



International Trade Administration's

Trade Event Partnership Program

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

Choose From Two Main Participation Options To Address Your Event's Unique Needs

Organizers of trade events, U.S. Pavilions, expos, and business conferences can take advantage of the partnership program or individual services offered by the International Trade Administration (ITA), part of the U.S. Department of Commerce. We support you as one global organization with 130 offices around the world and another 100 across the U.S.

OPTION 1 - Partnership Package

Starts At: \$4,700

Included with
Partnership

Available Add-On
Additional Cost

Dedicated ITA Event Lead	✓	
U.S. Commercial Service Logo/Branding	✓	
Event Promotion	✓	
At-show Export Counseling	✓	
Delegation Recruitment		\$820 each, up to 5 \$4,900 Global (6+)
B2B Matchmaking		\$1,665
Overseas Market Counseling		\$1,530
Promotion Webinar		\$1,900
At-show Briefing		\$1,350
Networking Reception		\$90/hour



Partnership Package

For organizers of trade shows, U.S. Pavilions, expos, and business conferences in the U.S. and abroad, the partnership package gives exhibitors and international attendees the assurance that the U.S. Department of Commerce recognizes the event for excellence in maximizing opportunities to U.S. business.

Built around a core partnership package, organizers can add-on the services that deliver the most value to the event based on their specific needs and budget. This program supports organizers in expanding their worldwide network and recruitment capabilities.

OPTION 2 - Individual Services

Service

Fee (U.S. Event)

Fee (Overseas Event)

Digital Event Promotion	\$2,205	\$2,205
Delegation Recruitment and At-show Assistance (per market)	\$6,390	\$3,420
B2B Matchmaking	\$2,250	\$1,080
Overseas Market Counseling	\$1,980	\$1,080
Promotional Webinar	\$1,710	\$2,070
At-show Briefing	\$1,530	\$1,170
Export Counseling	\$945	\$945
Networking Reception	\$90/hour	\$90/hour



Individual Services

Organizers of trade shows, U.S. Pavilions, expos, and business conferences can also take advantage of individual services to strategically address their unique show floor needs, from promotion to matchmaking, and counseling to delegation recruitment. Choose from among these available services at U.S. or overseas events to expand your event's global reach and recruitment capabilities.

For Full Service Details:

Visit our site: <https://www.trade.gov/TEPP>.

To Contact Us:

Visit our site: <https://www.trade.gov/TEPP-Contact-Us>
Or Email: TradeEvents@trade.gov.