



TRADE SHOW ASSISTANCE PROGRAM

Exhibit at international trade shows and receive up to \$10,000

VIRGINIA'S TRADE SHOW ASSISTANCE PROGRAM

Your company can meet new customers and grow international sales by exhibiting at international trade shows.

With Virginia's Trade Show Assistance Program, eligible companies can receive up to \$10,000 in reimbursements for international trade show exhibits.

In this program, companies purchase their own booth at a trade show that is relevant to their unique product, service, or industry.

To be eligible, trade shows must occur overseas, or if domestic, have a demonstrated international component. To confirm eligibility, show marketing materials or statistics must demonstrate *at least one* of the following measures:

- 16% of attendees or exhibitors must be international
- 60 countries must be represented at the trade show

The following trade show expenses can be submitted for reimbursement: stand registration fees (booth space), compulsory fees for exhibitors, and booth design fees.

HOW TO PARTICIPATE

For more information and to participate in this program, contact Mary Maier, International Events Manager, at MMAier@YesVirginia.org or (804) 545-5766.



FOR MORE INFORMATION
AND TO PARTICIPATE, CONTACT:

MARY MAIER
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