

FUNDING FOR INTERNATIONAL MARKETING

Through the Southern U.S. Trade Association's CostShare Program, you may be eligible for up to \$300,000/year reimbursement of pre-approved promotions. Apply for enrollment and pre-approval to find out how this program can assist you to promote your wood products internationally! Learn more below about some of the eligible promotional activities.



CostShare Eligible Promotions:

Advertising Targeting a Foreign Country

- Magazines and other print media
- Social media, search engines (ex. Google) and other digital media
- Billboards and more!

Exhibiting at International Trade Shows & Pre-Approved* Outbound Trade Missions

- Booth fee, including rentals, like furniture and badge scanners
- Travel for two employees or company reps
- Point of sale materials & giveaway items
- Freight for shipping materials to show
- Hourly wages of interpreter/hosts for booth

*Trade mission must be organized by SUSTA, USDA or the American Hardwood Export Council (AHEC)

Website Translation

- Translation and tech development required to translate pages on your website or create foreign URL

Questions? Check out www.kyagr.com/trade

In partnership with:

SUSTA is funded by the USDA and helps companies in the Southern United States promote U.S. food and agricultural products to foreign markets through our CostShare Program.

