

MAR 182009

**MAP 09-006**

**SUBJECT:** Reimbursable International Trade Shows in the United States

**TO:** Market Access Program Participants

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**BACKGROUND**

Participation in certain international trade shows in the United States has proven to be a successful export market development activity. The Market Access Program (MAP) regulations at 7 CFR 1485.16(b)(6) state that “CCC will reimburse, in whole or in part, expenditures, other than travel expenditures, associated with retail, trade, and consumer exhibits and shows . . . including participation fees, booth construction, transportation of related materials, rental space and equipment, and duplication of related printed materials.”

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**POLICY**

One of the principles of the MAP is that funds will not be used to supplant other funding sources. If an organization has attended a trade show using funds from a source other than MAP, then using MAP to fund subsequent attendance at that trade show would supplant the previous funding source. Therefore, an organization is not eligible for MAP funding if it has participated in a specific trade show on non-MAP funding within the past three years.

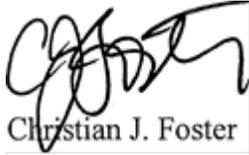
The following criteria must be met for FAS to approve the eligibility of an international trade show in the United States. The trade show must be:

1. A food or agricultural show, with no less than 30 percent of exhibitors selling food or agricultural products; and
2. An international show, meaning that it targets buyers, distributors and the like from more than one foreign country; and no less than 15 percent of its visitors are from countries other than the host country,

Travel and per diem expenditures for trade shows in the United States are not eligible. A list of trade shows in the United States determined to be eligible for MAP reimbursement as of the date of this memo follows. These are important shows to the industries in question and feature a significant international audience. If a MAP participant believes a show should be added to this list the participant should contact its marketing specialist. This list may be updated from time to time.

**EFFECTIVE DATE**

This program notice is effective beginning with the 2009 MAP year.



Christian J. Foster

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Deputy Administrator  
Office of Trade Programs

APPROVED INTERNATIONAL TRADE SHOWS IN THE UNITED STATES

American Feed Industry Association, AFIA EXPO  
American Pet Products Manufacturers Association, Global Pet Expo  
Americas Food & Beverage Show & Conference  
BrewExpo America  
Duty Free Show of the Americas  
Expo Alimentos  
Food Export Showcase at FMI  
In Flight  
Institute of Food Technologists (IFT)  
International Baking Industry  
International Boston Seafood Show  
International Builders' Show  
International Dairy-Deli-Bakery Show  
International Grocery Show  
International Home & Housewares Show  
Kosherfest  
NASFT/Fancy Food Show-Spring  
NASFT/Fancy Food Show-Summer  
NASFT/Fancy Food Show-Winter  
National Association of Convenience Stores (NACS)  
National Restaurant Association (NRA)  
Natural Products Exposition-East  
Natural Products Exposition-West  
National Confectioners Association, All Candy Expo  
Nightclub & Bar Beverage and Food, Convention and Trade Show  
North American Veterinary Conference  
Organic Trade Association, All Things Organic  
Pet Food Forum  
Private Label Manufacturers Association (PLMA)  
Produce Marketing Association (PMA)  
Snack Food Association (SNAXPO)  
Southern Nursery Association  
Specialty Coffee Association of America Annual Exposition  
Tree Nut Show  
United Produce Show at FMI  
US Food Export Showcase at Global Food and Style Expo  
USMEF Product Showcase  
World Wine Market Show

This list was last updated November 20, 2014.