

# 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 materials; 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 including: international travel, booth fees and displays, freight costs to shows, plus help with packaging changes to meet market specifications for your new sales and distribution.

### WESTERN U.S. AGRICULTURAL TRADE ASSOCIATION (WUSATA)

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### FOOD EXPORT ASSOCIATION OF THE MIDWEST USA

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### SOUTHERN U.S. TRADE ASSOCIATION (SUSTA)

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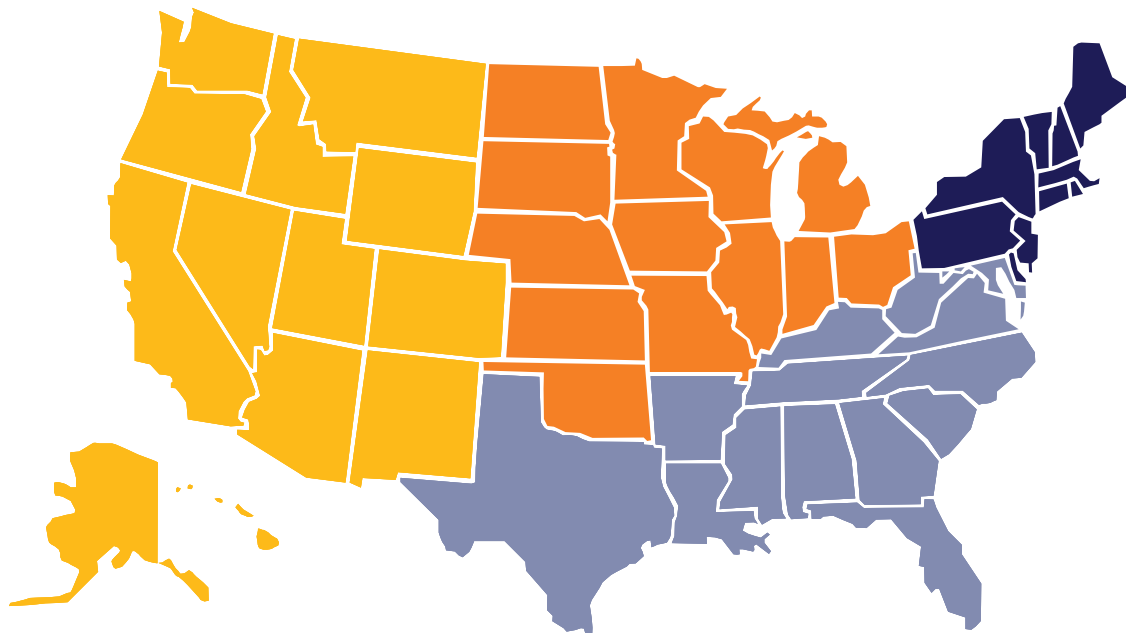
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