

INTERNATIONAL TRADE SEMINARS



ELIGIBLE EXPENSES

Educational trade seminars are organized and hosted by your company and designed to inform the international industry about your approved brand products.

- Seminar room or facility rentals
- Rental of equipment
- Freezer, hot plates, sound/presentation, etc.
- Management/supervision fees
- Temporary labor wages:
 - Demonstrators, Chefs, Interpreters/Translators, Host/Hostess
- Demonstration supplies:
 - 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:
 - 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

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

- 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:
 - Employee wages, Sales Commission, Wages over 8hrs, Training fees
 - 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
 - Parking
- Ineligible freight costs:
 - Shipping of product orders
 - Cost of rental vehicle to transport product
- Ineligible printed sales materials:
 - 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

- Invoice
- Proof of payment
- Name, date, and location of the trade seminar
- List of attendees
- Photos of the seminar, product, product being promoted
- Photos of all temporary labor, attendees, product samples, translators, and rental equipment at the event
 - Photos must display your brand your **brand name** and valid **U.S. origin statement** (pg.6) in a manner easily observed/readable