





**TRADE EVENT INFORMATION**

1. NAME OF TRADE EVENT \_\_\_\_\_

2. LOCATION OF TRADE SHOW EVENT \_\_\_\_\_

3. TRADE SHOW EVENT DATES \_\_\_\_\_

4. TRADE EVENT INFORMATION. Describe the Event, i.e. type of show, how the event fits into your marketing strategy.

a. NUMBER OF BOOTHS AT THE EVENT \_\_\_\_\_

b. ESTIMATED ATTENDANCE OF THE EVENT \_\_\_\_\_

1) IS THE ATTENDANCE AUDITED? \_\_\_\_\_

5. WHAT IS YOUR PURPOSE FOR ATTENDING THIS EVENT? (Check all that apply)

- |                                 |                              |
|---------------------------------|------------------------------|
| _____ DIRECT SALES              | _____ NEW TARGET MARKET      |
| _____ CONTACT NEW DISTRIBUTORS  | _____ OTHER: PLEASE IDENTIFY |
| _____ CONTACT NEW DEALERS       | _____ PRODUCT DISPLAY        |
| _____ JOINT VENTURE OPPORTUNITY |                              |
| _____ LICENSING OPPORTUNITY     |                              |

6. TRADE SHOW EXPERIENCE.

A. Is this the first time your business has participated in this particular event? \_\_No \_\_ Yes  
If yes, why did you choose this event?

\_\_\_\_\_

If no, describe your successes at this show in the past?

\_\_\_\_\_

\_\_\_\_\_

B. What other trade events do you anticipate attending this year?

\_\_\_\_\_

\_\_\_\_\_

7. ATTENDEES. Names/Titles of person(s) from your business attending this Trade Show and why are they attending?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. **TRADE SHOW BUDGET.** All items must be specific to this particular event.

ITEM	DESCRIPTION	AMOUNT
1	BOOTH SPACE RENTAL 1. Booth is part of a WBC Coop ___Yes ___No If yes, booth space cannot be calculated in grant amount If no, attach a copy of booth contract	
2	BOOTH DESIGN/CONSTRUCTION	
3	RENTAL OF BOOTH FURNITURE AND MATERIALS	
4	TRANSPORTATION – MAP MILEAGE X .55¢	
	OR AIR FARE FOR ONE (1) PERSON (WHICHEVER IS LESS)	
5	SEMINAR ROOM AND AUDIO VISUAL EQUIPMENT RENTAL	
6	BOOTH UTILITY COSTS	
7	ITEMIZED OTHER EXPENSES – MUST BE SPECIFIC TO THIS TRADE EVENT 1) 2)	
<b>TOTAL</b>		

9. GRANT AMOUNT REQUESTED (not to exceed 50% of eligible expenditures) \$\_\_\_\_\_

*I certify that the information provided is true and correct to the best of my knowledge. If approved as a participant in the Trade Show Incentive Program, I agree that the business 1) will function independently at the event; 2) will assume sole responsibility of any and all debts or liabilities that may be incurred while attending this event; and, 3) will provide the required documentation to the Wyoming Business Council within 45 days of the trade event.*

Signature

Title

Date

**Return application forms to:**  
**Wyoming Business Council**  
 ATTN: Annie Wood  
 214 West 15<sup>th</sup> Street \* Cheyenne, WY 82002  
 Phone: 307-777-2844 \* Fax: 307-777-2837  
 \* Email: [annie.wood@wyo.gov](mailto:annie.wood@wyo.gov)