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

TO: All Market Access Program (MAP) and Foreign Market Development Program (FMD) Participants

This program notice replaces the program notice entitled “List of MAP Reimbursable International Trade Shows in the United States” published on September 18, 2019. This program notice, effective immediately, contains the updated list of approved MAP and FMD 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 program notice are eligible for reimbursement through the MAP and FMD programs.

GUIDANCE: As specified in 7 CFR 1485.17(b)(7) and 7 CFR 1484.52(b)(6), FAS will reimburse 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 or FMD participant has used funds from a source other than MAP or FMD 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) and 7 CFR 1484.52(b)(7), which specify 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 or FMD 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 and FMD programs:

- 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
- SIAL 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
Program 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.

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

/s/

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