

# Funding Guidelines

## Trade Shows/Missions

### Objective

The objective of providing financial assistance for trade shows and missions is to enable small and medium-sized enterprises (SMEs) to identify new opportunities for international business development.

### Financial Assistance

The financial assistance available for international trade shows/fairs/exhibitions and missions approved under the Canada/Atlantic Provinces Agreement on International Business Development (IBDA), is as follows.

#### 1 Trade Shows/Fairs and Exhibitions:

Up to 100% of eligible costs may be contributed (\*) and may typically include the following.

##### Eligible Costs

- Administration fees (excluding government departments) — 7 – 10% of eligible costs
- Booth rental and related exhibition costs
- On-site, local translation services
- Networking/partnering reception — could include cultural, technical advisor, if appropriate
- Marketing activities — show guide, pre-show mail-out
- Project coordinator
- Airfare (maximum \$200/participant) only for SMEs from Newfoundland and Labrador participating in activities in the Maritimes
- Training
- Matchmaking — could include pre-arranged and on-site meetings, in addition to preparation of company profiles, etc.
- Ground transportation for group site visits
- Follow-up activities

##### Non-Eligible Costs

- Participant airfare
- Participation and conference fees
- Individual ground transportation
- Accommodations
- Meals/per diem
- Company specific promotional items — includes any hand-outs to potential customers
- Individual shipping of product samples

#### 2 Incoming missions

Up to 100% of eligible costs may be contributed (\*) and may typically include the following.

##### Eligible Costs

- Incoming buyers air travel — economy fare only
- Incoming buyers accommodations and meals — accommodations will include room charges only; incidentals and personal/business expenses will not be covered; maximum coverage \$150 per day/5 days for both accommodations and meals
- See other *Eligible Costs* outlined under “Trade Shows/Fairs and Exhibitions”

##### Non-Eligible Costs

- See *Non-Eligible Costs* outlined under “Trade Shows/Fairs and Exhibitions”

#### 3 Outgoing Missions

Up to 100% of eligible costs may be contributed (\*) and may typically include the following:

##### Eligible Costs

- See *Eligible Costs* outlined under “Trade Shows/Fairs and Exhibitions”

##### Non-Eligible Costs

- See *Non-Eligible Costs* outlined under “Trade Shows/Fairs and Exhibitions”

### Eligible Participants

SMEs participating in an activity for the first time will be given priority and will be encouraged to participate either under a government or industry/association-led booth. “Repeat” companies will be considered, however, will be required to pay higher participation fees than first-time participants. The fees will be determined by individual project organizers.

**Note:** Participants are defined as companies and not-for profit organizations.

\* *Industry Contribution must be demonstrated through participation fees and relevant non-eligible.*