



2024 FundMatch Guide

Your Guide to Doubling Your
International Marketing Dollars



2024
v.9.2023

About WUSATA

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 44 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.

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.

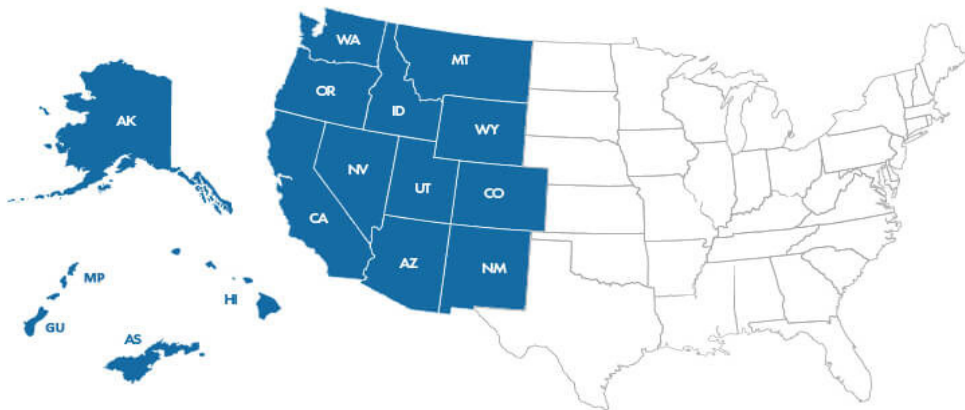


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Company Eligibility

1. Company Must be Headquartered in the WUSATA Region:

A company's headquarters is defined as the physical location of the business' main management/operations office. WUSATA region includes Alaska, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Commonwealth of the Northern Mariana Islands, Oregon, Utah, Washington, and Wyoming.

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

Northeast: [Food Export USA Northeast](#)

Midwest: [Food Export Association of the Midwest USA](#)

South: [Southern United States Trade Association \(SUSTA\)](#)

2. Company Must Be Small or Medium in Size or a Cooperative

All participating companies must be considered "small" under the [U.S. Small Business Administration \(SBA\)](#) definition. The SBA utilizes the [North American Industry Classification System \(NAICS\)](#) to determine company size status. 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.

Companies that are up to 3 times the SBA small business size limit can apply for ATP FundMatch. For example, if the small business size limit for a particular industry is 500 employees, WUSATA can work with companies in that industry that have up to 1,500 employees. *Please note that ATP funding ends September, 30, 2024.*

3. Company Needs to be a U.S. Business Entity:

A participating company must be a legally licensed/ in good standing/ independently owned, and registered business entity in the United States.

4. Is WUSATA right for your company?

Specific agricultural commodities have reimbursement programs through other 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 Program.

- [Blue Diamond Growers/Almond Board of California](#)
- [California Pistachio Export Council](#)
- [California Prune Board](#)
- [Cranberry Marketing Committee](#)
- [National Confectioners Association](#)
- [Welch Foods, Inc./National Grape Growers](#)
- [Raisin Administrative Committee](#)
- [U.S. Livestock Genetics Export](#)
- [U.S. Meat Export Federation](#)

Product Eligibility

1. Products Must Contain at least 50% U.S. Agricultural Content/Ingredients:

- 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, water....can't be used to meet the 50% requirement.



2. Products must be Value-Added/Processed Agricultural Including but Not Limited To:

- Value-added food
- Consumer food products
- Beverages
- Fresh produce
- Certain wood products
- Snack foods
- Hides and skins
- Condiments
- Pet food & pet care
- Sauces
- Ornamental horticulture
- Specialty food items
- Produce & nuts
- Hemp*
- All natural personal care (health & beauty) products
- All-natural vitamins & supplements
- Feed
- Seafood & processed meats
- Other agriculture products

*Products containing hemp ingredients promoted through FundMatch must comply with local, state, federal, or international country laws and regulations to conduct promotional activities and seek reimbursement. Please reference the FAS Program Notice [here](#). Products containing CBD are not eligible.

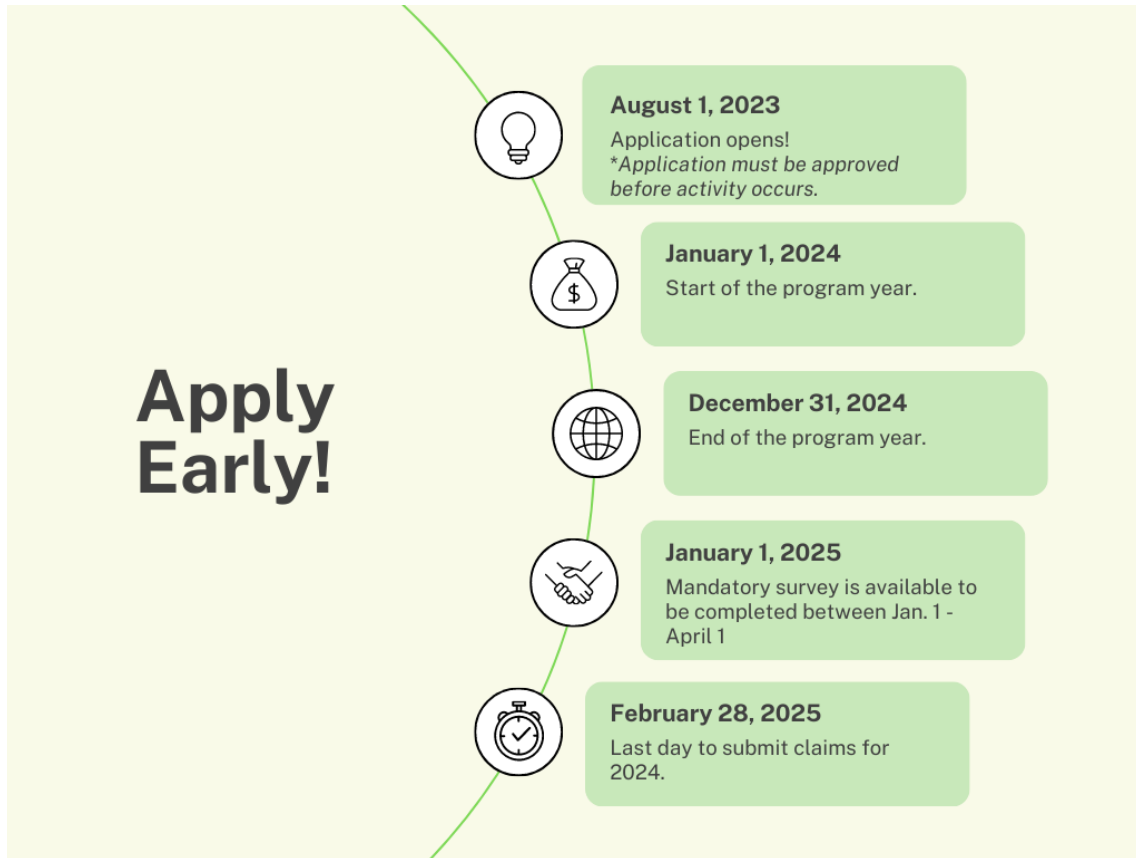
3. Products must have Valid U.S. Origin Statement:

- Brand names with U.S., America, and/or State in the title do not fulfill the origin statement requirement. U.S. Origin Statement is not required for activities in the United States.

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 or American flag  		✗
Product that includes part of the brand (i.e. Texas Style Chili, Bob's American Pizza, U.S. Apples)		✗
Physical address line that includes state's name and USA		✗
"Distributed by," "Manufactured in," "Produced in," "Handcrafted by," "Packed in," "Imported From," "Origin From"		✗
Product of CA, Grown in OR, Made in MT		✗

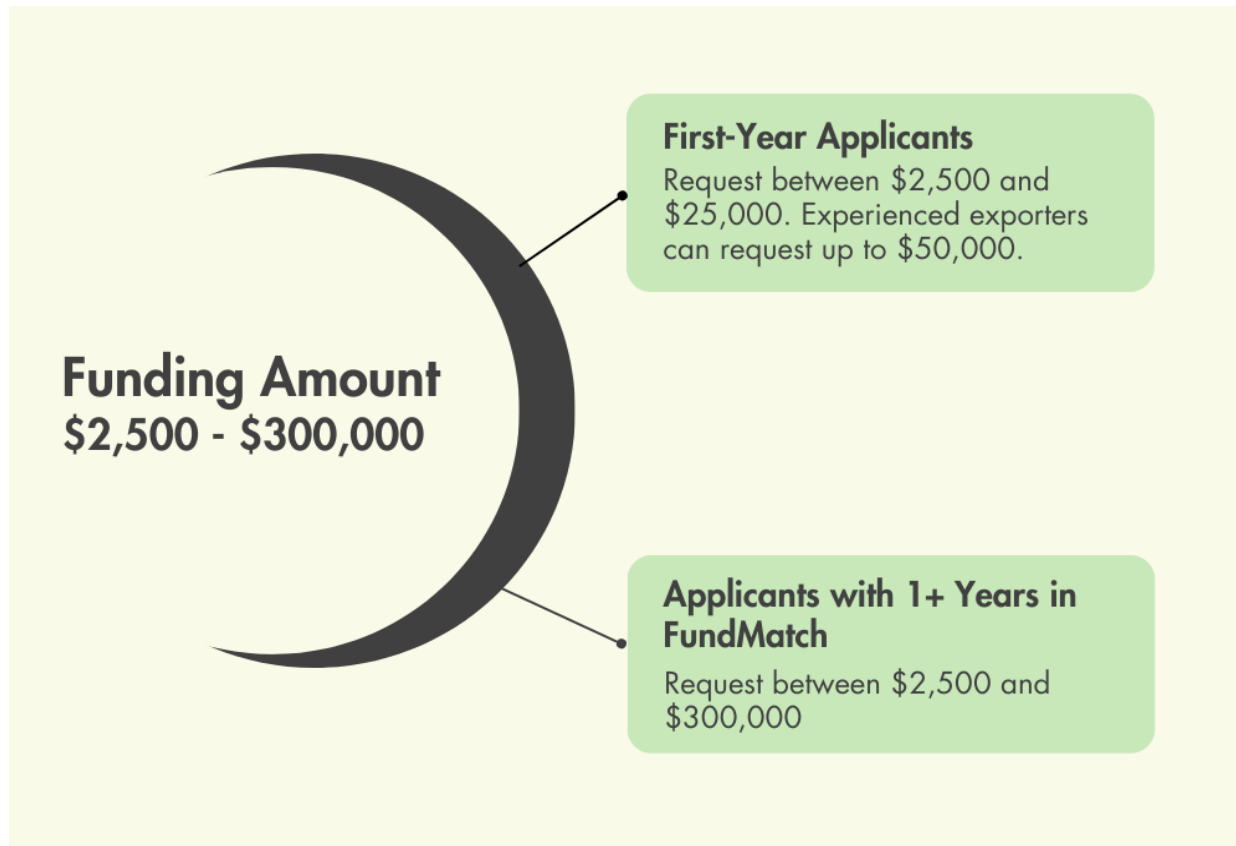
- "Bottled by" or "Produced in" statement is acceptable for wine or spirits only.
- State or territory of the United States must be spelled out in its entirety, or other U.S. regional designation if approved in advance by Foreign Agricultural Service (FAS).

Program Calendar



**No reimbursements will be made for expenses incurred before you submit your application (with the exception of certain tradeshow booth and travel expenses which must be paid in advance). The application must be approved before the trade show, trade mission, or promotional activity.*

Reimbursement Amounts



The Market Access Program (MAP) and Agricultural Trade Promotion (ATP) are available, while ATP funding is available, a company could apply for \$600,000 in reimbursements (\$300,000 through MAP and \$300,000 through ATP). *Please note that ATP funding ends September, 30, 2024.*

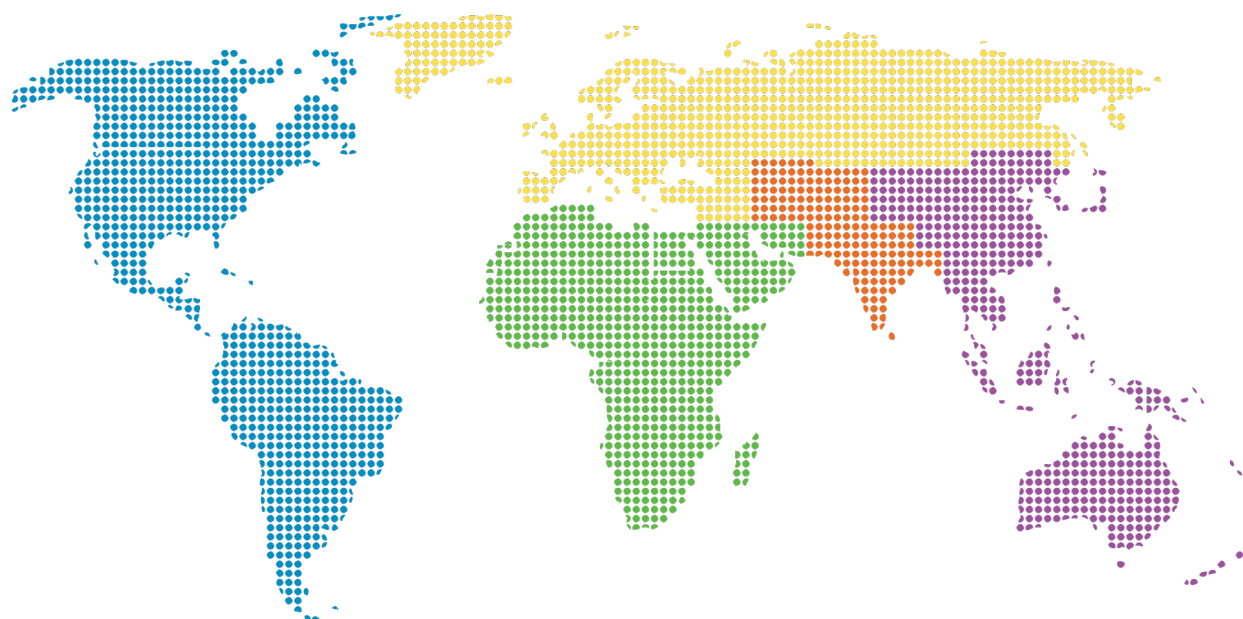
Ineligible Export Markets

Federally prohibited countries:

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

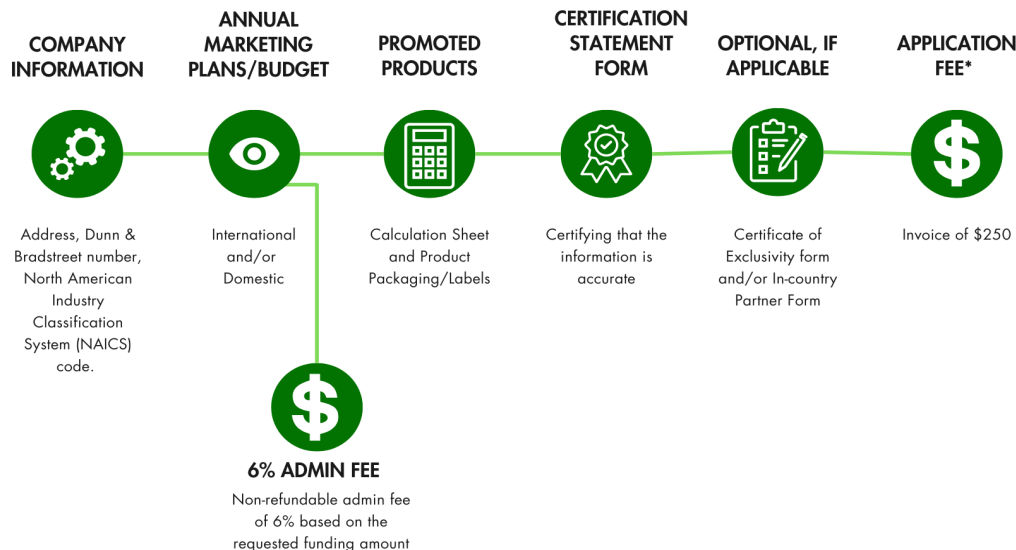
U.S. territories and outlying areas:

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



Application Cycle

1. Application Submission: All companies will submit an application that includes:



**There is a non-refundable fee of USD \$250 paid upon submission of the application online. Your application will not be processed until this fee is paid.*

2. Application Approval: WUSATA will review application within 1 week of receiving it and will contact you if there are missing items or to let you know your application is complete. Please note the application is not complete until all items are received.

3. Program Fees/Contract: All program participants are invoiced a non-refundable admin fee of 6% based on the approved funding amount, and issued a contract for the program year which must be signed electronically. Once completed, participants may begin to conduct eligible activities.

4. Amendments: After contracting changes to applications are accomplished through amendments. New opportunities can come up at any time! Amendments can be made anytime during the program year. These revisions need to be reviewed and approved by WUSATA prior to the activity. If adding new funding, an 6% invoice of the additional funding amount will be issued once approved and located under the “invoices” tile.

Add new marketing plans and/or funding:

1. Login to Contact Profile and select the “FundMatch” tile to access application
2. Go to the “Marketing Plans” tile, and select the international or domestic tiles:

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

Application Cycle

Add new products:

1. Login to Contact Profile and select the “FundMatch” tile to access application
2. Go to the “Products” tile, and add new product.

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? <input type="radio"/> Yes <input type="radio"/> No
Product Flavor (e.g. Beef & Cheddar)	Enter each size and variety of your company's product as a separate entry. Each item must be listed in detail for eligibility purposes.	Requires Private Label Agreement? <input type="radio"/> Yes <input type="radio"/> No
Product Size (e.g. 12 oz. bulk)		

SAVE PRODUCT

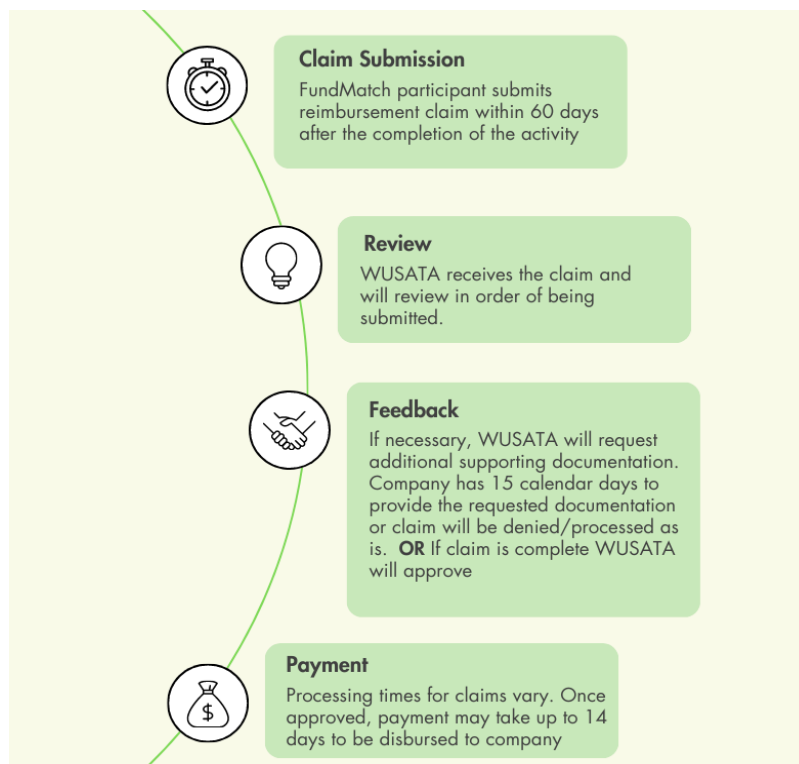
5. Claim Submission: Participant companies will submit claims for eligible activities no later than **60** calendar days after completion of the activity.

- If a claim is received within the 60 calendar day time period but it is deficient, then WUSATA shall notify the company of any deficiency. The participant shall correct any deficiency within **15 calendar days** of the notice of deficiency.
- For **December 2024** activities, submit complete claims by **February 28, 2025**.
- Claims not received within the 60 calendar are subject to denial.

Please note, you are required to retain 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).

Application Cycle

6. Claim Submission Timeline: The below graphic shows the timeline from claim submission to reimbursement of funds.



7. Reimbursement: Payment of funds will be disbursed by check for participating companies. We can pay your in-country partner directly by wire and/or check. If wire, please contact the Claim Coordinator in review of your claim to fill out the wire form.

8. Mandatory End of Year Survey (Deadline: April 1, 2025): The mandatory survey is critical to secure ongoing funding that WUSATA must apply for annually. The survey is a key tool for the program helping WUSATA track your success, identify areas for improvement, and plan for the next year's program. Information, such as sales data, is shared only in an aggregate format. The survey is required, kept strictly confidential, and used to determine the effectiveness of the program. Reimbursements and future allocations may be withheld until complete evaluations are submitted.

Completing the Application

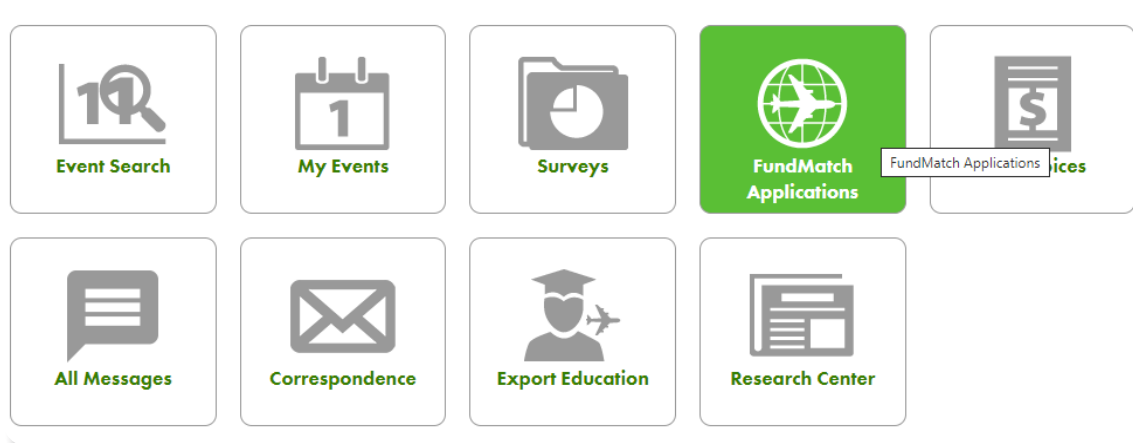
Before starting the application, please ensure to have the following:

- Dunn & Bradstreet Number
- North American Industry Classification System (NAICS) Code
- Total number of full-time employees, including the parent company and all its subsidiaries,

Companies must apply annually and in advance of any promotional activities for which you will seek reimbursement. WUSATA cannot reimburse companies for promotional activities conducted prior to their application approval date.

The online application is available at www.wusata.org. Follow the steps below to start the application process.

Step 1. Login to your Contact Profile and select the “FundMatch” tile:



Step 2: Select the program year and participant application to begin.

Step 3: Start completing the following tiles such as Contact Profiles, Company Info, Marketing Plans, and Product Info. As you complete the tiles, a yellow check mark will appear.



2024 Application

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Navigating Your Application

Welcome to the FundMatch application. Please fill out each of the following sections completely. Note that you will need to apply for the FundMatch program prior to activities occurring rather than after they have been completed. After completing each section, please take time to review your entries. After final submission, you will not be able to make any changes.

Completing the Application


- **Contact Profiles/Company Info:** Includes contact information, company address, Dun & Bradstreet number, NAICS code, owner information and more! The application must include 2 roles including the Authorized Signer, and Claims Contact.


 Your Application must include 2 Roles:

- FundMatch Authorized Signer
- FundMatch Claims Contact


Contact Profiles

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 Overview


 Contact Profiles

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 Marketing Plans

 Product Info

 Final Review

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To maintain confidentiality, WUSATA requests a list of authorized FundMatch Program contacts within your company. Please enter as many contacts as possible.

Add Profiles

[USE EXISTING PROFILE](#)

Or

[INVITE A NEW PROFILE](#)

Only Primary and Administrative users can Invite Contacts

Current Application Profiles

You do not have any FundMatch profiles added yet.

[CONTINUE TO COMPANY INFO](#)

Company Info

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 Product Info

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Please fill out the company information below. This form will not overwrite company information in any other portion of My WUSATA or our internal records.

All fields are required except those listed as (optional).

Company Info	Contact Information	Owners of the Organization (For co-ops, please add president's information)
Company Name <input type="text" value="Chloe's Cookies"/>	Address 1 <input type="text" value="4601 NE 77th Ave, Suite"/>	Owner 1 First Name <input type="text"/>
Business Entity <div><div></div><div></div></div>	Address 2 (optional) <input type="text" value="240"/>	Last Name <input type="text"/>
Business Type <div><div></div><div></div></div>	City <input type="text" value="Vancouver"/>	Owner 2 First Name (optional) <input type="text"/>
Year Company Was Founded <input type="text"/>	State <div><div>Washington</div><div></div></div>	Last Name (optional) <input type="text"/>
Years of Export Experience <input type="text"/>	Postal Code <input type="text" value="98662"/>	
	Phone <input type="text" value="(360) 597-5667"/>	
	Website <input type="text" value="http://www.wusata.org"/>	
Additional Information		
Is your company an Agricultural Cooperative? <input type="radio"/> Yes <input type="radio"/> No 		
Woman Owned? <input type="radio"/> Yes <input checked="" type="radio"/> No (optional) 		
Veteran Owned? <input type="radio"/> Yes <input checked="" type="radio"/> No (optional) 		
Minority Owned? <input type="radio"/> Yes <input checked="" type="radio"/> No (optional) 		
Get a Dun & Bradstreet Number		
Dun & Bradstreet Number <input type="text"/> 		
NAICS Code <input type="text"/> 		
State of Company Headquarters <div><div></div><div></div></div>		

Completing the Application

- **Product Info:** Please add all company products that you wish to have approved for FundMatch. Products must contain at least 50% U.S. grown agricultural content/ingredients. The U.S. content of food and agricultural products is determined by the percentage of the finished product (measured by weight) that originates in the U.S., excluding water, packaging, and minerals (including salt).
- Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

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Please add all company products that you wish to have approved for FundMatch. Products must contain at least 50% U.S. agricultural content/ingredients. The U.S. content of food and agricultural products is determined by the percentage of the finished product (measured by weight) that originates in the U.S., excluding water, packaging, and minerals (including salt).

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

Add New Product

Brand/Private Label (e.g. Acme Foods)

Product Size (e.g. 12 oz.)

Do you own this brand?
☐ Yes ☐ No

Product Flavor (e.g. cinnamon)

Product Description (e.g. apple chips)

File Uploads
Product Labels (Front & Back)
[ATTACH FILE](#) *i*

Notes (optional)

Please add each product separately and include all sizes of the products. We consider each flavor and size to be its own separate product.

Origin Calculation *i*

Ingredient	Ingredient % of Weight	% Grown in U.S.	Sourced Total
			0%
Total (Must equal 100%)			Total (50% or more)
0%			0%

☐ I agree that the above product ingredient and percentage information is correct.

- **Marketing plans:** Must be completed for each country in which you are requesting 50% reimbursements. Select International and/or Domestic marketing plan:

Profile Info

Company Info

Product Info

Marketing Plans

Review

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Here you will choose either Domestic or International marketing plan. You can enter both an International and Domestic plan, but they will be done separately. Once you are done, please take time to review the information.

Add New Marketing Plan

ADD DOMESTIC MARKETING PLAN

And/Or

ADD INTERNATIONAL MARKETING PLAN

Completing the Application

International: Complete for each country in which you are requesting 50% reimbursements. For example, Fine Food Australia trade show takes place in Australia; if you plan to request 50% reimbursement for exhibition fees and travel, you would create an international marketing plan for Australia. These marketing plans should reflect the company's definite plans for that year.

Marketing Plans

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Final Review

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Activity Summary

Please fill in information for all promotional activities your company will conduct in this country. Be as descriptive as possible in the space provided for each activity and provide U.S. dollar totals in the "estimated total cost" column. Please check the [FundMatch Guide](#) for a complete list of eligible expenses.

Note: If your company does not participate in a category, please leave both fields blank.

Promotional Activity	Estimated Cost	Description of Each Individual Activity
Advertising	Estimated Costs \$	

Domestic : Please complete if you are requesting reimbursements for expenses tied to approved trade shows and/or trade seminars. *(Please note: travel expenses in the U.S. are ineligible).*

Table A: Eligible Domestic Trade Shows

Please choose from the drop-down list the domestic tradeshows you plan to attend. Please check the [FundMatch Guide](#) for specific details on this requirement. In the Estimated expenses portion, you can include all eligible expenses for a domestic tradeshow, please refer to your [FundMatch Guide](#) for specific details.

- | | |
|---|--|
| <input type="checkbox"/> American Pet Products Manufacturers Association, Global Pet Expo | <input type="checkbox"/> National Confectioners Association (NCA) Sweets and Snacks Expo |
| <input type="checkbox"/> Americas Food & Beverage Show | <input type="checkbox"/> National Restaurant Association Show (NRA) |
| <input type="checkbox"/> BrewExpo America | <input type="checkbox"/> Natural Products Exposition East |
| <input type="checkbox"/> Dairy Deli Bakery Show | <input checked="" type="checkbox"/> Natural Products Exposition West |

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
- English translation needed for invoice if in foreign language



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

Credit Card/Bank Statement

- ☐ Copy of the official monthly statement in PDF format, 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

Check

- ☐ Copy of the front of the check
- ☐ Copy of the official monthly bank statement in PDF format, 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

Credit/Debit Memo


- ☐ Copy of the credit/debit memo
- ☐ Copy of the account statement or product invoice showing the corresponding 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 corresponding credit, freight/shipping invoice showing shipped product is required
- ☐ Proof of payment for freight

Cash Receipt

- ☐ A signed letter from the vendor stating the invoice has been paid in full for cash expenses less than \$1,000 USD
- ☐ Proof of payment must be marked as paid and show a zero balance

Note: WeChat or similar online payment methods are not acceptable as they don't provide an official monthly statement of transactions.

Required Documentation

-  **3. PROOF OF ACTIVITY** — All eligible promotional activities need to show proof that the activity took place. Proof of activity varies depending on the eligible promotional expense; the required documentation for each different eligible promotional activity is listed under International and/or Domestic Expenses. Keep in mind all promotional activities must display your brand name and a valid U.S. origin statement (pg. 5) (Made in the USA, Product of the USA, Grown in the USA). The U.S. origin statement must be displayed in a manner easily observed/readable.

Note: Product labels/packaging are not acceptable for the U.S. Origin Statement and brand name requirement.

Requests for Information

We request the same basic information from every applicant to verify each company's eligibility to receive FundMatch dollars. WUSATA reserves the right to request additional information or documentation if needed. WUSATA reserves the right to contact vendors, foreign country agents, and your financial institutions to verify transactions and payments. If we are unable to verify payments or participants are unwilling to assist us in the verification, we are under no obligation to provide reimbursement.

All materials submitted to WUSATA are kept confidential.

Advertising

Printed/TV/Radio/Moving Ads/Billboards

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Ad design/production costs in conjunction with the purchase of radio or television broadcast time or ad placement: <ul style="list-style-type: none"> • Formatting/professional design/photography expenses • Script writing, voice/talent fee, clip production, music • Printing • Temporary labor for talent/design • 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"> ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount/reduction 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 ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

All forms of advertising must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

Advertising

Printed/TV/Radio/Moving Ads/Billboards

Claims Documentation

1) Newspapers/Magazines/Grocery Circulars

- ☐ Invoice
- ☐ Date of publication
- ☐ Proof of payment
- ☐ Proof of activity for any printed advertisement cannot be in the form of a PDF proof/draft design. Images of the item produced (e.g. photographs) or original copies must be submitted. Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ 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
- ☐ English translation needed for above items if in foreign language

2) Billboard/Signs *(non-digital)*

- ☐ 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. Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.

3) Moving Ads *(non-digital) (taxi, bus, train, subway, airplane...etc.)*

- ☐ Invoice and detailed contract showing length of campaign
- ☐ Photo of each location of moving ad per month of run time. Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ 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/run times and number of actual broadcasts with certificate of broadcast dated after activity
- ☐ DVD or CD of the radio/television commercial. Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ Transcript of broadcast (English translation)
- ☐ Production costs must be submitted in conjunction with the purchase of the commercial, radio or TV broadcast time

5) Digital Billboards or Monitors *(bus station, subway, airports, hospitals, cinemas...etc.)*

- ☐ Invoice
- ☐ Proof of payment
- ☐ Country and cities where ad was advertised
- ☐ Photo of each digital ad per location/per month. Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ Date/run times and number of actual commercial
- ☐ Transcript of commercial (English translation)
- ☐ Production costs must be submitted in conjunction with the purchase of the commercial, radio or TV broadcast time

Advertising

Online/Email Campaigns/E-Newsletters/Social Media

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ The website or online platform/portal must clearly target the specific international audience in your approved country market. ✓ Online ads on a third-party website that clearly targets a foreign audience. ✓ Temporary labor expenses for ad design, translation, etc. ✓ Social media ads must clearly target an international market, proven through dated screen shots and analytical data reflecting your specific social media campaign. ✓ Social media influencers/bloggers ✓ E-news Letters/email campaigns ✓ Posts and video clips posted on the social media portals that clearly target your specific approved country ✓ Fees for page or platform management during your media campaign 	<ul style="list-style-type: none"> ✗ Domestic websites ✗ Ads that promote unapproved products or have no brand promotion ✗ Online advertisement with a U.S. or other eligible origin statement placed within the hashtag ✗ e-Marketing slotting fees or online product listing fees (Ex: Amazon, Ebay, Facebook, 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 or reduction for an approved product ✗ Any costs or ads associated with your company's domestic website ✗ Sponsorships ✗ Media/Press release items and associated labor ✗ QR Codes registration/production cost ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

All online ads must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

Advertising

Online/Email Campaigns/E-Newsletters/Social Media

Claims Documentation

Important Notes:

Proof of Activity is necessary for each type of the social media claim: It is required that the website, web page or social media platform/portal clearly targets a foreign audience and country market you have selected in your FundMatch application.

The country affiliation must be clearly indicated in the links and foreign social media portal/platform domain. For example: **MX, (Mexico), CA, (Canada), DE (Denmark), IT (Italy)**. (*Domestic Social Media Marketing is not eligible*).

The online ad posted on the website/social media portal with **.com** in the domain name, a page and link showing location of the website/page host that reflects your approved country market will be required.

Required documentation for each online/social media ad campaign must be proven by a screenshot including the brand and U.S. origin statement for the following types: foreign website showing the online advertisement, banner, video commercial, social media post, full website URL address. Each screenshot should have the date for each month the advertisement/banner /video / post is running.

The date stamp within the original post must be present. Dated screenshots/printouts obtained during the online ad campaign will confirm that ad is running as scheduled or planned.

Please refer to the claim samples for examples of acceptable dated screenshots/printouts here:

All online ads must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

Advertising

Online/Email Campaigns/E-Newsletters/Social Media

Claims Documentation

Online Advertisement/Banner/Video

- ☐ Invoice
- ☐ Proof of payment
- ☐ A dated printed page or screenshot of the advertisement (refer to the above for requirements on the dated screenshots)
 - ☐ Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ Agreement or contract for the advertisement/banner/video placement with the site host/agency
- ☐ For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement
- ☐ English translation needed for above items if in foreign language

Social Media (Facebook, Instagram, Twitter, Google, Yahoo, influencer/blogger's posts)

- ☐ Invoice
- ☐ Proof of payment
- ☐ Dates of social media post/campaign
- ☐ Analytical data from the social media portal/platform (not a media agency) confirming the name/type of the campaign, dates, and country
- ☐ A dated printed page or screenshot of the advertisement/banner/post is running (refer to the above for requirements on the screenshots under important notes)
 - ☐ Must display your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ For a post of the video, a video clip with transcript and translation showing brand and a valid origin statement
- ☐ English translation needed for above items if is in a foreign language
- ☐ A dated printed page or screenshot of the advertisement/banner/post (refer to the above for requirements on the screenshots)

Email Campaign/E-Newsletters

- ☐ Invoice
- ☐ Proof of payment
- ☐ Dates of campaign
- ☐ Original email with the advertisement
 - ☐ Must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ Original email for each day of the campaign
- ☐ Recipients' list showing the distribution of the email newsletters to the foreign audience

Website/Webpage Production

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Website design, temporary labor expense and content updates ✓ Web pages within a larger site must be focused on international audiences (approved country market in application) ✓ 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 ✓ If website consists of multiple pages in different languages, a valid U.S. origin statement must be present on each page 	<ul style="list-style-type: none"> ✗ Website that targets only U.S. audiences ✗ Website promoting unapproved products or brands ✗ e-Marketing slotting fees on e-commerce platform (Ex: Amazon, Ebay, Alibaba, Rabuten, Facebook, etc.) ✗ Online product listing fees or any other costs associated with placing a product for sale online ✗ Hosting fees ✗ Domain purchasing fees ✗ Copyrighting and licensing fees ✗ Online ads posted on your company website ✗ Ad server fees ✗ Online activity measuring or reporting fees ✗ Advertisement campaigns tied to a product purchase ✗ Advertising associated with a coupon or price discount or reduction for an approved product ✗ Any costs associated with your company's domestic website ✗ Sponsorships ✗ QR Codes cost and related fees ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement ✗ Customer research/market analysis

All website and online ads must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design. (Made in the USA, Product of the USA, Grown in the USA)

Website/Webpage Production

Claims Documentation

Website/Webpage Production

- ☐ Invoice
- ☐ Proof of payment
- ☐ A printed page of the website/web page showing the full URL address and date of the printout/screenshot
 - ☐ Must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ Proof of publish/launch date/"go live" date
- ☐ Documentation of the website development showing it clearly targets a foreign audience
- ☐ Agreement and contract for website production/design
- ☐ English translation needed for above items if in foreign language

All website and online ads must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the website design. (Made in the USA, Product of the USA, Grown in the USA)

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✗ Baggage fees to transfer samples

Claims Documentation

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.

Giveaways

Eligible Expenses	Ineligible Expenses
<p>Examples: key chains, pens, shirts</p> <ul style="list-style-type: none"> ✓ Eligible amount is up to \$4 per item ✓ Product sample 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 (not a company's name if different) <p>Example: If giveaway item is \$4.00, we can reimburse \$2.00</p>	<ul style="list-style-type: none"> ✗ Giveaways that do not promote the brand ✗ Giveaways that are tied to the purchase of product or associated with a coupon or price reduction ✗ Giveaways that promote the company name but not the brand name(s), if the two are different ✗ Giveaways that are not available at promotional activity ✗ Cost of product ✗ Giveaways over \$4 per item

Claims Documentation

- ☐ Invoice
- ☐ Proof of payment
- ☐ Samples of the materials or legible high resolution photos showing the material in its entirety.
- ☐ Photos of giveaways distributed 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. ✓ Promotional Events ie: Wine Tastings ✓ Customer loyalty programs (fees to participate) <p><i>*May be eligible for reimbursement on a case-by-case basis. These should be requested in advance to the FundMatch Manager</i></p> <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"> ✗ 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 ✗ Customer loyalty programs that offer coupons for your product specifically ✗ Customer research/market analysis

In-store demonstrations/food promotions need to display your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

In-Store Demonstrations/Promotional Events

Claims Documentation

In-Store Demonstrations

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products demonstrated/promoted
- ☐ Dates, hours, and store location of demonstration/promotion
- ☐ One photo at each demonstration location per demonstration block
 - ☐ Must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.
- ☐ A demonstration report for each demo performed and written verification from the store confirming the demo event
- ☐ Photos must include the hired demonstrator/temporary laborer

Promotional Events

- ☐ Invoice (translators, exhibition fee, rental fee for equipment)
- ☐ Proof of payment
- ☐ List of products exhibited
- ☐ List of customers
- ☐ Dates, hours, and location of event
- ☐ Photos showing customers, products, hired temporary labor, banners, samples, rental equipment and translators
 - ☐ Must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.

In-store demonstrations/food promotions need to display your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

In-Store Displays Temporary/Seasonal

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Temporary 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 ✓ Free standing 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 <ul style="list-style-type: none"> • End-of-aisle/gondola displays/island displays ✓ Space rental for promotional materials (freestanding cardboard displays, signage, etc.) 	<ul style="list-style-type: none"> ✗ 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 ✗ Product placement fees in non-temporary or seasonal areas ✗ 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 ✗ Freight/shipping materials

In-store displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

In-Store Displays Temporary/ Seasonal

Claims Documentation

In-Store Displays

- ☐ Invoice
- ☐ Proof of payment
- ☐ List of products being promoted (*If you market other brands or products that are not approved, the activity will be prorated*).
- ☐ 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 display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.

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 displaying your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.

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
- ☐ Photos must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.

In-store displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

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 <u>one day before the event and during event days only (8 hour max per day).</u></p>	<ul style="list-style-type: none"> ✗ 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 ✗ Purchase of non-disposable furnishings, containers, supplies, etc. ✗ 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 ✗ Business meetings not related to seminar ✗ Customer research/market analysis

International Trade Seminars

Claims Documentation

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 (*If you market other brands or products that are not approved, the activity will be prorated*).
- ☐ Photos of all temporary labor, attendees, product samples, translators, and rental equipment at the event
 - ☐ Photos must display your **brand name** and valid **U.S. origin statement** (pg. 5) in a manner easily observed/readable.

At international trade seminars, the **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

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International Trade Shows

- **Trade Shows with a USA Pavilion**

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

- **Exhibiting Outside USA Pavilion**

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

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

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

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

International Trade Shows

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. ✓ Product showcase 	<ul style="list-style-type: none"> ✗ Booth and materials that do not promote the brand name and a valid U.S. origin statement ✗ Purchase of custom booth displays constructed of permanent materials having a useful life of more than one year (e.g. Plexiglas, steel, wood, metal, etc.) ✗ Purchase of non-disposable furnishings, containers, supplies, etc. ✗ Costumes ✗ Sponsorships ✗ Delegation fees, membership/association fees ✗ Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits ✗ Any expense related to a trade show at which you are not exhibiting ✗ Cost of product samples ✗ Country is not listed in your marketing plan ✗ Ineligible travel includes: <ul style="list-style-type: none"> • Travel expenses for interpreters/temporary labor/contractors • Ground transportation • Travel of applicants for employment interviews • Unused non-refundable airline tickets or associated penalty fees, except where travel was restricted by U.S. Government action or advisory

Booth displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

International Trade Shows

Eligible Expenses Cont.

- ✓ 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
 - Over \$4 per item
- ✗ Ineligible temporary labor costs
 - Employee wages
 - Foreign distributor's employee wages and travel expenses (In-country Partner)
 - Independent contractor's travel costs and meals
 - Demonstrator wages for an employee of your company or your foreign distributor's company
 - Wages over 8 hours
 - Overtime
 - Sales Commission
 - Training fees
 - Parking
- ✗ Media/Press release items and associated labor
- ✗ Baggage fees
- ✗ Badges, Delegate fees

International Trade Shows

Claims Documentation

- ☐ Invoice
- ☐ Proof of payment
- ☐ Copy of the company listing in the show exhibitor's guide along with the cover of the guide or print screenshot of online listing
- ☐ The following booth photos are required:
 - ☐ A large scale, all-encompassing photo of the entire booth, after set-up displaying your **brand name** and **valid U.S. origin statement** (pg. 5) in a manner easily observed/readable. Photos with empty shelves will not be accepted.
 - ☐ Supplementary photos of smaller sections of the booth to ensure everything is clearly visible when the claim is reviewed. Supplementary photos must be provided for all sections of the booth.
 - ☐ A high-quality video on DVD/CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the photos. Poor quality and highly edited videos are subject to WUSATA's discretion. Single take videos are recommended.
 - ☐ Photos of employees/representatives/temporary labor manning the booth during the trade show.
- ☐ A list of ALL products displayed and promoted in the booth (*All expenses will be prorated based on the number of approved and unapproved products being promoted at the trade show*)
- ☐ If you have a product featured in a product showcase, be sure to get a photo.
- ☐ Photos of employees/representatives/temporary labor manning the booth during the trade show.

Booth displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

2024 International Trade Shows with USA Pavilions

Companies must exhibit within the USA Pavilion at the eligible trade shows listed below in order to receive reimbursement for trade shows. Please reference page 30 for details.

Note: This is not a complete list of trade shows. USA Pavilions are continuously added throughout the year. To verify whether a USA Pavilion exists for any shows, please visit <https://www.fas.usda.gov/topics/trade-shows>

ASIA

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

AUSTRALIA

- Fine Food Australia

EUROPE/RUSSIA

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

MIDDLE EAST/AFRICA

-  • Gulfood
- VIV Middle East

NORTH & SOUTH AMERICA

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

Outbound Trade Missions

Outbound Trade Missions pre-approved by the Foreign Agricultural Service (FAS) of the USDA and State Regional Trade Groups (SRTG's). If you have questions, please contact us in advance.

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"> ✗ 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 or any other generic 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 ✗ 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 • Over \$4 per item ✗ Media/Press release items and associated labor ✗ Ground Transportation ✗ Events that don't display Brand Name and U.S. Origin Statement ✗ Baggage Fees

Outbound Trade Mission: An overseas visit by a group of U.S. businesses to meet potential buyers or agents coordinated by WUSATA, State Regional Trade Groups (SRTG's), and USDA.

Outbound Trade Missions

Claims Documentation

- ☐ Invoice
- ☐ Proof of payment
- ☐ Registration materials
- ☐ List of participating companies
- ☐ Itinerary or agenda
- ☐ List of all products displayed/promoted (materials will be prorated on approved versus promoted products)
- ☐ Photos of the following:
 - ☐ Product showcase showing products on display
 - ☐ One-on-one business meetings
 - ☐ ATO market briefing
 - ☐ Photos of travelers at the event
 - ☐ Display your brand name and valid U.S. origin statement (pg. 5) in a manner easily observed/readable.

Materials must have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

International Travel

- Exhibiting at a eligible international trade show
- Participating in a Global Connect, State Regional Trade Group (SRTG), and USDA trade missions.

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. <i>(Proof of contract and payment will be required at time of claim)</i> ✓ 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 	<ul style="list-style-type: none"> ✗ 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 ✗ Any expense related to a trade show at which you are not exhibiting ✗ Tickets purchased with air-miles, award-miles, certificates, etc. ✗ Lodging reservation that is not confirmed by the hotel statement or guest folio ✗ Airline itinerary that is not confirmed by the boarding pass with matching e-ticker number.

Claims Documentation

Required documentation for all international travel expenses on pages 39-41:

- ☐ **Travel Notification Form** and copy of form sent via email to Agricultural Trade Office (ATO) **before** event. If not sent, travel expenses 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)

International Travel

Claims Documentation

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.

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 sent before travel. Failure to provide advance notification of travel will result in disallowance of travel expenses. Confirmation that the travel notification was sent must be submitted with all travel claims. Form sent via email can be used as confirmation.

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

International Travel Airfare

IMPORTANT - Please Read Before Booking Airfare:

- ☐ Eligible travel (departure) days are two days before the trade show and a day after the event
- ☐ Eligible (departure) days for the trade mission include one day before and a day after activity.
- ☐ **If you fly on other days, to other destinations or extend your trip, you must submit a quote of the original itinerary issued on the same day the alternate itinerary is booked.** *The claim will be denied if the quote is not submitted. Please see details below.*
- ☐ Travelers must fly on a U.S. or EU member carrier in and out of the United States. Travel outside of the U.S., within other countries, may be on a foreign carrier.
 - As of January 2021, all British Airlines are ineligible carriers.
 - Please refer to the [Fly America Act](#) for eligible carriers.
- ☐ Up to full fare economy ticket. If you fly on other than coach economy, please see details about the quotes below.
- ☐ 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 U.S.
- ☐ Scanned version of Boarding Pass is required referencing E-ticket number. To substitute the boarding passes, an airline mileage account transaction history with passenger name is acceptable. This document must confirm that flights were taken/flown as booked. Without boarding passes or mileage account activity, the airfare is not eligible for reimbursement.
- ☐ Proof of payment that matches the booking
 - Airfare paid with miles, awards, certificates, gift cards, e-credit is ineligible.

A dated quote is needed if you have one of the following situations:

Flying (departing) on eligible days but other than coach economy class (upgraded, premium, plus, extra leg, business, first, etc.):

- ☐ Get a quote from the same airline
- ☐ Screenshot dated quote the day you purchase your actual ticket (make sure to screenshot the date on the computer screen)
 - ☐ Pull and save a dated comparable quote showing the cost for your trip in Economy class the same day as actual purchase of ticket, within the reasonable travel window, and without side trips (e.g. flying in and out of the show cities). We will reimburse the lesser of the actual ticket flown or the quote for eligible travel.
- ☐ Show the same departure/return dates, cities, and flight numbers as on the actual ticket
- ☐ Be up to full fare economy class

If you fly (depart) non-direct (with side trips), extend your stay or fly on the ineligible travel days:

- ☐ Get a quote from the same airline stating the cost of the flight as if you fly (depart) on the eligible days (two days before and a day after the trade show; one day before and a day after the trade mission)
- ☐ Screenshot dated quote the day you purchase your actual ticket
- ☐ Be up to full fare economy class

Fly America Act: 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. [Link](#)

International Travel

Claims Documentation

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 hotel directly, your reservation email will not be enough to receive reimbursement. 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
- ☐ If booked through Airbnb, please obtain a certification that your stay matches your reservation from the owner. This can usually be done through the app or website. The owner's review of your stay suffices as well. This document must be dated after your stay.

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.

International Travel Meals & Incidentals (M&IE)

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

Example:

SIAL Paris Trade Show October 18 - 22, 2024
M&IE rate for Paris: \$175.00

Calculate M&IE

October 16 (Arrive in Paris)	\$175.00 x 75% = \$ 131.25
October 17 Per Diem	\$ 175.00
October 18	\$ 175.00
October 19	\$ 175.00
October 20	\$ 175.00
October 21	\$ 175.00
October 22	\$ 175.00
October 23 (Depart Paris)	\$175.00 x 75% = \$ 131.25

Total:	\$ 1,312.50
50% Reimbursement:	\$ 656.25

Virtual Promotional Events

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Exhibition fees/virtual booth space ✓ Virtual promo event fee ✓ Electronic exhibitor's guide/directory listing and advertisement with valid U.S. origin statement and brand ✓ Electronic advertising with valid U.S. origin statement and brand ✓ Electronic point of sales material displayed in booth with valid U.S. origin statement and brand ✓ Shipping/freight of product samples and point of sales material to potential international customer (pg. 37) ✓ Production of electronic point of sales material (pg. 60) 	<ul style="list-style-type: none"> ✗ Booth and materials that do not promote the brand name and a valid U.S. origin statement ✗ Membership / subscription / association fees with the show/event organizer ✗ Sponsorships ✗ 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

Booth displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

Virtual Promotional Events

Claims Documentation

Important Notes: Remember that the virtual trade show or promo event must clearly target a foreign audience. This is proven if the event appears virtually on the website with a foreign domain as MX, CA, DE, IT, CN, etc. The online activity that is posted on the .com website, a page showing the show/promo event organizer's HQ location is required.

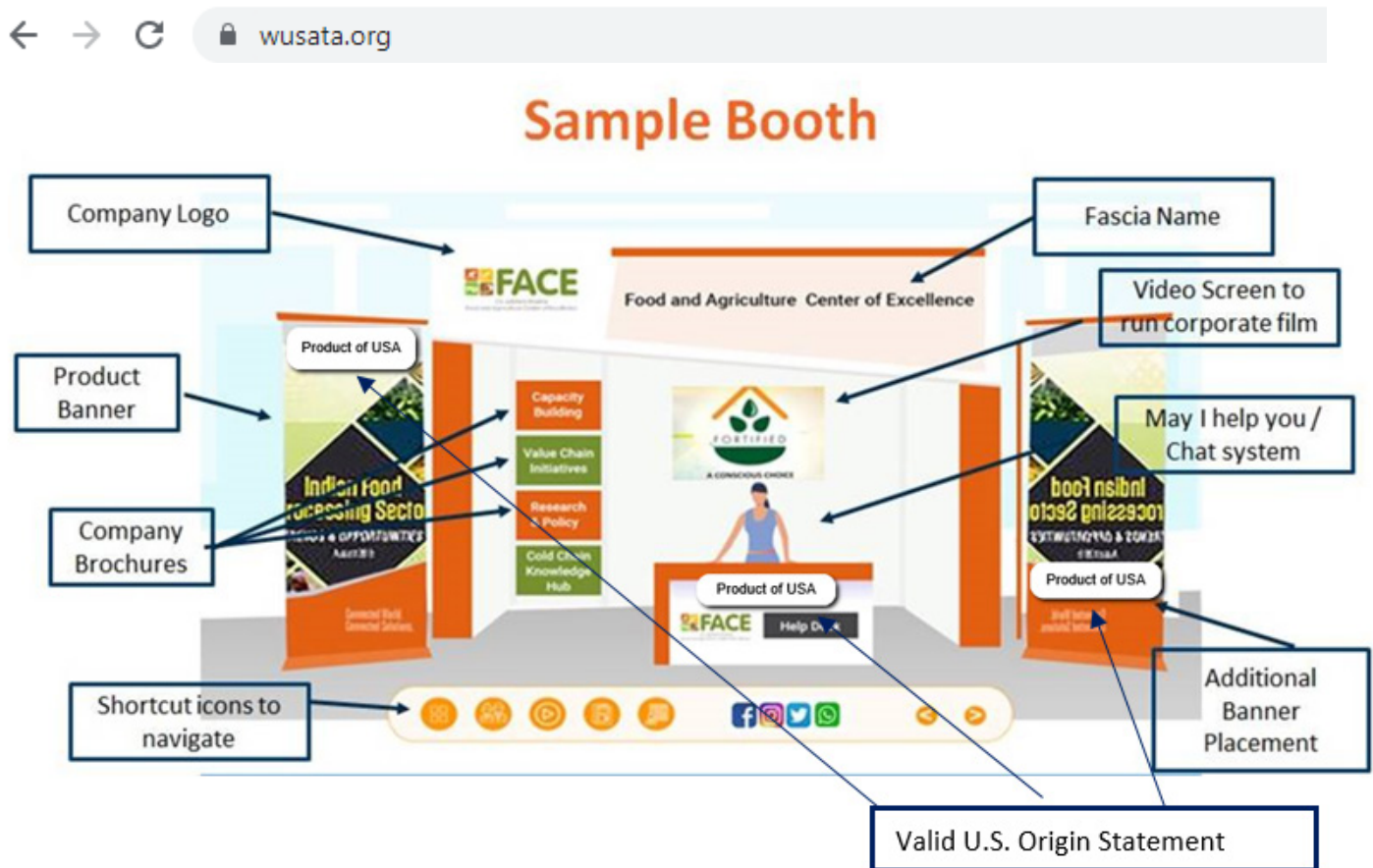
- ☐ Contract/invoice that shows what the costs entail
- ☐ Proof of payment
- ☐ Proof of activity (foreign audience must be targeted):
 - ☐ Video or screenshot of the virtual booth/promo event shown (A high-quality video on flash drive / CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the screenshots)
 - ☐ Dated screenshots of the virtual meetings/communications with customers
 - ☐ An eligible and readable U.S. origin requirement is present during each stage of the virtual promotion (virtual booth, company's video, product video, individual/one-on-one presentations, etc.)
- ☐ A list of ALL products displayed and promoted in the virtual booth/event (All expenses will be prorated based on the number of approved and unapproved products being promoted at the virtual trade show/event)
- ☐ Advertisement in virtual booth:
 - ☐ Video or screen shot of the booth shown for the virtual trade show/promotional event
 - ☐ An eligible and readable U.S. origin statement and brand

***Please reference image on page 44, this is a sample of what screenshots should look like printed and submitted with the claim.**

Booth displays need to have your **brand name** and a **valid U.S. origin statement** (pg. 5). The U.S. origin statement must be displayed in a manner easily observed/readable (view not obstructed) and be part of the advertising design. (Made in the USA, Product of the USA, Grown in the USA)

Virtual Promotional Events Sample Booth

***Please reference image below, this is a sample of what screenshots should look like printed and submitted with the claim.**



2:27 PM
7/21/2021

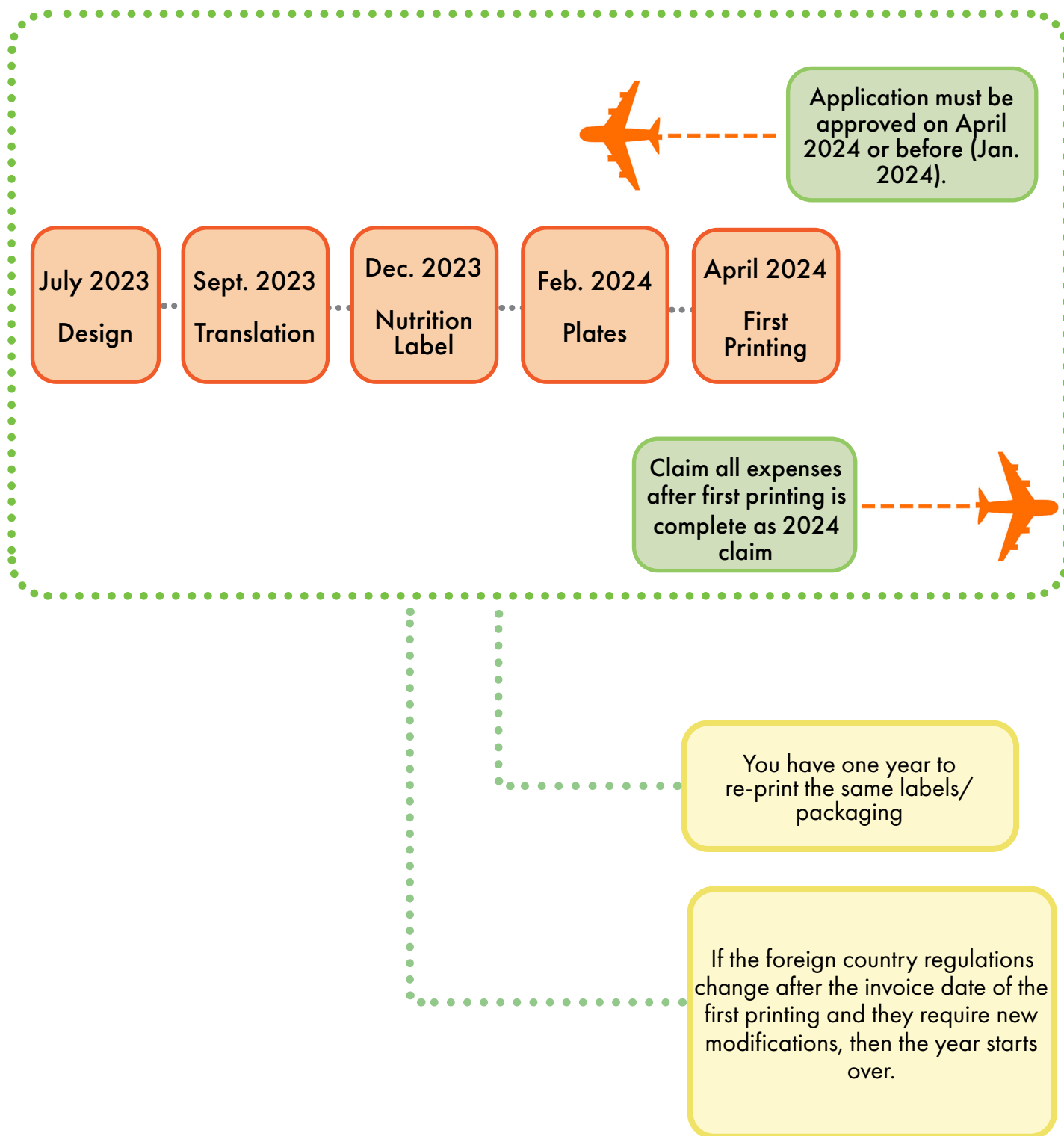
Labels and Packaging Modifications

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"> ✗ 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. ✗ Label modifications required by importer, buyer, or distributor.

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**, reference page 5 for a list of eligible U.S. Origin Statements.

Labels and Packaging Modifications Example



Labels and Packaging Modifications

Claims Documentation

- ☐ Invoice
- ☐ Proof of payment
- ☐ Original label/packaging before modifications and new foreign label/packaging after modifications (**actual labels required**)
- ☐ Foreign label regulations with sections identifying the required changes highlighted (*regulations can be obtained from foreign country's official labeling/packaging government website*)
- ☐ Proof of activity for packaging, cannot be in the form of a PDF proof. Images of the item produced (e.g. photographs) or original copies must be submitted.
- ☐ For temporary sticker's labor expense claim, you will need to provide photos of product(s) with attached temporary sticker as proof of activity.

All product labels must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

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"> ✗ 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 ✗ General company advertising that does not include the product promotion information and valid U.S. origin statement

Claims Documentation

- ☐ Invoice
- ☐ Proof of payment
- ☐ Proof of activity for any printed materials cannot be in the form of PDF design/draft design. Images of the item produced (e.g. photographs) or original copies must be submitted. For larger items, legible high-quality photo of the material in its entirety, showing brand promotion and valid U.S. origin statement may be submitted.

All materials must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

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 • Trade Show Booth • Promotional events • Website in foreign language • Trade Seminars ✓ Printed point of sale materials that promote the brand name and valid U.S. origin statement ✓ Printed advertisements in a foreign language ✓ Temporary Labor - Refer to page 58 	<ul style="list-style-type: none"> ✗ 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

Claims Documentation

- ☐ 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.

All materials must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

Uniforms

Eligible Expenses	Ineligible Expenses
<p>✓ For example:</p> <ul style="list-style-type: none">• Aprons• T-shirts• Caps• Etc... <p><i>Each uniform 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✗ Items promoting company name if different from a brand)

Claims Documentation

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

Uniforms must display your **brand name** and a **valid U.S. origin statement**. (pg. 5) The U.S. origin statement must be displayed in a manner easily observed/readable and be part of the advertisement. (Made in the USA, Product of the USA, Grown in the USA)

Wages for Temporary Labor

Independent Third Party (Contractors)

Eligible Expenses	Ineligible Expenses
<ul style="list-style-type: none"> ✓ Booth design ✓ Booth construction/setup ✓ Chefs ✓ Demonstrators/promoters ✓ Host/hostess ✓ Interpreters/translators ✓ Printed sales materials design ✓ Set up ✓ 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 ✓ Limited wages for part-time contractors is determined by U.S. government, https://www.federalpay.org/gs/2023/GS-15 ✓ 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). 	<ul style="list-style-type: none"> ✗ 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 ✗ Overtime

Claims Documentation

- ☐ 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

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Table of Contents**

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.

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 <ul style="list-style-type: none"> • 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) 	<ul style="list-style-type: none"> ✗ 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

Domestic Trade Seminars

Claims Documentation

- ☐ 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 the show is listed on the all-inclusive pre-approved domestic trade show list in this section.

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 ✓ Lead Retrieval ✓ 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 ✗ Cost of badges not eligible unless included in booth space package ✗ Meeting room rentals

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 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.) 	<ul style="list-style-type: none"> ✗ 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 • Over \$4 per item ✗ 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 • Overtime ✗ Domestic advertising, including online, digital, and printed

Pre-Approved Domestic Trade Shows

Claims Documentation

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

2024 Domestic Trade Shows

The domestic trade shows list is approved by Foreign Agricultural Service (FAS). Additional shows will not be added. Note: If a USA pavilion is present, the participant MUST exhibit there to receive reimbursement.

Trade Show	Date	Location
American Pet Products Manufactureres Association, Global Pet Expo	February	Orlando, FL
Americas Food & Beverage Show (Must exhibit in the USA Pavilion)	Sept.	Miami, FL
BrewExpo America	May	Nashville, TN
Dairy Deli Bakery Show	June	Anaheim, CA
Duty Free Show of the Americas	April	Palm Beach, FL
Global Trade Exchange		
Global Produce & Floral Show	Oct.	Anaheim, CA
Institute of Food Technologists (IFT)	July	Chicago, IL
International Baking Industry Expo	Sept.	Las Vegas, NV
International Builders' Show	Jan.	Las Vegas, NV
International Flight Services Association Expo	Sept.	Long Beach, CA
International Floriculture Expo (IFE)	Sept.	New York, NY
International Home & Housewares Show	March	Chicago, IL
International Mass Timber Conference	March	Portland, OR.
International Production and Processing Expo	Jan.	Atlanta, GA
Kosherfest	Nov.	New Jersey
Magic International Sourcing Show		
NASFT/Fancy Food Show - Summer	June	New York, NY
NASFT/Fancy Food Show - Winter	Jan 21 -23	Las Vegas, NV
National Association of Convenience Stores (NACS)	Oct.	Atlanta, GA
National Confectioners Association (NCA) Sweets and Snacks Expo	May	Chicago, IL
National Restaurant Association Show (NRA) (Must exhibit in the USA Pavilion)	May	Chicago, IL
Natural Products Exposition West	March	Anaheim, CA
Natural Products Exposition East	Sept.	Philadelphia, PA
Nightclub & Bar Beverage	March	Las Vegas, NV
North American Veterinary Conference	Jan.	Orlando, FL
Organic Trade Association, All Things Organic	Sept.	Philadelphia, PA
Pet Food Forum	April	Kansas City, MO
Private Label Manufacturers Association (PLMA)	Nov.	Chicago, IL
Seafood Expo North America	March	Boston, MA
SIAL America	March	Las Vegas, NV

2024 Domestic Trade Shows

Trade Show	Date	Location
Snack Food Association (SNAXPO)	March	Orlando, FL
Southern Nursery Association, SEGGreen	August	Athens, GA
Specialty Coffee Association of America Annual Exposition	April	Portland, OR.
Surfaces	Jan. - Feb.	Las Vegas, NV
United Produce Show at FMI	April	San Diego, CA
USMEF Product Showcase		
World Floral Expo	Sept.	New York, NY
World Nut and Dried Fruit Congress		



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Claim Tutorials/Example Claims

Claim Tutorials

The FundMatch Liaison conducts monthly webinars on various activities that are eligible through FundMatch. The recordings are available on our website under this [link](#).

[Home](#) → [Programs](#) → [FundMatch](#) → Claim Tutorials & Webinars

Claim Tutorials & Webinars

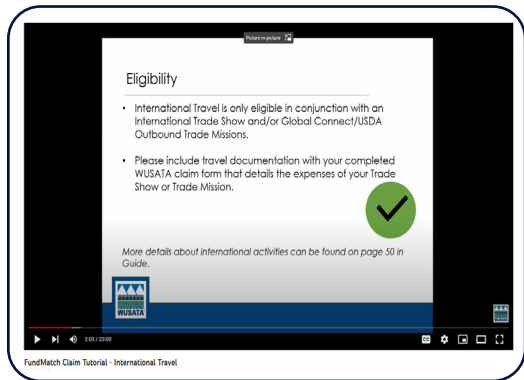
Monthly Claim Tutorials

Domestic Trade Shows Tutorial	International Travel Tutorial
International Trade Shows Tutorial	Outbound Trade Missions Tutorial
In-Store Demonstrations Tutorial	In-Store Displays Coming soon!

Webinars

California Wine Institute
[| Webinar](#)

Idaho FundMatch Webinar
[| Webinar](#)



Example Claims

To assist you through the claims process, example claims are available on our website under this [link](#).

[Home](#) → [Programs](#) → [FundMatch](#) → Example Claims

Example Claims

Billboard Ad Claim	Giveaway Product Samples Claim
Giveaway Promotions Claim	In-Store Demonstrations Claim

CLAIM FORM
WUSATA® FUNDMATCH PROGRAM

CONFIDENTIAL

For Internal Use Only

WUSATA Claim # _____
ICP on the _____
Checked Item _____

Fundmatch Participant: Pearl's Jam

Country Where Activities Occurred: USA

Brand(s) & Product(s): Pearl's Jam - Jam

Fundmatch Program Activity Code: Jam Program Approval Code: 1234

Claim Reference Number (optional): 123456789

Expenditures by U.S. Company:

Total Expenditures:	<u>\$ 1,000</u>
Reimbursement Due (20%):	<u>\$ 200</u>

Expenditures by In-Country Partner / Distributor:

Total Expenditures:	<u>\$ 0</u>
Reimbursement Due (20%):	<u>\$ 0</u>

Note: All In-Country Partner Agreement must be on file and attached to these expenditures to be eligible.

Foreign Travel Only:

☐ Check here if the In-Country Partner's role prior to be reimbursed directly via wire transfer. Please provide a completed Wire Transfer Form with this claim.

CERTIFICATION STATEMENT

I, the undersigned, certify that I am a U.S. resident and that I am personally responsible for the accuracy of the information provided on this claim. I understand that I am responsible for the accuracy of the information provided on this claim. I understand that I am responsible for the accuracy of the information provided on this claim. I understand that I am responsible for the accuracy of the information provided on this claim.

Signature: Pearl's Jam Date: March 10, 2023

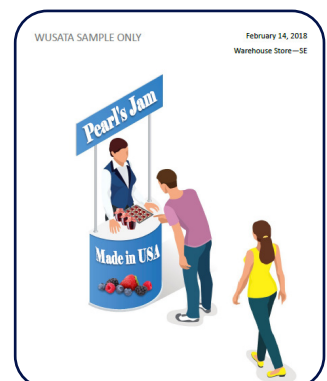
Print Name: Pearl's Jam Title: Owner

Phone: 123-456-7890 Email: pearl@pearlsjam.com

Claim Contact: _____

Please include an approved claim contact if different than the company signer.

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FAQ's

What is FundMatch?

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

Are there other associated fees?

Yes, FundMatch applicants are charged a non-refundable application fee of \$250. After the application has been approved and participant has reviewed an 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 Contact Profile under the "My Invoices" tile.

How can I best utilize FundMatch?

To get maximum benefit from participation in FundMatch, we recommend that you read the online FundMatch Guide carefully and register for a FundMatch consultation. Taking an active role in learning how the program works will help ensure a successful expense claims process when you are ready to submit your 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 \$25,000. If a company is an experienced exporter, funding can be increased to \$50,000.

What photos are needed for my expense 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.

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 travel expenses. Travel Notification forms are located on the WUSATA website under "Important Forms" section.

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 Contact Profile dashboard under the "FundMatch Program" tile.

When will my claim be paid?

Payment may take up to 1-2 weeks to be disbursed to company from the time of claim approval, however it 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 Contact Profile and add the product, complete a U.S. Origin Calculation Sheet form and submit the form and the label/packaging by mail for approval and reimbursement.

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 Code of Conduct

WUSATA programs and projects have built a strong reputation worldwide for honesty, integrity and high standards.

Preserving trust in WUSATA programs and projects is the responsibility of all companies and individual that participate. This Code of Conduct outlines some of the common values needed to achieve the appropriate standards.

Acceptance of, and adherence to this Code is a condition of participation in a WUSATA supported program or project. WUSATA reserves the right to deny participation to any company if, in its sole opinion, a participant's business conduct or ethical behavior may cast a negative light on WUSATA's programs, projects or services.

Participants shall:

- Comply with all applicable local, state, federal, foreign or international laws and regulations.
- Respect the human rights and dignity of others.
- Treat all persons and entities in a professional and respectful manner.
- Cooperate reasonably with other related organizations and work with them to advance the food and agricultural exporting industry.
- Present their company and products honestly.
- Avoid unfair or deceptive practices.
- Conduct any relationship with honesty, fairness and objectivity.
- Not make false, fictitious or misleading claims.
- Not conceal a material fact.
- Not offer employment, business opportunities, improper payments, gratuities or gifts to influence present or future actions.
- Disclose conflicting business interests.
- Ensure that working environments are safe.
- Not share information contained in confidential and private correspondence and documentation.
- Respect the intellectual property rights, patents, copyrights, trademarks, trade secrets, or any other proprietary business information of others.
- Acknowledge that lawful, reasonable competition for business among participants is customary and to be encouraged.
- Comply with contractual obligations in good faith.

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, Brooke Markley 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 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 Brooke Markley, WUSATA Executive Director at: 4601 NE 77th Avenue, Suite 240, Vancouver, WA 98662-6730

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.

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.