



November 29, 2023

RAPP 24-008

United States
Department of
Agriculture

Trade and Foreign
Agricultural Affairs

Foreign
Agricultural
Service

1400 Independence
Ave, SW
Washington, DC
20250-1052

SUBJECT: List of RAPP Reimbursable International Trade Shows in the United States

TO: All Regional Agricultural Promotion Program (RAPP) Participants

This program notice contains the list of approved RAPP eligible international trade shows held in the United States and is effective immediately.

BACKGROUND: Participation in certain international trade exhibits and shows in the United States has proven to be a successful export market development activity. These venues allow U.S. exporters to showcase their products, meet and connect with buyers from all over the world, and expand their sales. In recognition of those benefits, the Foreign Agricultural Service (FAS) has determined that certain expenses from the participation in the shows listed in this program notice are eligible for reimbursement through the RAPP program.

GUIDANCE: As specified in 7 CFR 1489.17, FAS will reimburse non-travel expenditures associated with retail, trade, and consumer exhibits and shows held in the United States only when the show is included on the list of approved shows found in this program notice. However, expenses from approved shows are not eligible for reimbursement if the RAPP participant has used funds from a source other than RAPP to participate in the show within the last three years.

Eligible non-travel expenditures include participation fees, booth construction, transportation of related materials, rental of space and equipment, and duplication of related printed materials.

This eligibility is further subject to 7 CFR 1489.17(b)(18), which specifies that, with limited exceptions, if USDA has sponsored or endorsed a U.S. pavilion at a retail, trade, or consumer exhibit or show in the United States, only those RAPP participants located within the U.S. pavilion may seek reimbursement for their non-travel expenditures.

FAS updates this list periodically and adds or removes shows as needed. The following are the international trade exhibits and shows in the United States currently approved by FAS for reimbursement under the RAPP program:

American Pet Products Manufacturers Association, Global Pet Expo
Americas Food and Beverage Show
BrewExpo America
Dairy–Deli–Bakery Show
Duty Free Show of the Americas
Fancy Food Show (Summer) – Specialty Food Association
Fancy Food Show (Winter) – Specialty Food Association
IFT Food Expo
International Baking Industry Expo
International Builders’ Show
International Flight Services Association Expo
International Floriculture Expo
International Home and Housewares Show
International Mass Timber Conference
International Production and Processing Expo
MAGIC International Sourcing Show
National Association of Convenience Stores (NACS) Show
National Confectioners Association, All Candy Expo
National Restaurant Association (NRA) Show
Natural Products Exposition–West
NCA Sweets and Snacks Expo
Newtopia Now
Nightclub and Bar Trade Show
North American Veterinary Conference
Pet Food Forum
PMA Fresh Summit Convention and Expo
Private Label Manufacturers Association, Private Label Trade Show
Seafood Expo North America/Seafood Processing North America
SIAL America
Snack Food Association, SNAXPO
Southern Nursery Association, SEGGreen
Soy Connex
Specialty Coffee Association of America Annual Exposition
SupplySide West
Surfaces
U.S. Grains Council Export Exchange
USMEF Product Showcase
World Dairy Expo
World Floral Expo
World Nut and Dried Fruit Congress

Program participants are encouraged to request consideration of eligible shows for inclusion on the list. To be eligible for consideration, a show must be:

- (1) A food or agricultural show where at least 30 percent of the exhibitors are selling food or agricultural products, and
- (2) An international show that targets buyers, distributors, and the like from more than one foreign country and where at least 15 percent of the attendees are from countries other than the United States.

Program participants interested in suggesting a show for consideration are encouraged to contact their FAS Marketing Specialist for guidance.

/s/

Mark A. Slupek
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