



United States
Department of
Agriculture

Farm and Foreign
Agricultural
Services

Foreign
Agricultural
Service

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SUBJECT: List of MAP Reimbursable International Trade Shows in the United States

TO: All Market Access Program (MAP) Participants

This program notice supersedes the program notice entitled “Reimbursable International Trade Shows in the United States” published on March 3, 2015. This program notice, effective immediately, contains the updated list of approved MAP eligible international trade shows held in the United States.

BACKGROUND: Participation in certain international trade exhibits and shows in the United States has proven to be a successful export market development activity. These venues allow U.S. exporters to showcase their products, meet and connect with buyers from all over the world, and expand their sales. In recognition of those benefits, the Foreign Agricultural Service (FAS) has determined that certain expenses from the participation in the shows listed in this notice are eligible for reimbursement through the MAP program.

GUIDANCE: As specified in 7 CFR 1485.17(b)(7), FAS will reimburse both brand and generic non-travel expenditures associated with retail, trade, and consumer exhibits and shows held inside the United States only when the show is included on the list of approved shows found in this program notice. However, expenses from approved shows are not eligible for reimbursement if the MAP Participant has used funds from a source other than MAP to participate in the show within the last three years.

Eligible non-travel expenditures include participation fees, booth construction, transportation of related materials, rental of space and equipment, and duplication of related printed materials.

This eligibility is further subject to 7 CFR 1485.17(b)(18), which specifies that, with limited exceptions, if USDA has sponsored or endorsed a U.S. pavilion at a retail, trade, or consumer exhibit or show in the United States, only those MAP Participants located within the U.S. pavilion may seek reimbursement for their non-travel expenditures.

The list of shows included in this program notice is the current list of international trade exhibits and shows in the United States approved by FAS for reimbursement under the MAP program. FAS updates this list from time to time and adds or removes shows as needed.

MAP Participants are encouraged to request consideration of eligible shows for inclusion on the list. To be eligible for consideration, a show must be:

- (1) A food or agricultural show where at least 30% of the exhibitors are selling food or agricultural products, and
- (2) An international show that targets buyers, distributors, and the like from more than one foreign country and where at least 15% of the attendees are from countries other than the United States.

MAP Participants interested in suggesting a show for consideration are encouraged to contact their FAS Marketing Specialist for guidance.

/s/

Mark A. Slupek
Acting Deputy Administrator
Office of Trade Programs

**LIST OF APPROVED MAP ELIGIBLE
INTERNATIONAL TRADE SHOWS IN THE UNITED STATES**

- American Pet Products Manufacturers Association, Global Pet Expo
- Americas Food and Beverage Show
- BrewExpo America
- Dairy–Deli–Bakery Show
- Duty Free Show of the Americas
- Food Marketing Institute, FMI Connect Show
- IFT Food Expo
- International Baking Industry Expo
- International Builders’ Show
- International Flight Services Association Expo
- International Floriculture Expo
- International Home and Housewares Show
- International Production and Processing Expo
- Kosherfest
- MAGIC International Sourcing Show
- NASFT/Fancy Food Show–Summer
- NASFT/Fancy Food Show–Winter
- National Association of Convenience Stores (NACS) Show
- National Confectioners Association, All Candy Expo
- National Restaurant Association (NRA) Show
- Natural Products Exposition–East
- Natural Products Exposition–West
- NCA Sweets and Snacks Expo
- Nightclub and Bar Trade Show
- North American Veterinary Conference
- Organic Trade Association, All Things Organic
- Pet Food Forum
- PMA Fresh Summit Convention and Expo
- Private Label Manufacturers Association, Private Label Trade Show
- Seafood Expo North America/Seafood Processing North America
- Snack Food Association, SNAXPO
- Southern Nursery Association, SEGreen
- Specialty Coffee Association of America Annual Exposition
- United Produce Show at FMI
- USMEF Product Showcase
- World Floral Expo
- World Nut and Dried Fruit Congress