



Virtual Fair

Virtually promote your products or services to potential partners in a foreign market live via a webinar platform.



Virtual Fair

About

Provides a group of U.S. entities with an opportunity to promote their products/services to potential partners in a foreign market live via a webinar platform.

Eligibility and Pricing

- You must be an export-ready U.S. company seeking to export goods or services of U.S. origin or that have at least 51% U.S. content to utilize this service.
- The fee for a Virtual Fair varies depending on your company size and scope of work.
- The fee is based on the following hourly rate for staff time: \$30 for small companies¹, \$70 for medium companies², and \$90 for large companies³.

Please note that these prices exclude any direct costs⁴.

[Find Your Local Office](#)

Footnote

¹ Must qualify as a “small business” under the [Small Business Administration’s size standards](#), which vary by North American Industry Classification System (NAICS) code. Fees listed also apply to U.S. Economic Development Organizations (EDO) and Non-profit Educational Institutions that purchase ITA services for their own use. For example, when an EDO requests a Gold Key Service (GKS) to promote itself as a tourist destination, it will be charged the small company fee. If, however, an EDO requests a (GKS) to promote a U.S. company’s goods/services, the size of the company will be used to determine the fee.

² Must have less than \$1B in annual revenue (including affiliates: parent, child, subsidiaries, divisions, etc.) to qualify.

³ All U.S. businesses that do not qualify as a small or medium enterprise and all foreign firms.

⁴ Other direct costs not included in the service description must be assumed by the client. Types of other direct costs include translation, transportation, use of contractors, venue rental, catering, etc. Please note that any transportation for ITA staff beyond 80 kilometers or more than 2 hours from an ITA office will be charged an additional user fee to cover the cost.