

OUTBOUND TRADE MISSIONS

Participating in a Global Connect, SRTG, or USDA trade mission



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none">• Limited foreign travel:• Refer to International Travel section for detailed information<ul style="list-style-type: none">◦ Trade Mission airfare and lodging reimbursement is contingent upon what the Global Connect Program covers. For example: if the Global Connect Program is paying for your hotel, you cannot turn in a claim for reimbursement for your room• Freight:<ul style="list-style-type: none">◦ Shipping samples, materials, and equipment to and from an eligible promotional activity• Printed sales materials:<ul style="list-style-type: none">◦ Production of banners, posters, signage, recipe cards, table tents, shelf talkers, company brochures, and other similar point of sale (P.O.S.) materials that promote FundMatch-approved products◦ Each item must promote the brand name and valid U.S. origin statement to be eligible for reimbursement◦ Sales material that targets a foreign audience• Giveaways:<ul style="list-style-type: none">◦ Eligible amount up to \$4 per unit◦ Since giveaways are small in nature, the U.S. origin statement is not required on each giveaway item◦ All giveaway items must display the brand name	<ul style="list-style-type: none">• Trade mission registration or participation fees• Materials that do not promote the brand name and a valid U.S. origin statement• Cost of product samples• Missions to a country is not listed in your marketing plan• Any expense that will be reimbursed by any Global Connect Program or any other generic program• Shipping of product orders• Cost of rental vehicle to transport product• Ineligible printed sales materials as follows:<ul style="list-style-type: none">◦ Material that does not promote the brand name and valid U.S. origin statement◦ Material that does not target a foreign audience◦ Business cards, Seasonal greeting cards◦ Materials for unapproved FundMatch products◦ Any material tied to the purchase of product or associated with a coupon or price reduction• Giveaways ineligible expenses:<ul style="list-style-type: none">◦ Items that do not promote the brand◦ Items that are tied to the purchase of product or associated with a coupon or price reduction◦ Items that promote the company name but not the brand name(s), if not one and the same◦ Cost of product◦ Over \$4 per item• Media/Press release items and associated labor• Ground Transportation• Events that don't display Brand Name and U.S. Origin Statement• Baggage Fees

ALL PROOF OF
ACTIVITY MUST
DISPLAY
**BRAND NAME &
VALID U.S.
ORIGIN
STATEMENT**

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Claims Documentation

- Invoice
- Proof of payment
- Registration materials
- List of participating companies
- Itinerary or agenda
- List of all products displayed/promoted (materials will be prorated on approved versus promoted products)
- Photos of the following:**
 - Product showcase showing products on display
 - One-on-one business meetings
 - ATO market briefing
 - Photos of travelers at the event

Display your **brand name** and **valid U.S. origin statement** (pg. 6) in a manner easily observed/readable.

