Rental Only

- ☐ Photos of the display at each location
- ☐ At least one photo per month per location required
- ☐ Photos must be large scale all encompassing

If Claiming Expenses for Display Production and Space Rental

- ☐ Photos of the display at each location
- ☐ At least one photo per month per location required
- ☐ Photos must be large scale all encompassing.

If Claiming Expenses for Display Production Only

- ☐ Photo of display unit in its entirety
- ☐ Sampling of photos of display units in use at promotional activities





International Trade Seminars

Eligible Expenses	Ineligible Expenses
<p>Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved brand products.</p> <ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment ✓ Freezer, hot plates, sound/presentation, etc. ✓ Management/supervision fees ✓ Temporary labor wages: <ul style="list-style-type: none"> • Demonstrators • Chefs • Interpreters/Translators • Host/hostess ✓ Demonstration supplies: <ul style="list-style-type: none"> • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Freight costs ✓ Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: <ul style="list-style-type: none"> • 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 materials that target a foreign audience • Temporary labor for printed sales material design <p>For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day).</p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name and U.S. origin statement ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible temporary labor wages: <ul style="list-style-type: none"> • Employee wages • Foreign distributor's employee wages and travel expenses (In-country Partner) • Independent contractor's travel costs and meals • Wages over 8 hours • Sales commission • Demonstrator wages for an employee of your company • Training fees • Parking ✗ Ineligible freight costs: <ul style="list-style-type: none"> • Shipping of product orders • Cost of rental vehicle to transport product ✗ Ineligible printed sales materials: <ul style="list-style-type: none"> • Sales material that does not promote the brand name and valid U.S. origin statement • Sales material that does not target a foreign audience • Business cards • Seasonal greeting cards • Sales materials for unapproved FundMatch products • Any materials tied to discount of products (e.g. coupons) ✗ Educational seminars, trainings, or conferences that your company would like to participate in or attend are not eligible. ✗ Media/Press release items and associated labor <p>Expenses will be prorated on approved versus promoted products</p>



International Trade Seminars

Claims Documentation for International Trade Seminars

In your claim, please submit the following activity-related materials:

International Trade Seminars

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name, date, and location of the trade seminar
- ☐ List of attendees
- ☐ Photos of the seminar, product, product being promoted
- ☐ Photos of all temporary labor at the event





International Trade Shows

- **Trade Shows with a USA Pavilion**

When exhibiting at a USDA-endorsed trade show, your company is required to exhibit within the USA Pavilion to receive reimbursement on eligible expenses. If the show is not USDA endorsed and it 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**

You will need to request pre-approval by contacting the FundMatch Director directly (at least two months prior to the show). We in turn need to get approval from the USDA on your behalf. We can only consider requests submitted directly to the FundMatch Director. Contact us with any questions at 360-693-3373 or fundmatch@wusata.org. The request may not be granted, so plan accordingly.

All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show.

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ 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: <ul style="list-style-type: none"> • Aprons, t-shirts, caps, etc. ✓ Temporary labor wages: <ul style="list-style-type: none"> • Demonstrators • Chefs • Interpreters • Translators • Host/hostess • Booth design • Booth construction/set up ✓ Demonstration supplies: <ul style="list-style-type: none"> • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ 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: <ul style="list-style-type: none"> • Travel expenses for interpreters • 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



International Trade Shows

Eligible Expenses Cont.

- ✓ Limited foreign 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
- ✓ Freight:
 - Shipping samples, materials, and equipment to and from an eligible promotional activity
- ✓ 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

For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day).

Ineligible Expenses Cont.

- ✗ Ineligible travel includes (continued):
 - 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
- ✗ 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
 - Sales Commission
 - Training fees
 - Parking
- ✗ Media/Press release items and associated labor



International Trade Shows

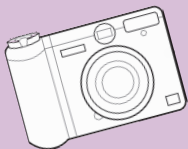
Claims Documentation for International Trade Shows

In your claim, please submit the following activity-related materials:

International Trade Shows

- ☐ Invoice
- ☐ Proof of payment
- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- ☐ The following booth photos are required:
 - ☐ A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. 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 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.
- ☐ A list of ALL products displayed and promoted in the booth
- ☐ 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.

Photo Tips



Need photos for an activity? Take them on the first day of the event and email the files to your company. This will give you a second chance to take photos again if they are not good quality.

Pre-Approved Outbound Trade Missions

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Limited foreign travel: Refer to International Travel section for detailed information <ul style="list-style-type: none"> • Trade Mission airfare and lodging reimbursement is contingent upon what the Global Connect Program covers. For example: if the Global Connect Program is paying for your hotel, you cannot turn in a claim for reimbursement for your room ✓ Freight: <ul style="list-style-type: none"> • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: <ul style="list-style-type: none"> • Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale (P.O.S.) 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 ✓ Giveaways: <ul style="list-style-type: none"> • Eligible amount up to \$4 per unit • Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item • All giveaway items must display the brand name 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Trade mission registration or participation fees ✗ Materials that do not promote the brand name and a valid U.S. origin statement ✗ Cost of product samples ✗ Missions to a country is not listed in your marketing plan ✗ Any expense that will be reimbursed by any Global Connect Program ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible printed sales materials as follows: <ul style="list-style-type: none"> • 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 • Any material tied to the purchase of product or associated with a coupon or price reduction <p>Materials will be prorated on approved versus promoted products</p> <ul style="list-style-type: none"> ✗ Giveaways ineligible expenses: <ul style="list-style-type: none"> • Items that do not promote the brand • Items that are tied to the purchase of product or associated with a coupon or price reduction • Items that promote the company name but not the brand name(s), if not one and the same • Cost of product ✗ Media/Press release items and associated labor

Pre-Approved Outbound Trade Missions

Claims Documentation for Pre-Approved Outbound Trade Missions

In your claim, please submit the following activity-related materials:

Participation Materials

- ☐ Invoice
- ☐ Proof of payment
- ☐ Registration materials
- ☐ List of participating companies
- ☐ Itinerary or agenda
- ☐ List of all products displayed/promoted
- ☐ Photos of the following:
 - ☐ Product showcase showing products on display
 - ☐ One-on-one business meetings
 - ☐ ATO market briefing
 - ☐ Photos of travelers at the event





International Travel

FundMatch can reimburse limited foreign travel expenses for two company representatives only if they are traveling to:

- **Exhibit at an eligible international trade show**
 - Companies arriving early or staying longer will only be reimbursed lodging and per diem for two days before and the last night of the trade show, in addition to all the days of the trade show.
- **Participate in a Pre-approved Outbound Trade Mission**
 - Eligible travel includes the dates of the trade mission plus one day before the activity begins and departure on the day after the trade mission.

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none">✓ Passports✓ Visa✓ Inoculations✓ Airfare for two company 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 in sales transactions for a specific event.*✓ Lodging for two company representatives up to the per diem rate✓ Meals & Incidentals for two company representatives at the per diem rate, receipts are not required. <p><i>*Proof of contract and payment will be required at time of claim.</i></p>	<ul style="list-style-type: none">✗ Any expense related to sexual enhancement products and products of a sexual nature✗ Travel expenses for interpreters and temporary labor✗ 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 participating in a WUSATA Outbound Trade Missions or exhibiting at International Trade Shows

Section 4: Eligible & Ineligible Expenses



International Travel

Required Documentation

- ☐ **Required Travel Notification Form** and copy of fax confirmation or email sent to ATO at least 14 days before trade event. If not sent, airfare will be ineligible.
- ☐ **Trip Report Form** with an attached list of contacts made at the show (can be copies of their business cards)
- ☐ **Travel Expense Summary Form (per traveler)**
- ☐ For non-employees, a copy of the contract/agreement on your company letterhead showing that the representative was engaged to promote the participant's product at the event
 - ☐ If the non-employee pays for their own travel expenses, please provide proof they were reimbursed by the participating company (airfare, lodging, meals)

Passport, Visa, and Recommended Inoculations (if needed for an eligible activity)

- ☐ Invoice
- ☐ Proof of payment
- ☐ A photocopy of the first page of the passport showing the name and date of issue;
- ☐ A copy of the regulation stating that a visa is required for the specific country market along with a photocopy of the page in the passport showing the visa;
- ☐ The vaccination record and computer print screens/screenshots from the U.S. State Department website and/or the Travelers' Health Page of the Centers for Disease Control (CDC) website showing the advisory which recommends the inoculations.

Airfare

- ☐ Flight itinerary with E-ticket number that matches proof of payment
- ☐ Flight itinerary listing should include each leg of the flight, flight numbers, airports, dates and times, seating category, ticket number, and passenger name. The U.S. or EU member carrier flight numbers are required for flights departing from and arriving in the United States
- ☐ Proof of payment
- ☐ Travelers must fly on a U.S. or EU member carrier
- ☐ Boarding Passes

A [dated quote](#) is needed if you have one of the following situations:

- ☐ **If you fly other than coach economy class**
 - Get a [dated quote](#) the day you purchase your actual ticket
 - From the same airline
 - Same departure and return date as actual ticket
 - Up to full fare economy seating
 - **The quote needs to be obtained directly from the airline's website, not from a 3rd party booking website, example: Travel agency, Expedia, Travelocity etc. Be sure to keep a printed copy of the dated quote as outlined above, it will be needed for the claim. Without this printout, your airfare will not be eligible.**



International Travel

☐ **If you fly non-direct**

- Get a dated quote the day you purchase your actual ticket
- From the same airline
- Same departure and return date as actual ticket
- To and from Trade Show or Trade Mission location
- Up to full fare economy seating
- **The quote needs to be obtained directly from the airline's website, not from a 3rd party booking website, example: Travel agency, Expedia, Travelocity etc. Be sure to keep a printed copy of the dated quote as outlined above, it will be needed for the claim. Without this printout, your airfare will not be eligible.**

Lodging

- ☐ Detailed copy of the hotel statement showing the occupant's name(s), arrival/departure dates, itemized per night room rate (no average rates), and total charges
 - ☐ If the hotel statement is in a foreign language, please provide the English translation
 - ☐ If two company employees share a room, the statement must show each person's name
 - ☐ If the hotel is reserved and prepaid online or through a travel agent or other agency, each traveler must obtain a statement from the hotel showing the guest's name(s), arrival/departure dates, and a zero balance to confirm the reservation was kept.
- ☐ Proof of payment

For International Trade Shows, WUSATA will reimburse up to two days before the official start of the show, all the days of the show, with departure on the day after the show ends. If you stay longer, you are responsible for the cost of any additional nights of lodging.

Meals & Incidentals (M&IE)

- It is not necessary to submit itemized receipts for meals and ground transportation
- For **trade shows** you are eligible for up to **two** days before and **one** day after the show
- For trade missions you are eligible for up to **one** day before and **one** day after the event
Additional travel days are at your company's expense

For lodging and M&IE, your rate is based on the U.S. Office of Allowances' foreign per diem rates https://aoprals.state.gov/web920/per_diem.asp

FundMatch participants are expected to adhere to the standard terms and conditions of the USA pavilion organizer and to present themselves in a professional manner, per our Code of Conduct.



Labels and Packaging Modifications

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ First printing of a one-year supply* of approved foreign packaging/ labels or stickers. ✓ Temporary labor for: <ul style="list-style-type: none"> • Design • Translation services ✓ Production of packaging and labels ✓ Plates ✓ Set-up ✓ Graphic design <p>* The year begins with the invoice date of the first printing.</p> <p>**If the foreign country regulations change after the invoice date of the first printing and require new modifications, the year starts over again.</p> <p>*** Stickers for labels are only eligible if they are to meet the regulations of foreign markets.</p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Modifying a label or package to add the U.S. origin statement in order to be eligible for FundMatch is not reimbursable ✗ Changing flavors, varieties, or the size of packaging is considered new product packaging and is not reimbursable ✗ Production of package/labels for new brands, new sizes, or new flavors of products ✗ Aesthetic or marketing changes to the design of a package/label ✗ Any changes made to meet your international distributors requirements ✗ Duty stamps, certification fees, research fees, etc. ✗ Stickers labels to bring them into compliance for the program is not eligible.

Exporting includes making changes to your packaging and labels to meet a foreign country's requirements. To receive reimbursement, your company will need to demonstrate:

1. The changes you are making are for existing FundMatch approved packaging and labels
2. The changes are necessary to meet the labeling requirements of a foreign country
3. All expenses are outsourced
4. New packaging must include a valid U.S. origin statement

Claims Documentation for Label/Packaging Changes

In your claim, please submit the following activity-related materials:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Original label/packaging and new foreign label/packaging (**actual labels required**)
- ☐ Foreign label regulations with sections identifying the required changes highlighted



Printed Sales Materials

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none">✓ 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✓ All forms of printed sales materials must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed), part of the material design, and its size large enough to read without difficulty.	<ul style="list-style-type: none">✗ Any expense related to sexual enhancement products and products of a sexual nature✗ Sales material that does not promote the brand name and valid U.S. origin statement✗ Sales material that does not target a foreign audience✗ Business cards✗ Seasonal greeting cards✗ Sales materials for unapproved FundMatch Program products✗ Any materials tied to the discount of product or associated with a coupon or price reduction

Claims Documentation for Printed Sales Materials

In your claim, please submit the following activity-related materials:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Original of the materials. For larger items, legible high-quality photo of the material in its entirety, showing brand promotion and valid a U.S. origin statement may be submitted.



Translation

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Temporary labor for the following translation services: <ul style="list-style-type: none"> • Creation of point of sale materials that promote the brand name and valid U.S. origin statement • Booth • Promotional events • Website in foreign language ✓ Printed point of sale materials that promote the brand name and valid U.S. origin statement ✓ Printed advertisements in a foreign language <p><i>All material must promote the brand name and a valid U.S. origin statement that is clear and easily observed.</i></p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Cost of translating any items for the purpose of submitting them with a claim to WUSATA, includes invoices, proof of payment, proof of activity ✗ Translation of items that do not promote the brand name and valid U.S. origin statement ✗ Translation of business documentation ✗ Translation of items not printed or finalized ✗ Translation of items that are tied to the purchase of product or associated with a coupon or price reduction

Section 4: Eligible & Ineligible Expenses

Claims Documentation for Translation

In your claim, please submit the following activity-related materials:

Translation

- ☐ Invoice
- ☐ Proof of payment
- ☐ A copy of the foreign language material along with the item translated into English.
- ☐ Photos of the translators working for the participant company at the demonstrations, trade show, promotional events, or international trade seminar.



Uniforms

Eligible Expenses	Ineligible Expenses
<p>✓ For example:</p> <ul style="list-style-type: none"> • Aprons • T-shirts • Caps • Etc... <p><i>All uniforms must display your brand name and a valid U.S. origin statement. The U.S. origin statement must be clearly displayed (view not obstructed) and be part of the uniform design.</i></p>	<ul style="list-style-type: none"> ✗ Items without visible valid U.S. origin statement or brand name ✗ Costumes ✗ Items promoting unapproved brand or product

Claims Documentation for Uniforms

In your claim, please submit the following activity-related materials:

- ☐ Invoice
- ☐ Proof of payment
- ☐ Photos of each uniform piece in use during activity showing U.S. origin statement and brand name





Wages for Temporary Labor

Eligible Expenses	Ineligible Expenses
<p>This is not an exhaustive list. Please call if you have questions about temporary labor.</p> <ul style="list-style-type: none"> ✓ Booth design ✓ Booth construction/setup ✓ Chefs ✓ Demonstrators/promoters ✓ Host/hostess ✓ Interpreters/translators ✓ Printed sales materials design ✓ Set up ✓ Translators ✓ Web development for international audiences ✓ For trade shows, temporary labor is eligible one day before the event and during event days only (8 hour max per day). ✓ Management/supervision fees 	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Employee wages ✗ Foreign distributor's employee wages and travel expenses (In-Country Partner) ✗ Demonstrator wages for an employee of your company or your foreign distributor's company ✗ Transportation and Meals ✗ Sales commission ✗ Training fees ✗ Wages over 8 hours

Claims Documentation for Temporary Labor

In your claim, please submit the following activity-related materials:

- ☐ Invoice
 - Express wages as (rate per hour) x (hours worked) x (days worked)
 - Example: \$15 x 6 hours x 3 days = \$270
- ☐ Proof of payment
- ☐ Photos of each contractor or temporary laborer working for the participant company at eligible promotional event, including demonstrations: trade show, or international trade seminars



Section 5: Domestic Expenses





Domestic Trade Seminars

Educational trade seminars are organized and hosted by your company, and designed to inform the international industry about your approved brand products. Domestic trade seminars must include a **minimum of 10** international trade representatives from foreign companies to be eligible for reimbursement.

As of August 7, 2017 U.S. companies participating in FundMatch are granted an exemption from the U.S. origin branding requirement for promotional activities in the **U.S./Domestic market** specifically. **Note:** *This does not apply to international activities.*

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Seminar room or facility rentals ✓ Rental of equipment: <ul style="list-style-type: none"> • Freezer, hot plates, sound/presentation, etc. ✓ Temporary labor wages: <ul style="list-style-type: none"> • Demonstrators • Chefs • Interpreters • Translators • Host/hostess • Set up ✓ Demonstration supplies: <ul style="list-style-type: none"> • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Freight costs: <ul style="list-style-type: none"> • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Management/supervision fees ✓ Printed sales materials: <ul style="list-style-type: none"> • 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 to be eligible for reimbursement • Sales material that targets a foreign audience ✓ Temporary labor for printed sales material design <p>For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day)</p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of a sexual nature ✗ Activities or materials that do not promote the brand name ✗ Travel (airfare, hotel and meals) ✗ Refreshments, catering, meals, etc. ✗ Purchase of equipment ✗ Cost of product samples ✗ Ineligible temporary labor wages: <ul style="list-style-type: none"> • Employee wages • Independent contractor's travel costs and meals • Demonstrator wages for an employee of your company • Transportation, meals, wages over 8 hours, and sales commission • Training fees ✗ Ineligible freight costs: <ul style="list-style-type: none"> • Cost of rental vehicle to transport product ✗ Ineligible printed sales materials: <ul style="list-style-type: none"> • Sales material that does not promote the brand name • Sales material does not target a foreign audience • Business cards • Seasonal greeting cards • Sales materials for unapproved FundMatch products ✗ Expenses will be prorated on approved versus promoted products ✗ Any materials tied to the purchase of product or associated with a coupon or price reduction ✗ Educational seminars, trainings or conferences that your company would like to participate in or attend are not eligible. ✗ Media/Press release items and associated labor

Claims Documentation for Domestic Trade Seminars

In your claim, please submit the following activity-related materials:

Trade Seminars

- ☐ Invoice
- ☐ Proof of payment
- ☐ Name and date of the trade seminar
- ☐ List of attendees – Domestic trade seminars must include a minimum of 10 international trade representatives from foreign companies
- ☐ Photos of the seminar and original copies of presentation materials
- ☐ Photos of all demonstrators and temporary laborers





Pre-Approved Domestic Trade Shows

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

1. The show is listed on the all-inclusive pre-approved domestic trade show list in this section
2. As of August 7, 2017 U.S. companies participating in FundMatch are granted an exemption from the U.S. origin branding requirement for promotional activities in the **U.S./Domestic market** specifically. **Note:** *This does not apply to international activities.*
3. Starting August 7, 2017 we no longer need to know if you have exhibited previously at a pre-approved domestic show. Whether your company is a first time exhibitor or you have attended a show many times, the show could be eligible for reimbursement.

Companies must exhibit in the USA Pavilion in all shows listed here.

- Americas Food & Beverage Show & Conference USA Pavilion
- Food Marketing Institute (FMI) U.S. Food Showcase
- National Restaurant Association (NRA) American Food Fair Pavilion

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/booth space rental and booth insurance expenses ✓ Rented temporary booth displays (constructed of temporary materials having a useful life of less than one year) ✓ Exhibitor's guide/directory listing and advertisement ✓ Product showcase ✓ Uniforms that promote the brand name <ul style="list-style-type: none"> • Aprons, t-shirts, caps, etc. ✓ Temporary labor wages: <ul style="list-style-type: none"> • Demonstrators • Chefs • Interpreters/translators • Host/hostess • Booth design • Booth construction/set up 	<ul style="list-style-type: none"> ✗ Any travel expenses ✗ Materials that do not promote the brand name ✗ Purchased custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. 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 ✗ Media/press release items and associated labor ✗ Meeting room rentals

Pre-Approved Domestic Trade Shows

Eligible Expenses Cont.	Ineligible Expenses Cont.
<ul style="list-style-type: none"> ✓ Demonstration supplies: <ul style="list-style-type: none"> • Disposable cups, spoons, napkins, etc. • Food purchased to enhance your product ✓ Equipment rentals – rental of hotplates, toasters, etc. ✓ Freight: <ul style="list-style-type: none"> • Shipping samples, materials, and equipment to and from an eligible promotional activity ✓ Printed sales materials: <ul style="list-style-type: none"> • 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 to be eligible for reimbursement ✓ Labor for printed sales material design ✓ Management/supervision fees ✓ Giveaways: <ul style="list-style-type: none"> • Total cost to design and produce item (we can reimburse up to \$2 per item if the participant spends up to \$4.) <p>For temporary labor, limited wages of independent contractors are eligible one day before the event and during event days only (8 hour max per day).</p>	<ul style="list-style-type: none"> ✗ Any expense related to sexual enhancement products and products of sexual nature ✗ 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 ✗ Shipping of product orders ✗ Cost of rental vehicle to transport product ✗ Ineligible printed sales materials as follows: <ul style="list-style-type: none"> • P.O.S. that does not promote the brand name • Business and seasonal greeting cards • Sales materials for unapproved FundMatch products • Materials will be prorated on approved versus promoted products ✗ Any materials tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaways ineligible expenses: <ul style="list-style-type: none"> • Items that do not promote the brand • Items that are tied to a purchase of product or associated with a coupon or price reduction • Items that promote the company name but not the brand name(s), if not one and the same • Cost of product ✗ Ineligible temporary labor costs <ul style="list-style-type: none"> • Employee wages • 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 • Sales commission • Training fees • Parking ✗ Domestic advertising, including online, digital, and printed

Pre-Approved Domestic Trade Shows

Claims Documentation for Domestic Trade Shows

In your claim, please submit the following activity-related materials:

Domestic Trade Shows

- ☐ Invoice
- ☐ Proof of payment
- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide.
- ☐ A complete list of ALL products promoted in the booth
- ☐ The following booth photos are required:
 - A large scale, all-encompassing photo of the entire booth, after setup, with brand name products on display. 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-resolution video 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.
 - 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.





Section 6: International and U.S. Trade Show Lists





2020 International Trade Shows with USA Pavilions

Your company can be reimbursed for expenses at any international trade show when more than 30% of the exhibitors have food and agricultural products.

Below is an exclusive list of USDA-endorsed international trade shows with a U.S. Pavilion. It is not an all-inclusive list of trade shows with U.S. Pavilions. **You must exhibit within the U.S. Pavilion to be eligible for any associated expenses.**

ASIA

- Supermarket Trade Show - February
-  • FOODEX Japan - March
- Food Ingredients China (FIC) - March
- Seoul Food & Hotel - May
-  • SIAL China - May
-  • Food Ingredients (FI) Asia- - September
- Asia Fruit Logistica - September
- Food & Hotel China - November
-  • FHA - Food and Beverage - March - April
-  • Food and Hotel Hanoi - December

AUSTRALIA

- Fine Food Australia - September

EUROPE/RUSSIA

- Fruit Logistica - February
- BioFach (Organics) - February
- Seafood Expo Global - April
- Food Ingredients (FI) Europe - TBD
-  • SIAL Paris - October

MIDDLE EAST/AFRICA

-  • Gulfood - February

NORTH & SOUTH AMERICA

-  • SIAL Canada - April
-  • Espacio Food & Service Sept. - Oct.



2020 International Trade Shows Exempt from the Graduation Rule

The international trade shows listed below have been approved by FAS as exempt from graduation requirements. This means you can continue to receive reimbursement for these shows after you have graduated from the country market indefinitely.

- AgraMe - March
- Al Fares - TBD
- Asia Fruit Logistica - September
- Asia Pacific Leather Fair - March - April
- BETA International - January
- BioFach - February
- China Fisheries and Seafood Expo - October
- EuroTier - November
- W • Food and Hotel Asia - March - April
- Fiera Cavelli - TBD
- Fish International - February
- W • Food Ingredients Asia - September
- Food Ingredients Europe - TBD
- W • FOODEX Japan - March
- Fruit Logistica - February
- W • Gulfood - February
- Interzoo - May
- IPM Essen - January
- ISM Cologne - February
- Prowein - March
- Seafood Expo Global - April
- W • SIAL Paris - October
- Vinexpo Asia - May
- Vintaly - March



2020 Domestic Trade Shows

The domestic trade shows listed here have been approved by FAS. They are the only domestic shows eligible for FundMatch reimbursement.

Requirements to receive reimbursement for Domestic Trade Shows:

- If a USA pavilion is present, the participant **MUST** exhibit there (unless noted otherwise below) to receive reimbursement.
- Starting August 7, 2017 we no longer need to know if you have exhibited previously at a pre-approved domestic show. Whether your company is a first time exhibitor or you have attended a show many times, the show could be eligible for reimbursement.

- American Pet Products Manufacturers Association, Global Pet Expo - February
- Americas Food & Beverage Show (Must exhibit in the USA Pavilion) - November
- BrewExpo America - April
- Dairy Deli Bakery Show - May
- Duty Free Show of the Americas - March - April
- Institute of Food Technologists (IFT) - July
- International Builders' Show - January
- International Flight Services Association Expo - October
- International Floriculture Expo (IFE) - June
- International Home & Housewares Show - March
- International Production and Processing Expo - January
- Kosherfest - November
- Magic International Sourcing Show - February
- NASFT/Fancy Food Show - Summer - June
- NASFT/Fancy Food Show - Winter - February
- National Association of Convenience Stores (NACS) - October
- National Confectioners Association (NCA) Sweets and Snacks Expo - May
- National Restaurant Association Show (NRA) - May
(Must exhibit in the American Food Fair USA Pavilion)
- Natural Products Exposition - West - March
- Natural Products Exposition East - September
- Nightclub & Bar Beverage - March - April

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2020 Domestic Trade Shows

- North American Veterinary Conference - January
- Organic Trade Association, All Things Organic - September
- Pet Food Forum - April
- PMA Fresh Summit Convention and Expo (floral section)- October
- Private Label Manufacturers Association (PLMA) - November
- Seafood Expo North America/ Seafood Processing North America - March
- Snack Food Association (SNAXPO) - March
- Southern Nursery Association, SE Green - January
- Specialty Coffee Association of America Annual Exposition - April
- Surfaces - January
- USMEF Product Showcase - N/A
- World Floral Expo - March
- World Nut and Dried Fruit Congress - May



Section 7: Important Policies





Terms & Conditions

WUSATA is hereby authorized by the company to contact any person or entity, including but not limited to foreign third parties, which the company may have contracted with or dealt with in planning, arranging or performing the actions giving rise to any claim submitted. WUSATA is authorized to obtain information about the company and/or any person, entity or foreign third party in any way related to any claim.

WUSATA is authorized to obtain information about any activity, service or goods giving rise to or in any way related to any claim or about any claim itself generally. The company, and its books, documents, papers and records shall be subject to a forensic audit as determined by WUSATA, FAS, CCC or other auditing body related to FundMatch Program activities during or after the program year in question and any claim submitted under such program. WUSATA, FAS or other auditing body is hereby given express authorization to contact the company's bank and obtain information and copies of bank records related to the company's bank account including but not limited to information about and copies of checks drawn, wire transfers made, credit card payments made or other form of payment made to pay expenses for which reimbursement is or was sought under the FundMatch Program.

WUSATA may reject any claim for reimbursement if, in the sole opinion of WUSATA, it does not comply with this Agreement, MAP, or FAS regulations, or any other laws of the United States, or if there is an outstanding question regarding the validity of that claim.



WUSATA Fraud Policy

WUSATA has zero tolerance regarding fraud. Through WUSATA's Business and Ethics Code of Conduct, and as a steward of taxpayer funds distributed through the USDA's Market Access Program (MAP), WUSATA seeks to maintain and enhance the reputation of our organization, participants and industry. Conducting proactive fraud prevention and researching suspicions and/or allegations of fraud is an active component of WUSATA's zero tolerance for fraud.

WUSATA's fraud prevention program includes:

- Authenticates and verifies products and businesses
- Proves payments and activities
- Tracks the funding of MAP expenditures

WUSATA participants are expected to conduct business in accordance with the laws and regulations of the country in which an activity is carried out and in accordance with applicable U.S. Federal, state and local laws, and regulations. All WUSATA participants will comply with any applicable program regulations that apply. Failure to obey these laws is grounds for being dropped from WUSATA's programs.

WUSATA participants will not engage in fraud, which is defined by WUSATA as: the taking of or obtaining by deception, of money or any other benefit from—when not entitled to the benefit or the attempt to do so; the intentional misrepresentation of—financial position; the intentional misrepresentation of information leading to financial loss. Any suspicion of fraud will be reported to the USDA's Foreign Agricultural Service. There are serious penalties associated with making false claims for reimbursement of federal dollars. A false claim also represents a breach of agreements between WUSATA and your company, which could result in being dropped from participation and legal action being taken.

For questions, or to file a complaint of fraud, contact Andy Anderson, WUSATA Executive Director at: 4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730

Fraud Prevention Program

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Whether or not you participate in FundMatch, you are a taxpayer. It's in your best interest that we conduct a rigorous fraud prevention program. As a recipient of MAP funds, it is also in your interest that we protect the program so that we, and other MAP cooperators can continue to help thousands of small companies engage in exporting.

We don't ask for additional information or clarification because we're fishing for fraud. WUSATA asks for certain paperwork to verify companies and their products. This provides us the ability to track how funds are being spent and be able to prove the payments and activities occurred.

For questions, or to file a complaint of fraud, contact Andy Anderson, WUSATA Executive Director, at: 4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730



WUSATA Non-Discrimination Policy

WUSATA programs and projects are available on a limited basis and only to eligible participants. Availability is subject to constraints of timing, funding and requirements specific to each program or project. WUSATA reserves the sole and exclusive right to determine eligibility for participation in any of its programs and projects. It also reserves the sole and exclusive right to determine whether timing, funding constraints or requirements specific to a particular program or project will limit or preclude availability.

WUSATA does not discriminate in any of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.)

Persons with disabilities who require alternative means for communication of program information (braille, large print, audiofile, etc.) should contact WUSATA Executive Director Andy Anderson at 360-693-3373.

To file a complaint of discrimination write to the WUSATA Executive Director at:
4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730

WUSATA is an equal opportunity provider and employer.



WUSATA Code of Conduct

For decades, WUSATA has built a strong worldwide reputation for honesty and integrity by consistently operating with high values and principles. Preserving the trust of our stakeholders is the responsibility of every individual associated with our organization. This WUSATA Code of Conduct outlines the common values and commitment needed to promote the highest possible standards of professional business conduct. WUSATA conducts its business through core values of integrity, trust, diversity, partnership, and performance.

By adopting and enforcing this Code, along with a Privacy Policy, Non-Discrimination Policy and No Fraud Policy, WUSATA seeks to maintain and enhance our reputation and that of our participants and industry.

WUSATA Staff, Members, Contractors, Government Affiliated Organizations and Participants will make every effort to act in a manner that upholds the following principles of this Code:

- Comply with all applicable state, federal, foreign or international laws and regulations.
- Use only legal and ethical business practices that maintain the highest standards of business conduct.
- Adhere to WUSATA's zero tolerance for fraud (LINK) and do not undertake dishonest or fraudulent actions involving money, property or services including misuse and stealing.
- Avoid participating, directly or indirectly, in any scheme that results in a false expectation or obligation. This includes paying bribes, kickbacks or other corrupt payment, and presenting gifts or entertainment in any form for the purpose of obtaining or retaining business or any other favorable action.
- Abide by WUSATA's Non-Discrimination Policy.
- Cooperate reasonably with other related organizations and work with them to advance the food and agricultural exporting industry.
- Present your company honestly in public representations including advertising.
- Avoid unfair or deceptive practices, including falsifying any application or reimbursement claim to WUSATA.
- Conduct any relationship that forms from contact with or through WUSATA with honesty, fairness and objectivity.
- Ensure that working environments are safe.
- Do not share information contained in confidential and private correspondence and documentation. Handle such correspondence and documentation with appropriate care to ensure it remains confidential and private.
- Present WUSATA products, programs, or services in an honest and forthright manner.
- Respect the intellectual property rights of patents, copyrights, trademarks, trade secrets, or any other proprietary business information. Promptly address and rectify any unintentional breach.
- Acknowledge that lawful, reasonable competition for business among participants is customary.
- Comply with contractual obligations in good faith.



WUSATA Code of Conduct

WUSATA's legal and ethical obligations go far beyond the conditions outlined in this code of conduct.

Acceptance of, and adherence to this Code is a condition of participation with or employment by WUSATA. We reserve the right to deny participation to any company, for which it is our sole opinion, that business conduct and ethical behavior may cast a negative or controversial light on our programs and/or services.

If questions arise about any matter of compliance or ethics, whether covered by this code or not, please contact WUSATA's Executive Director, Andy Anderson via email at andy@wusata.org or by phone at 360-693-3373.



WUSATA Conflict of Interest Program Regulation and Policy

A program participant, and any third party working on behalf of the program participant, must ensure that no employee or official of the program participant, or any third party working on behalf of a program participant, participates in the selection or award of a contract in which such employee, official, or third party or the employee's, official's, or third party's family or partners has a financial interest (e.g. doing business with yourself).

Companies may carry out activities alone or in cooperation with contractors, subcontractors, foreign agents or distributors (hereinafter called a "Foreign Third Party"). Companies must disclose to WUSATA any ownership interest, which the company or any of the owners or employees of the company may have in or any agency or partnership or other business relationship which the company or the owners or employees of the company may have with any foreign third party providing goods or services related to claims submitted. The company is not entitled to be reimbursed for expenses that have been reimbursed by any other entity. Expenses incurred by the Foreign Third Party must be separately identified in claims submitted by the company. The company must assure that such expenses are verifiable and reasonable and provide proof of payment to the Foreign Third Party. If the company requests that reimbursement be paid directly to the Foreign Third Party, the company must provide proof that the Foreign Third Party paid its vendors, and the company must assure that such expenses are verifiable and reasonable.

Companies shall not contract with an entity to conduct activities if the owners of the Company or the employees, or officials of the Company, or the family or partners of owners, employees, or officers of the Company have a financial interest in the entity. NO expense shall be reimbursed if the party to whom the expense was paid is related to the Company, its owners, officers, directors or employees in any way.



Congratulations!

Now that you have finished reviewing the FundMatch Guide, we want you and your company to know that WUSATA is here to answer any further questions. Our knowledgeable coordinators can be reached at fundmatch@wusata.org or 360-693-3373. Or go online at www.wusata.org

We appreciate the opportunity to assist your company.

Thank you,
The WUSATA FundMatch Team