WYOMING BUSINESS COUNCIL
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WBC SPONSORED TRADE SHOW GRADUATION POLICY

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The WBC Pricing Graduation Policy provides temporary financial support, serving as an investment to help qualifying businesses successfully enter and grow in target trade show markets. The policy gradually transitions participants from subsidized rates to financial self-sufficiency (full cost), while ensuring they retain non-financial WBC support.

SECTION 1: ELIGIBILITY

CORE ELIGIBILITY REQUIREMENTS

To be eligible for WBC Sponsored Trade Show participation under the Pricing Graduation Policy, a company must demonstrate a clear intent and capacity for market expansion outside of *Wyoming*.

Applicants must meet all the following criteria:

- **Wyoming-Based Business:** Must be a private, for-profit business, organized or incorporated in Wyoming, and in good standing with the Wyoming Secretary of State.
- **Wyoming Nexus:** Must be physically operating within the state and maintain a meaningful nexus to Wyoming (e.g., typically having more than 50% of employees located in Wyoming).
- **Intent to Remain:** Must provide a good-faith declaration of intent to remain and grow the business in Wyoming.
- **Out-of-State Market Expansion:** The primary purpose of attending the trade show must be to actively pursue and expand into markets outside of Wyoming.
- **Capacity & Potential:** Must demonstrate:
    - **Demonstrated Sales Potential:** The ability to generate measurable sales as a result of the trade show effort.
    - **Fulfillment Capacity:** The current capacity to successfully fulfill orders resulting from this market expansion.

SECTION 2: GRADUATION TRACKS AND PRICING CRITERIA

Participation costs for exhibit space and WBC-defined core services follow a standardized pricing framework for each state-sponsored trade show opportunity. The pricing applies to the cost of the exhibit space and services (as defined by WBC). See below for SHOT Show graduation track for start-ups.

Standard Graduation Track

Year of Participation	Company Cost Share	WBC Investment Share	Notes
Year 1	**Free**	100%	Initial market entry and testing phase
Year 2	**33%**	67%	Beginning of financial transition
Year 3	**66%**	34%	Significant commitment
Year 4	**100%**	0%	Full financial responsibility

SHOT Show Graduation Track (for Qualifying Start-Ups)

Year of Participation	Company Cost Share	WBC Investment Share	Notes
Year 1	**Free**	100%	Initial market entry and testing phase
Year 2	**10%**	90%	Minimal cost-sharing
Year 3	**25%**	75%	Growing financial responsibility
Year 4	**50%**	50%	Equal cost-sharing milestone
Year 5	**100%**	0%	Full financial responsibility

SECTION 3: GRADUATION & CONTINUED PARTICIPATION POLICY

POLICY FOR GRADUATION

A company graduates the subsidized program after completing the final year of their assigned track (Year 5 for startups attending SHOT Show).

Graduation means the WBC subsidy is fully removed. The company is now classified as a full-cost participant and must pay 100% of the cost for booth space and services for all subsequent years.

FULL-COST PARTICIPATION

Once a company becomes a Full-Cost Participant (either through scheduled graduation or early transition), they may continue to utilize the WBC's presence and space at the trade show, provided space is available and they pay the full, unsubsidized rate determined by the WBC. The WBC is not kicking the company out, but rather graduating them from the financial investment program.