



The International Trade Administration's Trade Event Partnership Program

Build Your Global Reputation | Enhance Your Global Reach | Expand Recruitment

Engaging with the International Trade Administration around your trade show can accelerate the global reach of your event and expand your global recruitment efforts. Designed specifically for organizers of trade shows, U.S. Pavilions, expos, and business conferences in the U.S. and abroad, ITA's Trade Event Services provide export promotion services at a range of price points, giving your exhibitors and international attendees the assurance that the U.S. Department of Commerce not only recognizes the event, but is committed to using the event to maximize opportunities to U.S. business through the event.



Option 1: Trade Events Partnership Program (TEPP)

ITA's turnkey solution. Built around a core suite of co-marketing and services designed to connect companies to – and at – your event, a TEPP partnership builds awareness of your event's value and excellence. The core package assigns an ITA event lead to coordinate ITA's promotion of and participation at your event. Access to the U.S. Commercial Service logo and branding for promoting your event is also available exclusively to ITA's TEPP partners. From there, partners can add on additional Trade Event Services based on your specific needs and budget to create your custom partnership package.



Option 2: Trade Event Menu of Services (TEMS)

Many of ITA's Trade Event Services can also be purchased as a la carte services, offering you the maximum flexibility to build the exact solution your event needs.

For More Information:

Visit: <https://www.trade.gov/tepp>

Email: <mailto:tradeevents@trade.gov>

| Service | TEPP Partner Exclusive Fees | TEMS Fees U.S. Events | TEMS Fees Overseas Event |
|---|---|-----------------------|--------------------------|
| TEPP Core Partnership Package | \$4,700 | Unavailable | Unavailable |
| Dedicated ITA Event Lead | Included in TEPP core package | Unavailable | Unavailable |
| U.S. Commercial Service Logo/Branding | Included in TEPP core package | Unavailable | Unavailable |
| At-Show Export Counseling | Included in TEPP core package | \$945 | \$945 |
| Digital Event Promotion | Included in TEPP core package | \$2,205 | \$2,205 |
| Delegation Recruitment and At-show Assistance | \$820 Per Market (1-5 markets) \$4,900 Global (6+ markets) | \$6,390 per market | \$3,420 per market |
| B2B Matchmaking | \$1,665 | \$2,250 | \$1,080 |
| Overseas Market Counseling | \$1,530 | \$1,980 | \$1,080 |
| Promotional Webinar | \$1,900 | \$1,710 | \$2,070 |
| At-show Briefing | \$1,350 | \$1,530 | \$1,170 |
| Networking Reception | \$90 per hour | \$90 per hour | \$90 per hour |

