

# Seize the Opportunity for Additional Assistance through the State Regional Trade Groups (SRTGs)

## GENERIC PROGRAM

U.S. exhibitors in the USA Pavilion may also benefit from additional marketing and logistical assistance through the Generic Program. The list of services offered is customized for each show and by each SRTG but may include: pre-show product research, translation of sales material, furnished booth space and signage, interpreters assistance, shipping assistance, pre-arranged meetings with potential buyers, market-briefing and local industry tours, on-site show assistance, and follow up after the exhibition. Not all SRTGs offer all these specific services.

## COST SHARING PROGRAM

Your company may be eligible to receive 50% reimbursement on marketing expenses through the USDA funded Cost Sharing Program. This financial support helps offset the costs of exhibiting at international trade shows. Some domestic shows are considered international, such as A Taste of the States Chicago and Miami. Eligible expenses include booth fees and displays, freight for samples and marketing materials, advertising in the trade show directory, and travel if the event is outside of the U.S. Other eligible promotions include: packaging changes to meet foreign market specifications, international advertisements, in-store sampling or displays, and website development to target a foreign audience.

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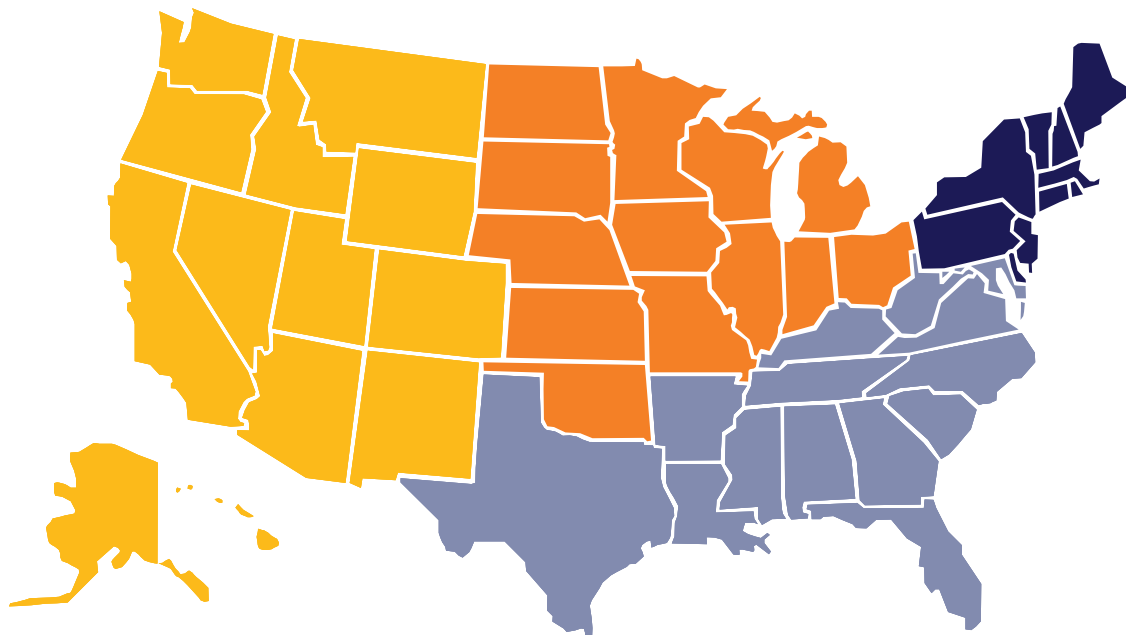
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## USA PAVILIONS AT VARIOUS INTERNATIONAL TRADESHOWS ORGANIZED BY



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