



Trade Show Incentive Grant Program Guidelines

PURPOSE

The Wyoming Business Council Trade Show Incentive Grant program helps defray costs for Wyoming businesses attending trade shows with the intention of expanding into regional, national or international markets.

ELIGIBILITY REQUIREMENTS

Wyoming businesses are eligible to apply for Trade Show Incentive Grant funds if they meet the following criteria:

1. Private-sector, Wyoming-based company wishes to expand into new markets.
2. Can demonstrate ability to capitalize on the trade show or has attended a trade show training program.
3. Can document the event is an appropriate venue for the company.

ELIGIBLE EXPENDITURES are limited to the following expenses. (If there are any questions, contact the program manager for clarification):

- Booth space fee
- Booth-related expenses not covered under the booth space fee but provided by the contracted service company to the event:
 - Furniture rental
 - Electricity
 - Additional lighting
 - Risers, table coverings
 - Internet access fee
 - Other event offerings (require prior approval)
- Other expenses with **prior written or electronic approval:**
 - Brochures, flyers, handouts that are specific to the event (contain the events and dates).
 - Seminar room and audio visual equipment rental
 - Advertising specific to the event
 - Event-required membership dues/fees
- Transportation
 - Mileage to and from the event at a rate of \$.50 per mile for round trip, based on Google or Yahoo Maps or other like tool.
 - Parking at event venue
 - Airfare for one (1) person, luggage fees
 - Shuttle/cab to and from the airport
- Product-related expenses
 - Shipping of product/booth to and from the event location
 - Storage charges by the event
 - Drayage charges by the event
 - Labor charges if it is mandatory that event personnel are to be used

INELIGIBLE EXPENDITURES

- Lodging any time to or from the event, or during the event.
- Meals, snacks, beverages to or from the event, or during the event
- Expenditures directly related to the operation of the business, which could include but are not limited to:
 - Salaries
 - Printing of generic business brochures, flyers, handouts
 - Product samples
 - Materials or labor in the development of products
 - General business advertising not related specifically to the event.
 - Office supplies or supplies related to products or booth.

NOTE: Participation in events funded in total or partially by the Wyoming Business Council are not eligible for this program. These programs include but are not limited to: Denver Merchandise Mart, NPEW and SHOT Show.

AWARD LIMITATIONS

This is a matching program.

- Companies may receive a maximum of three (3) grants during the WBC fiscal year, (July 1-June 30).
- Maximum per application award cannot exceed \$2,500.
- Total maximum award(s) may not exceed \$2,500 during the WBC fiscal year (July 1 – June 30).
- The total grant award is limited to 50% of the actual eligible expenditures (see above.)
- The minimum reimbursable amount is \$1,000.
- The maximum a company can receive is \$7,500 over the life of the program.



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REQUIREMENTS OF THE BUSINESS PARTICIPANT

1. **Application:** to be received a minimum of 60 days prior to the event and no more than 12 months prior to the event.
 - a. Company information, including industry/product information, employee/sales information, export experience/strategy, copy of business and marketing plan.
 - b. Event information, including experience, objectives, list of company attendees and goals for the event.
 - Budget Sheet: Estimate of eligible expenses with a copy of event applications and related service orders.
 - If show has been attended in the past, please indicate past results (sales, leads, how any challenges will be resolved at this event, etc.)
 - c. Letter of recommendation from the local economic development group, chamber of commerce or community group, Small Business Development Center representative or Manufacturing –Works.

NOTE: If your company has never received an award or has not received an award in the last 12 months, there must be a Vendor Management Form and W-9 on file with the State to enter your company in the payment system for reimbursement. We must receive the original signature on the form and there can be no errors. Go to [WY State Vendor Management Form/W-9](#) to download/print the form, or we can email the forms.

2. **Reimbursement: to be received within 45 days of the last day of the event.** Request for Reimbursement form.
 - a. Itemized Expenditures form to include only eligible expenses as outlined on the Budget Sheet.
 - Proof of payment (cancelled checks, paid invoices, or receipts), invoices, and other supporting documentation must be submitted at the same time.
 - b. Final Report on the trade event within forty-five (45) days of the last day of the event.

APPLICATION PROCESS

The Trade Show Incentive Grant approval will be based on the information provided in the application and attached documents.

- Receipt of the application and backup documentation a minimum of sixty (60) days before the first day of the trade event and no more than 12 months prior to the event.
- A WBC staff member may contact you to discuss your application and backup documentation via phone or email.
- Written or electronic notification of the status of the application will be sent to the applicant. If approved, applicant will receive necessary reimbursement documents.

REIMBURSEMENT PROCESS

- Receipt of reimbursement request within 45 days of the last day of the event. Applicant will be contacted with any questions.
- Upon approval of the reimbursement, applicant will be notified of the approval and final amount. If the Vendor Management Form and W-9 is in the State's payment system, it may take 7-10 days to process reimbursement.
- A WBC staff member will contact the applicant approximately 30 days following the event to check in regarding the satisfaction with the event and to inquire about any needs.

PLEASE NOTE: Expenditures incurred without written or electronic confirmation from the Business Council are not eligible for reimbursement. **The application process cannot be started after the company has returned from a trade event.**

GENERAL PROGRAM INFORMATION

The Trade Show Incentive Program is a reimbursable grant; as such, the applicant must pay all expenditures before the grant award can be disbursed. The business shall function independently in performing this activity and shall assume sole responsibility of any debts or liabilities that may be incurred in regard to this trade event. The grant award cannot be assigned.

Return application forms to:
Wyoming Business Council
ATTN: Terri Barr, Business Development Coordinator
214 West 15th Street * Cheyenne, WY 82002
Phone: 307-777-2807 * Fax: 307-777-2838 * Email: terri.barr@wyo.gov