2026 FUNDMATCH GUIDE

Your Guide to Doubling Your International Marketing Dollars

WUSATA

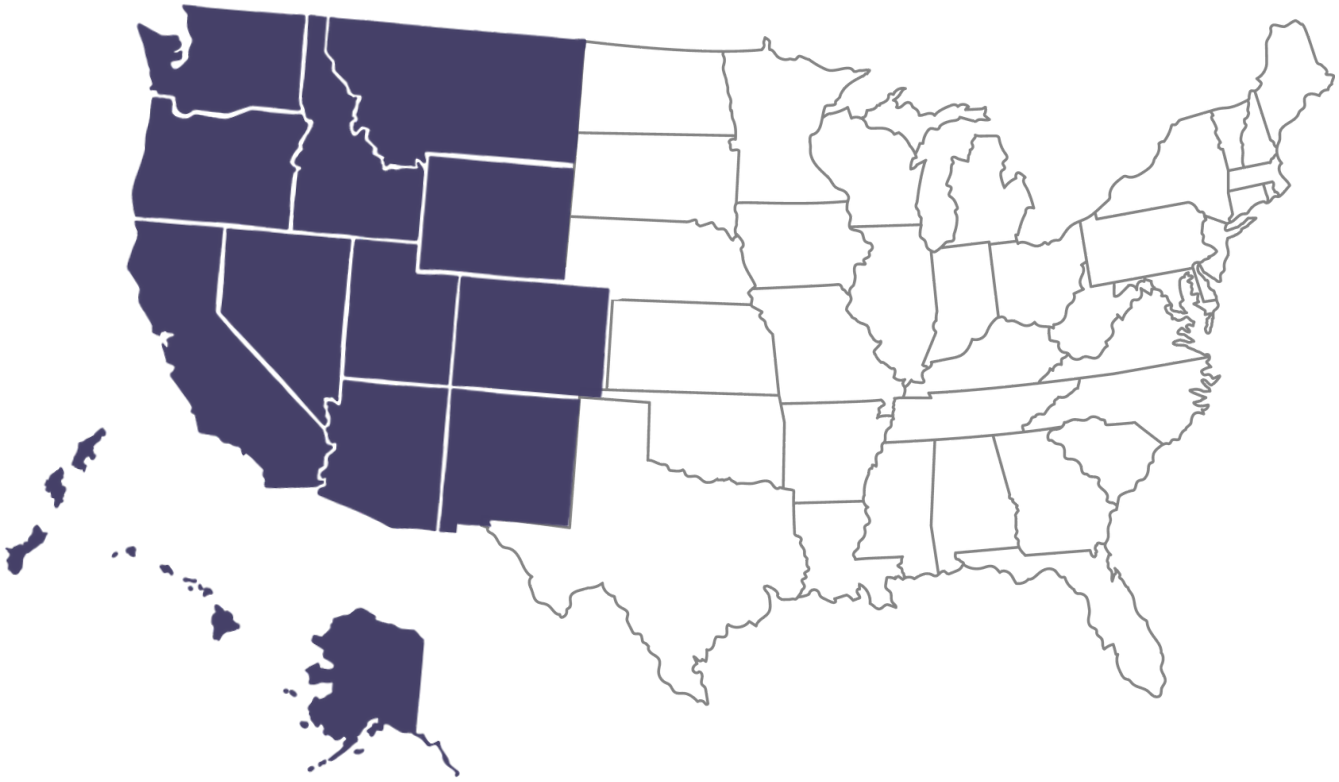
v9.10.2026

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 45 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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What's New?

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Media & Press Releases Now Eligible

Great news! Media and press release items are now eligible expenses. Check the Advertisement section for complete details.

30 Days to Complete Invoice & Contract

Once your application has been approved and set to 'Eligible' companies will have 30 days to pay their administrative invoice and complete the online contract.

Earlier Survey Deadline

Mandatory survey deadline moved up to February 28th. Mark your calendars!

Flexible Product Amendments

Product amendments can now be completed after the activity. Marketing plans & applications still require approval beforehand.

No Exhibitor Guide Needed

Simplified process! Exhibitor guide information is no longer required for your submissions.

In-Country Partner Direct Reimbursements

Reimbursement made directly to a company's In-Country Partner (ICP) will no longer be available. Companies should reimburse their ICP's first, and then request reimbursement through WUSATA.

Monthly Photos Not Required

Less paperwork! You no longer need monthly photos of advertisements, in-store displays, or in-store demos.

Late Claim Submissions

Any claims submitted after the 60 day deadline will go into a 'Late Claim Submission' status and will be reviewed at year-end if funds remain available.

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Company Eligibility

To qualify for FundMatch, your company must meet the following criteria:

Headquartered in the WUSATA Region

Alaska, Arizona, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Commonwealth of the Northern Mariana Islands, Oregon, Utah, Washington, and Wyoming.

Small Business or Agricultural Cooperative

Must meet U.S. Small Business Administration (SBA) definition based on North American Industry Classification System (NAICS). Includes all affiliates.

Registered U.S. Business

Legal, independently owned, and operated for at least 1 year.

Product Category Consideration

First apply to specialized cooperators for individual commodities, then use WUSATA for everything else. Companies with mixed product lines can still join FundMatch even if only some items qualify through specific cooperators.

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Product Eligibility

Proration Policy: *If at least 50% of the products promoted in your activity are approved in your FundMatch application, WUSATA will consider 100% of your activity expenses eligible for 50% reimbursement—excluding temporary labor and freight/shipping costs.*

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

- Products need to contain at least 50% U.S. grown ingredients by weight
- Excluding water, packaging, and minerals (including salt) from calculation
- Must be farmed, fished, and/or forested in the U.S.

2 Products Must be Value-Added/Processed Agricultural

Including but not limited to:

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. Products containing CBD are NOT eligible. Please reference the FAS Program Notice.

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Product Eligibility

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3 Product Labels Must Have a Valid U.S. Origin Statement:

U.S. Origin Statements	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 Washington, Made in Utah (State or U.S. territory must be spelled out in its entirety)	✓	
Wine of California, "Bottled by", "Produced in", "Vinted by", (Wine or spirits only)	✓	
Seals and logos with state name or U.S. agency, American flag, or USA Pavilion Sign		✗
Brand names with U.S., America, and/or State (e.g., Texas Style Chili, Bob's American Pizza)		✗
Physical address line that includes state's name and USA		✗
"Distributed by" "Manufactured in" "Handcrafted by," "Packed in," "Imported From," "Origin From," "Produced in", "Bottled by"		✗
Product of CA, Grown in OR, Made in MT		✗
Company name includes a geographic origin statement (e.g., Florida Orange Juice, Fancy Washington Apples)		✗

The U.S. Origin Statement is not required for activities conducted within the United States.

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U.S. Origin Statement Logos

Logos Available for Use at Eligible Activities:

Product of USA

Link

Products of the USA

Link

CALIFORNIA WINES
GROWN IN THE USA

Link

CALIFORNIA WINES
GROWN IN CALIFORNIA

Link

WUSATA **strongly** recommends incorporating a valid U.S. origin statement into your booth graphics to ensure full reimbursement eligibility for trade show expenses.

Your activity must include a valid U.S. origin statement and your brand name. Showing them on your product labels alone does not meet this requirement.

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Calendar/Reimbursement Amounts

Reimbursement Amounts

Annual Reimbursement Amounts
$2,500 - $750,000*

*Beginning in 2026, companies may receive $750k in annual reimbursements across all funding sources, subject to fund availability

Applicants with 1+ Years in FundMatch
Request between $2,500 and $750,000

First Year Applicants
Request between $2,500 and $50,000

MAP, RAPP & AFTPP Funding

Companies can receive up to $750,000 total across all funding sources, subject to fund availability.

RAPP funding ends September 30, 2030 (subject to funding availability)

AFTPP funding is available April, 2026 through September, 2028 (subject to funding availability)
*contracting timeline for AFTPP is subject to FAS funding awards

Approval

Expenses before application approval are not reimbursable (except pre-paid booth/travel costs).

Application approval is required before activities start. Activity country must be in your approved marketing plan.

Calendar

October 1, 2025
Applications Open!

January 1 - December 31, 2026
Program Year

January 1, 2027
Mandatory Survey Available

February 28, 2027
Last Day for Claim Submission & Mandatory Survey is Due

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Ineligible Export Markets

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Federally Prohibited Countries:

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

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

2025 RAPP Ineligible Markets:

- Canada
- China (including Hong Kong and Macau)
- Mexico

2024 RAPP Ineligible Markets:

- Canada
- China (including Hong Kong and Macau)
- European Union
- Mexico

2026 AFTPP Ineligible Markets:

- China (including Hong Kong and Macau)

The only exception for these RAPP ineligible markets is participation in USDA-endorsed trade shows. Also, the duration of available funding may vary, as program resources are limited and depend on overall utilization.

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FundMatch Process

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Follow these simple steps to receive FundMatch reimbursement:

1 Submission → 2 Review & Approval → 3 Contract & Admin Fee → 4 Amendments → 5 Claims → 6 Reimbursement

1 Application Submission

Complete the application with all required information.

Required Information

Company Information

Address, D&B number, NAICS code, website, and business details

Marketing Plan

Interntaional and/or domestic marketing acivities and budgets

Products

Calculation sheets and product packaging/labels

Certification Statement

Verify that all submitted information is accurate

Certificate of Exclusivity
(optional)

Don't own the brand? Brand owner must approve certificate form

Fees

$300/$350 Application Fee

$300 when applying before Dec 31s
$350 Jan 1st and after

6% Administration Fee

Based on requested funding amount

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FundMatch Process

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2 Application Review & Approval

The FundMatch Manager will review each application within 1 week of submission.

Application Submited

The FundMatch Manager is alerted to a new application submission.

Application Review

Comprehensive review of all submitted information. Application will appear as 'In Review.'

Contact for Missing Items (if needed)

Email notification sent alerting company to missing items. Application will appear as 'Incomplete.'

Application Complete

Email confirmation when all required items are received. Application will appear as 'Eligible.'

Your application is not considered finalized until all required items are received and approved by WUSATA.

3 Contract & Administration Fee

☐ **Invoice:** All participants receive an invoice for 6% administration fee

- **Payment:** The invoice can be paid by check or online with a credit card. Invoices appear under the 'Invoice' tile on your MyWUSATA account.

☐ **Contract:** An electronic signature is required for the program year contract.

- **Email verification:** Authorized signers must verify email address via a system notification.
- **Contract Access:** Contracts are available in MyWUSATA under FundMatch Program > Program Year > Online Contract

Applications will be closed if invoices and contracts are not signed within 30 days of issuance. This ensures equitable funding allocation among all participating companies.

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FundMatch Process

4 Amendment Requests

Modify your application after contract signing throughout the program year.

Amendment Options

Marketing Plans & Funding
Add new marketing plans and request additional funding for new activities.

New Products
Include additional products in your promotional activities and marketing campaigns.

Activity Modifications
Adjust existing activities or timelines based on market conditions.

Budget Adjustments
Request additional funding with corresponding 6% admin fee invoice or move funds from existing markets.

Amendment Process

Step 1: Access MyWUSATA

Login to your MyWUSATA account and select the 'FundMatch Program' tile

Step 2:

Marketing Plan & Funding Amendments

Go to the 'Marketing Plans' tile and select 'Add Marketing Plan' or edit an existing marketing plan.

Product Amendments

Go to the 'Product Info' tile and select 'Add Product.'

Amendment Request Checklist:

Contract Signed: Ensure your initial program contract is fully executed

Plan Your Changes: Clearly define what modifications you need to make

Submit Before Activity: Request amendments prior to conducting the activity

Wait for Approval: Do not proceed until WUSATA approves your amendment

Pay Additional Fees: Process 6% invoice for any additional funding requested

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FundMatch Process

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5 Claim Submission

Submit claims for eligible activities and receive reimbursement.

Claim Submission

Submit reimbursement claim within 60 days after activity completion.

Review

WUSATA reviews claims in the order they are received. Processing times may vary depending on the complexity of each claim and the overall volume being handled at the time.

Feedback (if needed)

Companies have 15 days to provide additional documentation or claim will be processed as is.

Payment

Processing time varies; payment usually received within 2-3 weeks once approved.

Claim Deadline

Claims must be submitted within 60 calendar days after completion of each eligible activity. Late submissions are marked as "Late Submission" and reviewed at year-end if funds remain available.

Funds allocated to late claim submissions may be reallocated to waitlisted companies. WUSATA may refund administrative fees for unused funds from late claim submissions at its discretion.

Claim Submission Checklist:

- ☐ Complete Activity: The activity you are submitting a claim for must be fully completed
- ☐ Gather Documentation: Collect all receipts, invoices, proof of payment, and proof of activity
- ☐ Submit Within 60 Days: Calculate deadline from activity completion date
- ☐ Monitor Status: Check for WUSATA communications regarding your claim
- ☐ Respond Promptly: Address any incomplete notices within 15 business days

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FundMatch Process

6 Reimbursement

Payments will be disbursed via ACH or check for participating companies.

7 Retain Files

FundMatch participants must retain all original records related to program activities for five years after the program year ends.

These records must be made available to authorized U.S. Government officials upon request and are subject to audit by the USDA's Foreign Agricultural Service (FAS).

8 End of Year Survey

Deadline: February 28th, 2027

The mandatory survey is essential for WUSATA to secure annual funding. It helps track participant success, identify improvements, and plan future programs.

All data, including sales, is reported only in aggregate and kept strictly confidential.

Completion is required, and reimbursements or future funding may be withheld until the survey is submitted.

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Completing the Application

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Before Starting

Please ensure to have the following:

- ✓ Dun & Bradstreet Number
- ✓ North American Industry Classification System (NAICS) Code

Application Steps

Follow the steps below to complete the application process and unlock your FundMatch opportunities. Each step is designed to ensure your application meets all requirements for successful approval.

1 Account Access

Login to your MyWUSATA account and select the "FundMatch Program" tile.

Don't have a MyWUSATA account?

Click Here to Create One

2 Program Selection

Select the program year and participant application to begin.

Continued on next page

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3 Application Completion

Complete each tile in the application. As you finish a tile, a yellow check mark will appear to indicate it's complete.

Contact Profiles:
The application must include 2 roles including the Authorized Signer and Claims Contact.

Company Info:
Includes company address, D&B number, NAICs code, owner info and more!

Product Info:
Add all company products you will be promoting. Products must meet eligibility requirements.

Marketing Plans:
Must be completed for each country in which you are requesting 50% reimbursements. Trade events must be selected as well.

Final Review:
Review the application prior to final submission, and agree to the certification statement.

REMEMBER:
Companies must apply annually in advance of any promotional activities. WUSATA cannot reimburse companies for promotional activities conducted prior to their application approval date.

4 Submit the Application

The FundMatch Manager will review your application within one week and let you know if the application has been approved or needs more information.

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Required Documentation

Invoices

Submitted invoices must include:

- Transaction date
- Vendor information (name, address, contact details)
- Payer name and company contact information
- Itemized list of all charges
- English translation for documents in other languages

Proof of Activity

Provide documentation proving that each promotional activity occurred.

- Required documentation varies by activity type—see the International and/or Domestic Expenses sections for specific requirements.
- All promotional activities must clearly display:
  - Your brand name
  - A valid U.S. origin statement (must be easily visible and readable)

REQUEST FOR INFORMATION

WUSATA collects standard information from all applicants to verify FundMatch eligibility. We may request additional documentation or contact vendors, agents, or financial institutions to confirm transactions. Reimbursement is not guaranteed if payments cannot be verified or if participants do not cooperate. All submitted materials are kept confidential.

Proof of Payment

Acceptable payment methods and required documentation:

Check

- Copy of check (front side)
- Official bank statement (PDF) including:
  - First page and transaction page
  - Account owner's name
  - Last 4 digits of account number
  - Statement period dates
  - Check withdrawal listed as line item

Credit Card/Debit Card

- Official statement (PDF) including:
  - First page and transaction page
  - Account owner's name
  - Last 4 digits of account number
  - Statement period dates
  - Transaction listed as line item

Wire Transfer

- Wire transfer request or confirmation
- Bank statement showing:
  - Account owner's name
  - Last 4 digits of account
  - Statement period dates
  - Transaction listed as line item

Cash Payment (under $1,000 USD)

- Signed vendor letter confirming full payment
- Receipt marked "paid" with zero balance shown

Credit/Debit Memo

- Copy of memo
- Statement showing the deduction applied
- Product invoices totaling memo amount or more
- If balance remains: proof of payment required
- If no balance: freight invoice and payment proof required

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Advertising

Printed/TV/Radio/Moving Ads/Billboards/Press Releases

Eligible Expenses

- Ad design/production costs:
  - Formatting/professional design/ photography expenses
  - Script writing, voice/talent fee, clip production, music
  - Printing
  - Temporary labor for talent/design
    - See page 65 for more detailed information on temporary labor
- Moveable ad space rentals (taxis, buses, trains, etc.)
- Broadcast expense (aired time, purchased spots)
- Production and distribution of press releases, press kits, and other materials and information directed at the foreign media, trade, and consumers to promote your brand(s)
- Billboard/signage/light box rental expenses
  - Installation costs

Requirements:
Advertisement must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Advertising associated with a coupon or price discount/reduction
- Ads, media, or messages that do not target or circulate in an approved foreign country market
- Copyright and licensing fees
- Scheduled broadcast that has not yet aired
- Advertisements that are defamatory to another U.S. brand
- Sponsorships
- General company advertising that does not include the brand promotion information and valid U.S. origin statement
- Retainer fees
- Ads that promote ineligible products

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Advertising

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Printed/TV/Radio/Moving Ads/Billboards/Press Releases

Required Documentation

Newspapers/Magazines/Grocery Circulars

- Invoice
- Proof of payment
- Proof of activity
  - Original publication showing the cover page with publication name and date, plus the page containing the advertisement
    - Cannot be in the form of a PDF proof/draft design
    - Must display your brand name and valid U.S. origin statement
  - A current circulation report for the publication showing distribution in the foreign country market

Billboards/Monitors/Signs (digital or non-digital)

- Invoice and contract with rental agency showing length of rental and geographic location(s)
- Proof of payment
- Proof of activity
  - Photo of billboard/monitor/sign at each location
    - Must display your brand name and valid U.S. origin statement

Moving Ads (taxi, bus, train, subway, airplane, etc.)

- Invoice and detailed contract showing length of campaign and number of ads rented
- Proof of payment
- Proof of activity
  - Photo of moving ad
    - Must display your brand name and valid U.S. origin statement

English translation needed for all items (if applicable)

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Advertising

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Printed/TV/Radio/Moving Ads/Billboards/Press Releases

Required Documentation

TV and Radio Ads

- Invoice
  - For air time
  - For production cost (if applicable)
- Proof of payment
- Proof of activity
  - Name of TV or radio station broadcasted on
  - Country and cities where ad was broadcast
  - Date/run times and number of actual broadcasts with certificate of broadcast dated after activity
  - Broadcast transcript with English translation (if applicable)
  - For TV ads:
    - A dated screenshot of the advertisement/commercial running
      - Must display or mention your brand name and valid U.S. origin statement

      OR
    - Live recording of the commercial being aired
      - Must display or mention your brand name and valid U.S. origin statement
  - For radio ads:
    - Live recordings of the commercial being aired
      - Must display or mention your brand name and valid U.S. origin statement

Press Release/Press Kits

- Invoice
- Proof of payment
- Proof of activity
  - Public relations materials distributed to the foreign media, trade or consumers
    - Must display your brand name and valid U.S. origin statement
  - List of foreign contacts press release was sent to
  - If public relations materials created for approved tradeshow(s) held in the U.S., per your company's application/agreement, that promote your company's presence at the trade show(s), must include: exhibition dates, booth numbers, brand name, and products

English translation needed for all items (if applicable)

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Online/Email Campaigns/E-Newsletters/Social Media

Eligible Expenses

- Online ads on a third-party website
  - The website or online platform must clearly target the specific international audience in your approved country market
- Social media posts/ads/videos
  - Social media ads must clearly target the specific international audience in your approved country market
- Social media influencers/bloggers
- Temporary labor expenses for ad design, translation, etc.
  - See page 65 for more detailed information on temporary labor
- Fees for page or platform management during your media campaign
- E-newsletters/email campaigns

Requirements:

Advertisement must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Any expenses or advertisements related to your company's domestic website or other U.S.-based websites
- e-Marketing slotting fees or online product listing fees (Ex: Amazon, Ebay, Facebook, etc.)
- Hosting fees/domain purchasing fees
- Copyrighting and licensing fees
- Ad server fees
- Online activity measuring fees
- Sponsorships
- Retainer fees
- QR codes registration/production cost
- Advertisement campaigns associated with a coupon or price reduction for an approved product
- General company advertising that does not include the brand promotion information and valid U.S. origin statement
- Ads that promote ineligible products

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Online/Email Campaigns/E-Newsletters/Social Media

Required Documentation

Online Advertisement/Banner/Video

1. Invoice or agreement/contract
2. Proof of payment
3. Proof of activity
   - A dated screenshot of the ad
     - Must display your brand name and valid U.S. origin statement
   - For a video post, a video clip with the transcript
     - Must display your brand name and valid U.S. origin statement
   - Must demonstrate that it clearly targets a foreign audience through either:
     - The url (.ca, .cn, etc.)
     - Clearly labeled subpage (i.e. Canada, Mexico, etc.)
     - Website development is in the country's primary language

Social Media Post

1. Invoice or agreement/contract
2. Proof of payment
3. Proof of activity
   - A dated screenshot of the posted ad
     - Must display your brand name and valid U.S. origin statement (U.S. origin statements in hashtags are acceptable)
   - For a video post, a video clip with the transcript
     - Must display/mention your brand name and valid U.S. origin statement
   - Analytical data from the social media platform demonstrating the international audience reached by the post

Email Campaign/E-Newsletters

1. Invoice
2. Proof of payment
3. Proof of activity
   - Original email with the advertisement showing the date sent
     - Must display your brand name and valid U.S. origin statement
   - Recipients' list showing the distribution of the email newsletters to the international audience

English translation needed for all items (if applicable)

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Website/Webpage Production

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Eligible Expenses

- Website design:
  - Information gathering
  - Planning and scoping
  - Design
  - Development
  - Testing and delivery
  - Temporary labor
    - See page 65 for more detailed information on temporary labor

Note:

- Web pages within a larger site must be focused on international audiences (approved country market in application)
- Web page(s) can be located on your main website (the page must be clearly marked for a foreign audience) or on a non-U.S. URL (.uk, .ca, etc.)
- All website services must 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

Requirements:

Web page(s) must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Website that targets U.S. audiences only
- Any costs associated with your company's domestic website
- Website promoting ineligible products or brands
- e-Marketing slotting fees, online product listing fees (Ex: Amazon, Ebay, Facebook, etc.) or any other costs associated with placing a product for sale online
- Hosting fees
- Domain purchasing fees
- Copyrighting and licensing fees
- Ad server fees
- Retainer 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
- 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

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Website/Webpage Production

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Required Documentation

1. Invoice or agreement/contract
   a. Must show new website/webpage go live date
2. Proof of payment
3. Proof of activity
   - A link to the live website OR dated screenshots of the webpage showing the full url address
     - Must display your brand name and valid U.S. origin statement
   - Documentation of the website development showing it clearly targets a foreign audience through either:
     - The url (.ca, .cn, etc.)
     - Clearly labeled subpage (i.e. Canada, Mexico, etc.)
     - Website development is in the country's primary language

English translation needed for all items (if applicable)

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In-Store Demonstrations

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Eligible Expenses

- Temporary labor for:
  - Demonstrators
  - Chefs
  - Interpreters
  - Translators
  - Host/hostess
    - See page 65 for more detailed information on temporary labor

- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product

- Equipment rentals – hotplates, toasters, etc.

- Rented demonstration stand/space

Requirements:

In-store demo must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Activities or materials that do not promote the brand name and U.S. origin statement

- Employee wages, including foreign distributor's employee wages (foreign third party)

- Travel (airfare, lodging, meals, etc.)
  - For employees, independent contractors, and foreign distributors' employees

- Demonstrator wages for an employee of your company or your foreign distributor's company

- Wages over 8 hours per day, bonuses and sales commissions

- Training fees

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In-Store Demonstrations

Eligible Expenses

- Freight/shipping
  - Shipping samples, materials, and equipment to and from a store demo location
    - See page 33 for more detailed information on freight
- Promotional materials
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
  - Temporary labor for promotional material design
    - See page 62 for more detailed information on promotional materials
- Uniforms
  - Aprons, t-shirts, caps, etc.
    - See page 63 for more detailed information on uniforms
- Customer loyalty programs (fees to participate)

Ineligible Expenses

- Purchase of non-disposable supplies such as bowls, equipment, appliances, reusable utensils, etc.
- Freight for a product order
- Purchasing equipment, furniture, containers, decorations, or other items with a useful life of one year or more
- Cost of your product used in demonstration
- Promotional activity or materials associated with a coupon or price reduction
- Sponsorships
- Customer loyalty programs that offer coupons for your product specifically
- Customer research/market analysis
- Baggage fees

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In-Store Demonstrations

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Agreement showing the dates, hours, and store location of demonstration(s)
   - Minimum of one photo at each demonstration location
     - Must display your brand name and valid U.S. origin statement
     - Photos must include the hired demonstrator/temporary laborer

English translation needed for all items (if applicable)

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In-Store Displays

Eligible Expenses

- Shelf talkers
- Shipping cartons that convert to shelf displays
- Freestanding displays made from temporary materials (cardboard, fiberboard, paper, etc.)
- Cardboard bins and shelving units
- Rental of floor space for product promotion
- End-of-aisle and gondola displays
- Freight for in-store display materials

Requirements:
Display must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Activities or materials that do not promote the brand name and U.S. origin statement
- Purchasing equipment, furniture, containers, decorations, or other items with a useful life of one year or more
- Product placement/slotting/listing fees in non-temporary or seasonal areas
- Any activity associated with a coupon or price reduction
- Cost of product and freight for product orders

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Agreement showing the dates and locations of space rental
   - Large scale and all-encompassing photos of in-store display(s) per location
     - Photos must display your brand name and valid U.S. origin statement

English translation needed for all items (if applicable)

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Label & Packaging Modifications

Eligible Expenses

- First printing of a one-year supply* of approved foreign packaging/labels or stickers
- Temporary labor for:
  - Design
  - Translation services
    - See page 65 for more detailed information on temporary labor
- Production of packaging and labels
- Plates
- Set-up fees
- Graphic design

Note:

- * The year begins with the invoice date of the first printing
- **If the foreign country regulations change after the invoice date of the first printing and require new modifications, the year starts over again
- *** Stickers for labels are only eligible if they are to meet the regulations of foreign markets. Please note that services need to be performed by a third-party

Ineligible Expenses

- Modifying a label or package to add the U.S. origin statement in order to be eligible for FundMatch
- 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
- Duty stamps, certification fees, research fees, etc.
- Stickering labels to bring them into compliance for the program is not eligible
- Label modifications required by an importer, buyer, or distributor
- In-house printing, design, and translation, etc.

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Example Timeline

1	2	3	4	5
Jul 2025	Sep 2025	Dec 2025	Feb 2026	Apr 2026*
Design	Translation	Nutrition Label	Plates	1st Printing**

*2026 Application must be approved April 2026 or before

**Claim all expenses after 1st printing as 2026 claim

Companies have one year to re-print the same labels/packaging.
If the foreign country regulations change after the invoice date of the 1st printing and they require new modification, then the year starts over.

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Label & Packaging Modifications

WUSATA

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Original label/packaging before modifications and new foreign label/packaging after modifications (actual labels required, artwork will not be accepted)
   - Foreign label regulations with sections identifying the required changes highlighted (regulations can be obtained from foreign country's official labeling/packaging government website)
   - For temporary stickers labor expense claim, you will need to provide photos of product(s) with attached temporary sticker as proof of activity.

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

English translation needed for all items (if applicable)

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Sample Shipments & Freight/Shipping

WUSATA

Eligible Expenses

- Shipping samples, materials, and equipment to and from an eligible activity on a commercial carrier
- Shipping samples and promotional materials to potential international customers on a commercial carrier

Ineligible Expenses

- Shipping of product orders
- Cost of rental vehicle or company vehicle to transport product
- Baggage fees to transfer product
- Mailing to customers in the U.S.
- Container shipments

Note:

Sample shipments to prospective foreign buyers are typically limited in quantity. Additional materials may be requested during your claim review for larger freight shipments.

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - List of samples or items shipped

English translation needed for all items (if applicable)

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International Trade Seminars

WUSATA

International Trade Seminars are educational trade seminars hosted and organized by your company, designed to inform the international industry about your approved brand products.

Eligible Expenses

- Seminar room or facility rentals
- Rental of equipment - freezers, hot plates, sound/presentation, etc.
- Temporary labor:
  - Demonstrators
  - Chefs
  - Interpreters/translators
  - Host/hostess
    - See page 65 for more detailed information on temporary labor
- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product

Required:

Trade seminar must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Activities or materials that do not promote the brand name and U.S. origin statement
- Travel (airfare, hotel, meals, etc.)
- Refreshments, catering, meals, etc.
- Purchasing equipment, furniture, containers, decorations, or other items with a useful life of one year or more
- Cost of your product
- Temporary labor:
  - Employee wages
  - Foreign distributor's employee wages and travel expenses (in-country partner)
  - Independent contractor's travel expenses
  - Wages over 8 hours per day
  - Sales commission
  - Demonstrator wages for an employee of your company
  - Training fees
  - Parking

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International Trade Seminars

WUSATA

Eligible Expenses

- Freight/shipping:
  - Shipping samples, materials, and equipment to and from a international trade seminar
    - See page 33 for more detailed information on freight

- Promotional materials:
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
  - Temporary labor for promotional material design
    - See page 62 for more detailed information on promotional materials

Ineligible Expenses

- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle to transport product

- Promotional materials:
  - Materials that do not promote the brand name and valid U.S. origin statement
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible 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

- Business meetings not related to seminar

- Customer research/market analysis

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Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
    - Name, date, and location of the trade seminar
    - List of international attendees
    - Photos of the seminar, and product(s) being promoted
        - 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

English translation needed for all items (if applicable)

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International Promotional Events

WUSATA

An international promotional event offers companies a valuable platform to showcase their brand and products to a foreign audience. These events are typically geared toward consumers, emphasizing brand awareness and visibility rather than establishing direct connections with international buyers. Events include festivals, culinary competitions, restaurant or hotel promotions, community events, and more!

Eligible Expenses

- Venue rental/cost of table/stand/space
- Rental of equipment – freezers, hot plates, toasters, etc.
- Temporary labor:
  - Demonstrators
  - Chefs
  - Interpreters/translators
  - Host/hostess
    - See page 65 for more detailed information on temporary labor
- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product

Required:

Promotional event must promote the brand name and valid U.S. origin statement to be eligible for reimbursement

Ineligible Expenses

- Activities or materials that do not promote the brand name and U.S. origin statement
- Travel (airfare, hotel, meals, etc.)
- Purchasing equipment, furniture, containers, decorations, or other items with a useful life of one year or more.
- Cost of product
- Temporary labor:
  - Employee wages
  - Foreign distributor's employee wages and travel expenses (in-country partner)
  - Independent contractor's travel expenses
  - Wages over 8 hours per day
  - Sales commission
  - Demonstrator wages for an employee of your company
  - Training fees
  - Parking

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International Promotional Events

Eligible Expenses

- Freight/shipping:
  - Shipping samples, materials, and equipment to and from an eligible promotional event
    - See page 33 for more detailed information on freight

- Uniforms:
  - Aprons, t-shirts, caps, etc.
    - See page 63 for more detailed information on uniforms

- Promotional 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 and brands
  - Temporary labor for promotional material design
    - See page 62 for more detailed information on promotional materials

Ineligible Expenses

- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle to transport product

- Promotional materials:
  - Materials that do not promote the brand name and valid U.S. origin statement
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible 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

- Baggage fees

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Required Documentation

International Promotional Events - Festivals, Shows, Competitions, etc.

1. Invoice
2. Proof of payment
3. Proof of activity
   - A large scale, all-encompassing photo of the entire table/stand/space, after set up
     - Must display your brand name and valid U.S. origin statement
     - Photos of temporary labor manning the table/stand/space during the event (if applicable)

International Promotional Events - Collaboration with Restaurants, Hotels, etc.

1. Invoice
2. Proof of payment
3. Proof of activity
   - Agreement showing the promotion dates and locations
   - Photos at each location showing the active promotion such as menus, signage, flyers, stand, etc.
     - Must display your brand name and valid U.S. origin statement

English translation needed for all items (if applicable)

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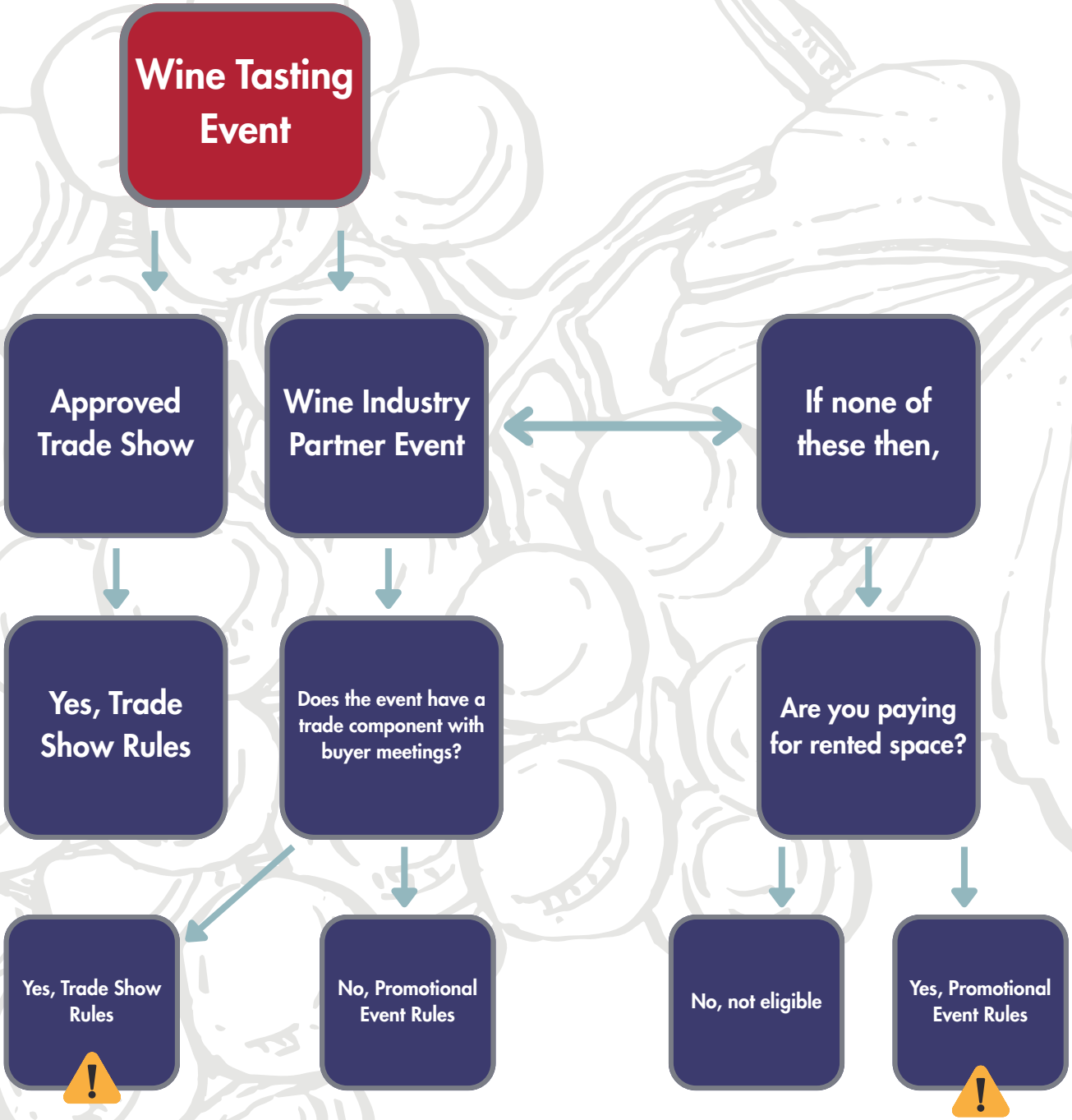
Wine Tasting Event Flow Chart

Wineries participating in WUSATA's FundMatch program and seeking 50% reimbursement for international activities through their wine board/institute cooperator or other wine-related international events should consult this chart to determine which events are eligible. Questions? Reach out to your Engagement Executive.



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International Trade Shows

International trade shows allow your company to promote products to thousands of qualified buyers in just a few days. Basic expenses associated with retail, trade and consumer exhibits and shows are eligible for reimbursement when your company displays and promotes FundMatch approved products. International trade shows that take place virtually are also eligible.

Eligibility

For a trade show to be eligible for FundMatch, the below must be met:

1. A USDA Endorsed Trade Show
   Find the full list of endorsed international shows here.

OR

2. A food or agricultural exhibit or show with no less than 30% of exhibitors selling food or agricultural products; and an international exhibit or show that targets buyers, distributors and the like from more than one foreign country and no less than 15% of its visitors are from countries other than the host country.
   - Pre-approval from WUSATA is needed to exhibit at a show that does not meet these requirements. Requests must be submitted in writing to fundmatch@wusata.org at least 60 days prior to the start of the show.

USA Pavilion

Companies are required to exhibit within the USA Pavilion to receive reimbursement on eligible expenses.

Exhibiting Outside USA Pavilion:

Pre-approval from WUSATA 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.

If Trade Show Has No USA Pavilion:

If the trade show has no USA pavilion, your company is free to exhibit anywhere on the show floor as long as the international show meets the eligibility requirements.

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International Trade Shows

WUSATA

Eligible Expenses

- Exhibition/booth fees and space rental
- Booth insurance
- Utility fees
- Exhibitor's guide/directory listing advertisement
- Lead retrieval
- Product showcase
- Equipment and furniture rentals (refrigeration, chairs, hotplates, flooring, counters, etc.)
- Booth graphics
- Temporary labor:
  - Demonstrators
  - Chefs
  - Interpreters
  - Translators
  - Host/hostess
  - Booth design
  - Booth construction/set up
    - See page 65 for more detailed information on temporary labor

Required:

- You must display your brand name and a valid U.S. origin statement in a manner easily observed/readable in your booth
- If either the brand name or valid U.S. origin statement are not in your booth, all expenses will be deemed ineligible

Ineligible Expenses

- Booths that do not promote the brand name and a valid U.S. origin statement
- Any expense related to a trade show at which you are not exhibiting
- Permanent displays designed to remain in a fixed location for more than one year
- Purchasing equipment, furniture, containers, decorations, supplies, or other items with a useful life of one year or more
- Costumes/mascots
- Sponsorships
- Membership/association fees
- Badges must be included in booth package; standalone badge costs are not covered
- Fees for participating in U.S. government sponsored activities, other than trade fairs and exhibits
- Temporary labor:
  - Employee wages for your company's employees or in-country partners/distributors
  - Wages over 8 hours per day
  - Sales commission
  - Demonstrator wages for an employee of your company
  - Training fees
  - Parking
- Cost of product samples

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International Trade Shows

Eligible Expenses

- Travel:
  - Airfare for two company representatives
  - Meals & Incidentals for two company representatives at the per diem rate
  - Lodging for two company representatives up to the per diem rate
  - Passport fees
  - Visa fees
  - Inoculation fees
    - See page 47 for more detailed information on international travel
- Freight/shipping:
  - Shipping samples, materials, and equipment to and from international trade shows
    - See page 33 for more detailed information on freight
- Promotional materials:
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
  - Temporary labor for promotional material design
    - See page 62 for more detailed information on promotional materials
- Giveaways:
  - Key chains, pens, shirts, totes, notebooks, etc.
  - Eligible amount is reimbursed up to $2 per unit
    - See page 64 for more detailed information on giveaways
- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product
- Uniforms:
  - Aprons, t-shirts, caps, etc.
    - See page 63 for more detailed information on uniforms

Ineligible Expenses

- Travel:
  - 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
  - Baggage fees
- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle or company vehicle to transport product
- Promotional materials:
  - Materials that do not promote the brand name and valid U.S. origin statement
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible FundMatch products
  - Any materials tied to discount of products (e.g. coupons)
- Giveaways:
  - Items that do not promote the brand name
  - Items that are tied to a purchase of product or associated with a coupon or price reduction
  - Items that promote the company name if different from brand name
  - Cost of product
  - Reimbursement over $2 per item

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Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - The following booth photos are required:
     - A large scale, all-encompassing photo of the entire booth, after set-up
       - Must display your brand name and valid U.S. origin statement in a manner easily observed/readable
     - Photos of employees/representatives/temporary labor manning the booth during the trade show
     - Photo of product showcase (if applicable)
       - Must display your brand name and valid U.S. origin statement in a manner easily observed/readable

WUSATA **strongly** recommends incorporating a valid U.S. origin statement into your booth graphics to ensure full reimbursement eligibility for trade show expenses.

English translation needed for all items (if applicable)

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Outbound Trade Missions

Outbound Trade Missions must be pre-approved by the USDA's Foreign Agricultural Service (FAS) and must be organized by a SRTG (State Regional Trade Group) or other MAP Cooperator. If you have questions, please contact us in advance. Visit our Events Page to view available Outbound Trade Missions through WUSATA's Global Connect program.

Eligible Expenses

- Trade mission registration or participation fees
- Limited international travel
  - See page 47 for more detailed information on international travel
- Freight/shipping:
  - Shipping samples, materials, and equipment to and from an outbound trade mission
  - See page 33 for more detailed information on freight
- Promotional materials:
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
    - See page 62 for more detailed information on promotional materials
- Giveaways:
  - Key chains, pens, shirts, totes, notebooks, etc.
  - Eligible reimbursement amount up to $2 per unit
  - See page 64 for more detailed information on giveaways

Note:

- FundMatch utilization for WUSATA's Global Connect Outbound Trade Missions depends on which travel expenses are covered by the Global Connect Program.
- If Global Connect covers lodging for one representative, that expense cannot be claimed. However, if a second representative attends, lodging for that person may be reimbursed at 50%.

Ineligible Expenses

- Events and materials that do not promote the brand name and a valid U.S. origin statement
- Cost of product samples
- Any expense that will be reimbursed by WUSATA's Global Connect Program or any other generic program
- Shipping of product orders
- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle or company vehicle to transport product
- Promotional materials:
  - Materials that do not promote the brand name and valid U.S. origin statement
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible FundMatch products
  - Any materials tied to discount of products (e.g. coupons)
- Giveaways:
  - 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 if different brand
  - Cost of product
  - Reimbursement over $2 per item
- Ground transportation
- Baggage fees

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Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
    - Itinerary or agenda
    - Photos of the following:
        - Tabletop display of approved promoted products during one-on-one business meetings
            - Must display your brand name and valid U.S. origin statement
        - Travelers at the event

English translation needed for all items (if applicable)

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International Travel

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International Travel is only eligible when:

- Exhibiting at an eligible international trade show
- Participating in a WUSATA Global Connect, State Regional Trade Group (SRTG), MAP Cooperator, or USDA outbound trade mission

Eligible Expenses

- Airfare for two company representatives
- Lodging for two company representatives up to the per diem rate
- Meals & incidentals for two company representatives at the per diem rate
- Passport, visa, and inoculation fees for up to two company represenatives

Ineligible Expenses

- Travel for any other reason except participating in an approved outbound trade mission or exhibiting at eligible international trade shows
- Any expense related to a trade show at which you are not exhibiting
- Ground transportation (taxi, Uber, train, etc.)
- Travel expenses for interpreters and temporary labor
- 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
- Tickets purchased with air-miles, award-miles, certificates, etc.
- Airline itinerary that is not confirmed by the boarding pass with matching e-ticket number
- Baggage fees
- Lodging reservations must be confirmed with a hotel statement or guest folio.
- Airbnb

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International Travel

Travel Notification (Required Before Travel)

You have two options to notify the Agricultural Trade Office (ATO) before your trip:

Option 1: Automatic Notification

RECOMMENDED

1. Log into your MyWUSATA account
2. Click the FundMatch tile and select the program year
3. Click the "Travel/ATO Notification" tile and select your event
4. Submit your traveler information
5. The system automatically emails the ATO and copies your company contacts
6. Download a copy of this email from the "Correspondence" section of your MyWUSATA portal for your claim

Option 2: Manual Notification

1. Download the travel notification form from the Travel Forms section on our website
2. Email the completed form to the ATO before you depart for your event
3. Include copies of both the form and your email to the ATO in your claim

Passports, Visas, and Inoculations

If needed for your activity, include the following documentation:

Required for All:

- Invoice/Receipt
- Proof of payment
- Proof of activity

Passport Documentation:

- Photocopy of your passport's first page (showing name and issue date)

Visa Documentation:

- Copy of visa requirements for the destination country
- Passport page showing your visa

Inoculation Documentation:

- Vaccination records
- Screenshots from CDC or State Department websites showing recommended inoculations

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Airfare Guidelines

1 Book Within Eligible Travel Dates

Trade Shows and Trade Missions:
You can depart up to 5 days before the event and return up to 5 days after

2 Airline Requirements

- Must fly on U.S. carriers
  - Code share flights must have the US carrier flight number
- When flying from one international destination to another, you must follow the Open Skies Agreement where available, otherwise local flights are permitted
- Refer to the Fly America Act for complete carrier information
- See the next page for further guidance on when U.S. and EU carriers must be used

3 Economy Class

- Airfare reimbursement through WUSATA is limited to the equivalent of a full-fare economy class ticket

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Fly America Act Decision Chart

Flights between two international destinations do not require a U.S. carrier. For example, a flight from Paris, France, to Amsterdam, Netherlands is exempt from the U.S. carrier requirement.

START HERE

Are you traveling between the U.S. and a European Union (EU)* country?

YES → You may fly on a U.S. or EU airline. → List of U.S. Flag Carriers and Open Skies Agreement**

NO ↓

Are you traveling between:
A. The U.S. and Australia?
B. The U.S. and Japan?
C. The U.S. and Switzerland?
D. U.S. and United Kingdom

YES → Has GSA published a City Pair contract airfare rate for your travel route?

- **NO** → You must fly on a U.S. or
  A. Australian airline
  B. Japanese airline
  C. Swiss airline
  D. You may fly on any EU airline as long as the EU flight originates, stops, or terminates in the EU.
- **YES** → You must fly on a U.S. or EU airline as long as the EU flight originates, stops, or terminates in the EU.

NO → You may fly on a U.S. carrier or speak with your Engagement Executive for possible flight carrier exemptions

**Iceland and Norway are considered part of the EU for the purposes of the EU Open Skies Agreement. Croatia, however, is excluded from the Agreement.*

***Link is embedded in the flowchart above.*

****Link is embedded in the flowchart above. To determine if your route has an established GSA City Pair contract airfare, search your route here: https://cpsearch.fas.gov/*

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Airfare Quote Decision Chart

START HERE

Are you flying on eligible days, economy full fare, and direct?

YES → No quote needed.

NO ↓

Are you flying on eligible days and direct but on upgraded, premium, plus, extra leg, business, or first class?

YES → An economy full fare quote is needed for the same flights.

NO ↓

Are you flying non-direct, side trips, or extending your stay or flying on ineligible days?

YES → An economy full fare quote is needed as if you are departing on the eligible travel days.

NO ↓

Are you flying non-direct, side trips, or extending your stay or flying on ineligible days with a ticket other than full fare economy?

YES → An economy full fare quote is needed as if you are departing on the eligible travel days

NO ↓

Have a different situation? Flying to multiple trade shows or trade missions within a short period? Contact the Engagement Executives at export@wusata.org

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Required Airfare Documentation

- Flight itinerary
  - Detailed itinerary showing e-ticket number, all flight legs, flight numbers, airports, dates, times, seating class, and passenger name
- Scanned boarding passes with e-ticket numbers (or airline mileage account history showing flights were taken)
- Proof of payment

Pulling A Quote

Flying outside eligible dates, taking indirect routes, or purchasing upgrades requires additional documentation:

- Get a comparison quote showing the cost of a direct, full-fare economy flight within eligible dates on the same airline (for upgrades, quote the same flight at economy price)
- Screenshot the quote within 24 hours of purchasing your ticket
- Submit the quote with your claim or reimbursement will be denied

Required quote information:

- Flight date(s) and destination(s)
- Total economy fare cost
- Flight numbers
- Screenshot date

WUSATA reimburses the lesser amount between your actual ticket cost and the economy quote.

Unsure if you need to pull a quote? When in doubt, pull a quote for eligible dates to/from the event location or contact your Engagement Executive at export@wusata.org.

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International Travel

WUSATA

Lodging & Meals Coverage

International Trade Shows

Lodging, meals & incidentals covered

2 Days Before → Show Days → 1 Day After (M&IE only)

Outbound Trade Missions

Lodging, meals & incidentals covered

1 Day Before → Mission Days → 1 Day After (M&IE only)

Important: Extra nights, meals, or incidentals outside these periods are at the company's expense and are not reimbursable.

Required Lodging Documentation

1. Hotel Folio Must Include:
   - Guest name(s)
   - Arrival/departure dates
   - Itemized nightly rates (no averages)
   - Total charges showing zero balance
   - Statement requires English translation, if applicable
   - Reservation emails are insufficient
2. Proof of payment

Required M&IE Documentation

- M&IE reimbursement is based on the foreign per diem rate for your trade event location
- Receipts are not required
- The full M&IE rate is applied for full days spent at trade shows or trade missions
- 75% of the daily M&IE rate is reimbursed for the first and last day of travel
- International travel crossing the International Date Line may result in adjustments to the M&IE rate

Per diem rates for lodging and M&IE are established by the Department of State. Find rates for your event location here.

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M&IE Calculation

Traveler A - Singapore Route

Flying to Singapore from the U.S., no M&IE is reimbursed for the first travel day, but 175% of the daily rate is reimbursed on the final travel day to account for the missed day.

Traveler B - France Route

On the first and last travel days, those flying to France from the U.S. without crossing the International Date Line receive 75% of the daily rate.

Date	Traveler A	Traveler B
1-Jun	Depart USA (none)	Depart USA (0.75)
2-Jun	Arrive Singapore (0.75)	Arrive France (1.0)
3-Jun	1.00	1.00
4-Jun	1.00	1.00
5-Jun	1.00	1.00
6-Jun	1.00	1.00
7-Jun	1.00	1.00
8-Jun	1.00	1.00
9-Jun	1.00	1.00
10-Jun	Depart Singapore (1.75)	Depart France (0.75)

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Domestic Trade Seminars

WUSATA

Educational trade seminars are hosted and organized by your company to promote approved brand products to the international industry. Domestic seminars must include at least 10 representatives from foreign companies to qualify for reimbursement.

Eligible Expenses

- Seminar room or facility rentals
- Equipment rentals – hotplates, toasters, refrigeration, etc.
- Temporary labor:
  - Demonstrators
  - Chefs
  - Interpreters
  - Translators
  - Host/hostess
  - Set up
    - See page 65 for more detailed information on temporary labor
- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product
- Freight/shipping costs:
  - Shipping samples, materials, and equipment to and from an eligible domestic seminar
    - See page 33 for more detailed information on freight
- Promotional materials:
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
  - Temporary labor for promotional material design
    - See page 62 for more detailed information on promotional materials

Ineligible Expenses

- Activities or materials that do not promote the brand name
- Travel (airfare, lodging, meals, etc.)
- Refreshments, catering, meals, etc.
- Purchase of equipment
- Cost of product samples
- Temporary labor:
  - Employee wages
  - Foreign distributor's employee wages and travel expenses (In-country partner)
  - Independent contractor's travel expenses
  - Wages over 8 hours per day
  - Sales commission
  - Demonstrator wages for an employee of your company
  - Training fees
  - Parking
- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle to transport product
- Promotional materials:
  - Materials that do not promote the brand name
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible FundMatch products
  - Any promotional materials associated with a coupon or price reduction
- Educational seminars, trainings or conferences that your company would like to participate in
- Retainer fees

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Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Name and date of the trade seminar
   - List of attendees – must include a minimum of 10 international trade representatives from foreign companies. Name of individuals and their company name is required.
   - Photos of the seminar
     - Photos of all demonstrators and temporary laborers (if claiming)

English translation needed for all items (if applicable)

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Domestic Trade Shows

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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

- Exhibition/booth fees and space rental
- Booth insurance
- Utility fees
- Exhibitor's guide/directory listing advertisement
- Lead retrieval
- Product showcase
- Equipment and furniture rentals (refrigeration, chairs, hotplates, flooring, counters, etc.)
- Booth graphics
- Temporary labor:
  - Demonstrators
  - Chefs
  - Interpreters/translators
  - Host/hostess
  - Booth design
  - Booth construction/set up
    - See page 65 for more detailed information on temporary labor

Ineligible Expenses

- Travel (airfare, lodging, meals, etc.)
- Booths and materials that do not promote the brand name
- Any expense related to a trade show at which you are not exhibiting
- Trade show not listed in your USA marketing plan or a trade show not on the pre-approved list
- Permanent displays designed to remain in a fixed location for more than one year
- Purchasing equipment, furniture, containers, decorations, or other items with a useful life of one year or more
- Costumes/mascots
- Sponsorships
- Membership/association fees
- Badges must be included in booth package; standalone badge costs are not covered
- Fees for participating in U.S. government sponsored activities, other than trade fairs and exhibits
- Meeting room rentals
- Domestic advertising, including online, digital, and printed

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Domestic Trade Shows

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Eligible Expenses

- Freight/shipping:
  - Shipping samples, materials, and equipment to and from an eligible domestic trade show
- Promotional materials:
  - Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
  - Labor for promotional material design
    - See page 62 for more detailed information on promotional materials
- Giveaways:
  - Eligible reimbursement amount up to $2 per unit
  - See page 64 for more detailed information on giveaways
- Demonstration supplies:
  - Disposable cups, spoons, napkins, etc.
  - Food purchased to enhance your product
- Uniforms:
  - Must promote brand name
  - Aprons, t-shirts, caps, etc.
  - See page 63 for more detailed information on uniforms

Ineligible Expenses

- Temporary labor:
  - Employee wages for your company's employees or in-country partners/distributors
  - Wages over 8 hours per day
  - Sales commission
  - Demonstrator wages for an employee of your company
  - Training fees
  - Parking
- Cost of product samples
- Freight/shipping:
  - Shipping of product orders
  - Cost of rental vehicle or company vehicle to transport product
  - Baggage fees
- Promotional materials:
  - Materials that do not promote the brand name
  - Materials that do not target a foreign audience
  - Business cards
  - Seasonal greeting cards
  - Materials for ineligible FundMatch products
  - Any materials tied to discount of products (e.g. coupons)
- Giveaways:
  - 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 if different from brand name
  - Cost of product
  - Reimbursement over $2 per item

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Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
    - The following booth photos are required:
        - A large scale, all-encompassing photo of the entire booth, after setup, with products on display.
        - Product featured in a product showcase (if claiming)
        - Photos of employees/representatives/temporary labor manning the booth during the trade show

English translation needed for all items (if applicable)

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2026 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 Manufacturers Assn., Global Pet Expo	Mar 25-26	Orlando, FL
Americas Food & Beverage Show USA	Sep. 14-16	Miami, FL
BrewExpo America/Craft Brewers Conference	Apr. 20-23	Philadelphia, PA
Duty Free Show of the Americas	Mar. 28-31	Miami, FL
Global Produce & Floral Show (Formally PMA Fresh Summit Expo)	Oct 15-17	Orlando, FL
Institute of Food Technologists (IFT) Food Expo	Jul. 12-15	Chicago, IL
International Baking Industry Expo	TBD	TBD
International Builders' Show	Feb. 17-19	Orlando, FL
International Dairy Deli Bakery Show	Jun. 7-9	Orlando, FL
International Flight Services Association Expo	Sep 9-10	Dallas, TX
International Floriculture Expo (IFE)	May 27-29	Fort Lauderdale, FL
International Home & Housewares Show/The Inspired Home Show	Mar. 10-12	Chicago, IL
International Mass Timber Conference	Mar. 31-Apr. 2	Portland, OR
International Production and Processing Expo	Jan. 27-29	Atlanta, GA
Magic International Sourcing Show/SOURCING	Feb. 17-19	Las Vegas, NV

USA = USA Pavilion

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2026 Domestic Trade Shows

Trade Show	Date	Location
NASFT/Fancy Food Show - Summer	Jun. 28- 30	New York, NY
NASFT/Winter FancyFaire	Jan. 11-13	San Diego, CA
National Association of Convenience Stores (NACS)	Oct 6-9	Las Vegas, NV
National Confectioners Association (NCA) Sweets and Snacks Expo	May 19-21	Las Vegas, NV
National Restaurant Association Show (NRA) USA	May 16-19	Chicago, IL
Natural Products Exposition West	Mar. 3-6	Anaheim, CA
Newtopia Now (formerly Natural Products Expo East)	Aug. 19-21	Denver, CO
Nightclub & Bar Tradeshow (Bar & Restaurant Expo)	Mar. 23-25	Las Vegas, NV
North American Veterinary Conference (VMX)	Jan. 17-21	Orlando, FL
Pet Food Forum	Apr. 27-29	Kansas City, MO
Private Label Manufacturers Association (PLMA)	Nov 15-17	Chicago, IL
Seafood Expo North America Seafood Marketplace Show	Mar. 15-17	Boston, MA
SIAL America	TBD	TBD
Snack Food Association (SNAXPO)	Mar. 29-31	Dallas, TX
Southern Nursery Association, SEGreen	Jun. 9-11	Athens, GA
Soy Connext	Aug. 5-7	Chicago, IL

USA = USA Pavilion

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2026 Domestic Trade Shows

Trade Show	Date	Location
Specialty Coffee Association of America Annual Expo. / World Coffee	Apr. 10-12	San Diego, CA
SUPERZOO	Aug. 12-14	Las Vegas, NV
SupplySide Global (formerly SupplySide West)	Oct. 26-30	Las Vegas, NV
Surfaces	Jan. 27-29	Las Vegas, NV
Texworld	Jul 29-21	NYC, NY
U.S. Grains Council Export Exchange	TBD	TBD
USMEF Product Showcase	TBD	TBD
Vinexpo America	Apr 29-30	Miami, FL
World Dairy Expo	Sep. 29-Oct. 2	Madison, WI
World Floral Expo	May 28-29	Fort Lauderdale, FL

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Promotional Materials

Eligible Expenses

- Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar promotional materials that promote FundMatch approved products and brands
- Temporary labor for promotional material design
  - See page 65 for more detailed information on temporary labor

Requirements:

- Each promotional item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement
- Sales material must target a foreign audience

Ineligible Expenses

- Materials that do not promote the brand name and valid U.S. origin statement
- Materials that do not target a foreign audience
- Business cards
- Seasonal greeting cards
- Materials for unapproved FundMatch Program products
- Any materials associated with a coupon or price reduction
- General company advertising that does not include the product promotion information and valid U.S. origin statement

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Cannot be in the form of artwork or draft design
   - Images of the item produced (e.g. photographs) or original copies must be submitted
   - For larger items, legible high-quality photos of the material in its entirety may be submitted

English translation needed for all items (if applicable)

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Uniforms

Eligible Expenses

- For example:
  - Aprons
  - T-shirts
  - Caps
  - Etc.

Requirements:

- 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.
- Only one uniform per person per day will be deemed eligible.

Ineligible Expenses

- Items without visible valid U.S. origin statement or brand name
- Costumes/mascots
- Items promoting unapproved brand or product
- Items promoting company name (if different from a brand name)

Required Documentation

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

English translation needed for all items (if applicable)

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Giveaways

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Eligible Expenses

- Key chains, pens, shirts, totes, notebooks, etc.
- $2 is the maximum reimbursable amount per item
- Example: If a giveaway item is $8.00 per item, we can reimburse only $2.00 per item
- Product samples as giveaways:
  - Must be significantly smaller than the quantity or size of the actual product for sale
  - The product cost is ineligible; costs associated with packaging, manufacturing, or labor used to produce the giveaway-sized item are eligible

Note:
The U.S. Origin Statement is not required for giveaway items

Ineligible Expenses

- Giveaways that do not promote the brand
- Giveaways that are 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 given away at an approved promotional activity
- Cost of your company's product

Required Documentation

1. Invoice
2. Proof of payment
3. Proof of activity
   - Samples of the materials or legible high-resolution photos showing the material in its entirety
   - Photos of giveaways distributed at event

English translation needed for all items (if applicable)

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Temporary Labor

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Eligible Expenses

- Booth design
- Booth construction/setup
- Chefs
- Demonstrators/promoters
- Host/hostess
- Interpreters/translators
- Promotional materials design
- Web development for international audiences

Requirements:

- All temporary labor fees must be quoted as hourly rates
- Hourly compensation cannot exceed the maximum rate for GS-15 Step 10
- 2026 rate: $78.73
- For trade shows, temporary labor is eligible one day before the event and during event days only (8 hours max per day).

Ineligible Expenses

- 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 per day
- Retainer Fees

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Required Documentation

1. Invoice
    - Express wages as (rate per hour) x (hours worked) x (days worked)
    - Example: $15 x 6 hours x 3 days = $270
2. Proof of payment
3. Proof of activity
    - Photos of all temporary labor employed by the participant company at eligible promotional events, including trade shows, demonstrations, and international trade seminars.

English translation needed for all items (if applicable)

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