



September 18, 2019

MAP 19-006

United States  
Department of  
Agriculture

Trade and Foreign  
Agricultural Affairs

Foreign  
Agricultural  
Service

1400 Independence  
Ave, SW  
Washington, DC  
20250-1052

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

**TO: All Market Access Program (MAP) Participants**

This program notice replaces the program notice entitled “List of MAP Reimbursable International Trade Shows in the United States” published on August 12, 2019. This program notice, effective immediately, contains the updated list of approved MAP eligible international trade shows held in the United States.

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**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 program 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.

FAS updates this list from time to time and adds or removes shows as needed. The following shows are the international trade exhibits and shows in the United States currently approved by FAS for reimbursement under the MAP program:

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  
Global Trade Exchange  
IFT Food Expo  
International Baking Industry Expo  
International Builders' Show  
International Flight Services Association Expo  
International Floriculture Expo  
International Home and Housewares Show  
International Mass Timber Conference  
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  
Surfaces  
United Produce Show at FMI  
USMEF Product Showcase  
World Floral Expo  
World Nut and Dried Fruit Congress

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.

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