

MAP 07-005**SUBJECT:** Reimbursable Domestic Trade Shows – Program Years 2007 and 2008**TO:** Market Access Program Participants

BACKGROUND

Participation in certain domestic trade shows has proven to be a successful market development activity undertaken by many participants in the MAP brand program. The MAP regulations at 7 CFR 1485.16(b) (6) state that “CCC will reimburse, in whole or in part, expenditures, other than travel expenditures, associated with retail, trade, and consumer exhibits and shows...including participation fees, booth construction, transportation of related materials, rental space and equipment, and duplication of related printed materials...”

POLICY

One of the requirements of the Market Access Program is that MAP funds will not be used to supplant other funding. If an organization has attended a trade show using funds from a source other than the MAP, then using MAP funds to fund subsequent attendance at that trade show would supplant the previous funding source. Therefore, an organization is not eligible for MAP funding if it has participated using non-MAP funding in a specific trade show within the past three years. Travel and per diem expenditures for domestic shows are not eligible.

A list of approved domestic trade shows eligible for MAP reimbursement as of the date of this memo follows below. These are important shows to the industries in question and feature a significant international audience.

APPROVED DOMESTIC TRADE SHOWS

American Feed Industry Association, AFIA EXPO
 American Pet Products Manufacturers Association, Global Pet Expo
 Americas Food & Beverage Show & Conference
 Duty Free Show of the Americas
 Expo Alimentos
 In Flight
 Institute of Food Technologists (IFT)

International Baking Industry
International Boston Seafood Show
International Builders' Show
International Dairy-Deli-Bakery Show
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
Pet Food Forum
Private Label Manufacturers Association (PLMA)
Produce Marketing Association (PMA)
Snack Food Association (SNAXPO)
Southern Nursery Association
Organic Trade Association, All Things Organic
Tree Nut Show
United Produce Show at FMI
US Food Export Showcase at Global Food and Style Expo
USMEF Product Showcase
World Wine Market Show

EFFECTIVE DATE

This program notice is effective throughout the 2007 and 2008 MAP years.



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