



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

1400 Independence
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Washington, DC
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MAP 15-002

SUBJECT: Reimbursable International Trade Shows in the United States

TO: Market Access Program Participants

POLICY

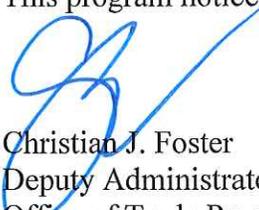
Participation in certain international trade exhibits and shows in the United States has proven to be a successful export market development activity. The Market Access program (MAP) regulations at 7 CFR 1485.17(b)(7) state that for either brand or generic promotion activities, CCC will reimburse, in whole or in part...“subject to §1485.17(b)(18), expenditures, other than travel expenditures, associated with retail, trade and consumer exhibits and shows, whether held outside or inside the United States, including participation fees, booth construction, transportation of related materials, rental of space and equipment, and duplication of related printed materials. However, with regard to non-travel expenditures associated with retail, trade and consumer exhibits and shows held inside the United States, such expenditures are reimbursable only if the exhibit or show is:

- (1) a food or agricultural show with no less than 30% of exhibitors selling food or agricultural products,
- (2) an international 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, and
- (3) an exhibit or show that the MAP Participant has not participated in within the last three years using funds from a source other than the MAP. CCC will compile a list of approved retail, trade and consumer exhibits and shows held inside the United States for which MAP reimbursement is available and such list will be announced to MAP Participants via a MAP notice issued on FAS' Web site.”

A list of trade exhibits and shows in the United States determined to be eligible for MAP reimbursement follows. These are important shows to the industries in question and feature a significant international audience. If an 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 January 1, 2015.


Christian J. Foster
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 Floriculture Expo (IFE)
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 Floral Expo
World Wine Market Show

* The PMA show includes a floral pavilion.

This list was last updated March 3, 2015.