

# Funding Opportunity

The Tennessee Department of Agriculture and Tennessee Forestry Association, in partnership with the Southern United States Trade Association (SUSTA), are excited to announce a new funding opportunity for wood products exporters—**SUSTA's 50% CostShare Program**.

The 50% CostShare program enables wood products exporters to receive up to \$300,000 annually in reimbursement for eligible marketing expenses to promote products in foreign markets.

## SUSTA 50% COSTSHARE ELIGIBLE EXPENSES

This is the list of promotional activities and expenses that are eligible for 50% reimbursement through CostShare. The goal of these activities is to promote your products to foreign buyers and distributors. These eligible reimbursable activities must take place in a foreign market and not the United States.

**Exhibiting at International Trade Shows:** Exhibition fees, travel for up to two company employees or representatives, freight charges, equipment rental, setup charges, etc. Virtual trade show fees are eligible, including professional photography and design of booth.

**Pre-Approved Outbound Trade Missions:** An outbound trade mission sponsored by SUSTA, USDA, or American Hard Wood Export Council (AHEC). The participation fees and travel expenses for up to two company employees or representatives. Airfare is reimbursed for economy flights only.

**Travel Expenses:** Airfare, lodging, and Meal & Incidental Expenses (M&IE) per diem allowances for up to two company employees or representatives when exhibiting at trade shows or pre-approved trade missions outside the U.S.

**International Trade Seminars:** Seminar room rental, equipment rental, point-of-sale materials, promotional giveaways, and demonstrator wages

**Advertising:** Production and placement of advertising, such as an advertisement in an industry publication, electronic/social media advertising campaigns, etc.

**Website/Web Pages:** Costs for developing, servicing, and updating website content that clearly targets a foreign audience, such as translating web pages

**Promotional Giveaways:** Items such as pens, key rings, USB jump drives, etc. displaying your company logo are 50% reimbursable up to \$2.00 per individual item

**Press Kits/Press Releases:** Production and distribution of press releases, press kits, and other materials and information directed at the foreign media, trade, and consumers

**Point of Sale Materials:** Production, distribution, and translations of banners, company brochures, and other similar materials

**Freight/Shipping:** Shipping point-of-sale materials and product samples to international customers or for in-store demonstrations, trade seminars, pre-approved outbound trade missions and trade shows

**Wages for Temporary Labor:** Demonstrators, interpreters, and translators who assist with trade shows, outbound trade missions, and trade seminars



### INTERESTED IN APPLYING FOR 50% COSTSHARE?

Please contact Whitney Flatt with the Tennessee Department of Agriculture at [whitney.flatt@tn.gov](mailto:whitney.flatt@tn.gov) or 615-879-2322.



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