

# VIRTUAL PROMOTIONAL EVENTS



ELIGIBLE EXPENSES	INELIGIBLE EXPENSES
<ul style="list-style-type: none"><li>• Exhibition fees/virtual booth space</li><li>• Virtual promo event fee</li><li>• Electronic exhibitor's guide/directory listing and advertisement with valid U.S. origin statement and brand</li><li>• Electronic advertising with valid U.S. origin statement and brand</li><li>• Electronic point of sales material displayed in booth with valid U.S. origin statement and brand</li><li>• Shipping/freight of product samples and point of sales material to potential international customer (pg. 37)</li><li>• Production of electronic point of sales material (pg. 60)</li></ul>	<ul style="list-style-type: none"><li>• Booth and materials that do not promote the brand name and a valid U.S. origin statement</li><li>• Membership / subscription / association fees with the show/event organizer</li><li>• Sponsorships</li><li>• Fees for participating in U.S. Government sponsored activities, other than trade fairs and exhibits</li><li>• Any expense related to a trade show at which you are not exhibiting</li><li>• Cost of product samples</li><li>• Country is not listed in your marketing plan</li></ul>

**Important Notes:** Remember that the virtual trade show or promo event must clearly target a foreign audience. This is proven if the event appears virtually on the website with a foreign domain as MX, CA, DE, IT, CN, etc. The online activity that is posted on the .com website, a page showing the show/promo event organizer's HQ location is required.

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

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## Claim Documentation/Sample Booth

### Claim Documentation

- Contract/invoice that shows what the costs entail
- Proof of payment
- Proof of activity (foreign audience must be targeted):
  - Video or screenshot of the virtual booth/promo event shown (A high-quality video on flash drive / CD of the entire booth with close-ups of the product(s) can be submitted in lieu of the screenshots)
  - Dated screenshots of the virtual meetings/communications with customers
  - An eligible and readable U.S. origin requirement is present during each stage of the virtual promotion (virtual booth, company's video, product video, individual/one-on-one presentations, etc.)
- A list of ALL products displayed and promoted in the virtual booth/event (All expenses will be prorated based on the number of approved and unapproved products being promoted at the virtual trade show/event)
- Advertisement in virtual booth:
  - Video or screen shot of the booth shown for the virtual trade show/promotional event
  - An eligible and readable U.S. origin statement and brand



\*Please reference image on page 44 of FundMatch guide, this is a sample of what screenshots should look like printed and submitted with the claim.