



Trade Show and Market Expansion Grant Program Guidelines

PURPOSE

The Wyoming Business Council Trade Show and Market Expansion Grant program helps defray costs for private Wyoming for-profit businesses participating in market expansion activities, such as trade shows and trade missions with the intention of expanding into regional, national or international markets.

GENERAL PROGRAM INFORMATION

The Trade Show and Market Expansion Grant is a reimbursable grant; as such, the applicant must pay all expenditures (except ground transportation) before the grant award can be disbursed. The business shall function independently in performing this activity and shall assume sole responsibility for any debts or liabilities that may be incurred in relation to this trade event. The grant award cannot be assigned.

ELIGIBILITY REQUIREMENTS

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

1. Private-sector, Wyoming-based for-profit company wishing to expand into new markets.
2. Can demonstrate ability to capitalize on a market expansion activity.
3. Can document the event is an appropriate venue for the company.

ELIGIBLE MARKET EXPANSION ACTIVITIES

- **Trade Show:** Retail or wholesale trade shows with a regional, national or international audience that include booth space.
- **Network:** Industry specific activities such as trade shows or conferences in which a company does not have booth space but is allowed to network and learn about industry trends.
- **Trade Mission:** One or more companies travel to a trade show or geographic location to market and sell their products or services; example: 3 companies travel to Texas to attend 5 separate meetings with companies to market or sell their products or service.

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

<u>Activity</u>	<u>Trade Show</u>	<u>Network</u>	<u>Mission</u>
Booth Fee	X		
Booth-related expenses provided by the event or its contractors: (furniture, electricity, lighting, risers, internet access, design services etc.)	X		
Shipping products/booth to and from event location	X		
Storage, drayage charges at event	X		
Labor charges if it is mandatory that event personnel be used	X		
Transportation			
• Mileage for one round-trip to event at a rate of \$.50 per mile, based on Google or Yahoo maps or another like tool,	X	X	X
OR			
• Airfare for 1 person + luggage fees (Export up to 2 people traveling)	X	X	X
Parking during activity	X	X	X
Shuttle/cab to and from airport and event location	X	X	X
Other expenses – prior approval required			
• Brochures, flyers, handouts that are specific to the event (must contain event and year)	X		
• Seminar/meeting room, audio visual equipment	X	X	X
• Advertising specific to the event	X		
• Event required dues or fees	X	X	



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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, including contracted labor
 - Printing of generic business brochures, flyers, handouts
 - Product samples
 - Materials or labor in the development of products or booth design, building, or set up,
 - 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 in part by the Wyoming Business Council are not eligible for this program. These programs include but are not limited to: NPEW and SHOT Show.

AWARD LIMITATIONS

<u>Activity</u>	<u>Per activity</u>	<u>Per Fiscal Year</u>	<u>Lifetime</u>	<u>Minimum Reimbursement</u>
Trade Show	\$2,500	\$2,500	\$7,500	\$1,000
Network	\$1,000	\$1,000	\$3,000	\$500
Mission	\$1,500	\$1,500	\$4,500	\$750

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. Copy of business or marketing plan.
 - d. Completion of a WY Vendor Management Form and IRS W-9 may be required if the applicant is not in the State's payment system. Appropriate forms will be mailed or emailed to the applicant.

NOTE: Application packet will be reviewed by WBC staff and applicant will be contacted with questions or concerns and approval status.

AWARDEES WILL RECEIVE A SEPARATE EMAIL REGARDING REIMBURSEMENT AND REPORTING.

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

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