

## Trade Show Incentive Program Guidelines

### PURPOSE

The Wyoming Business Council Trade Incentive Program exists to encourage Wyoming businesses promote and sell their products or services to statewide, national and international audiences.

### ELIGIBILITY REQUIREMENTS

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

1. Be a private-sector Wyoming-based company who is producing a Wyoming tangible product, adding value to a product or producing intellectual property in Wyoming.
2. Demonstrate that attendee is capable of capitalizing on the trade show or has attended a trade show training program.
3. Document that the trade/sales event is an appropriate venue for the company.
4. Has received a recommendation from the local economic development group, chamber of commerce or community group.

**Eligible expenditures** are limited to expenses for space rental (unless booth space is part of a WBC coop), booth design, booth construction, booth equipment and furniture rental, transportation expenses (map mileage @ 48.5 cents or air travel, whichever is less), booth utility costs, seminar room and audio visual rental costs, and other expenditures which are specific to particular trade show(s) or selling event and have received prior written or electronic approval by the Wyoming Business Council.

**Ineligible expenditures** include any personal expenses such as lodging and meals, and expenditures directly related to the operation of the business, such as salaries, printing of generic business brochures and handouts, product samples, general business advertising not related to the sales/trade event and the cost of booth space in a WBC hosted booth.

### AWARD LIMITATIONS

**This is a matching program.** Companies may receive a maximum of three grants in one fiscal year (July-June). A company cannot exceed \$2,500 in the twelve-month period. The total grant award is limited to 50% of the actual eligible expenditures. The minimum amount of a grant is \$500. The maximum a company can receive is \$7,500 over the life of the program. However, if the Wyoming company has developed a new product or entering a new market with their product, the company would qualify for a new round of grant eligibility.

Please note: WBC hosted booth participation will not be considered a part of the maximum amount a company can receive nor does the minimum amount apply to a WBC hosted booth.

### REQUIREMENTS OF THE BUSINESS PARTICIPANT

**Documentation.** The business must complete and submit to the Wyoming Business Council the following forms for reimbursement: 1) *Request for Reimbursement*; 2) *Itemized Expenditure*; and, 3) a detailed *Final Report* on the Trade Event within forty-five (45) days of the closing of the event. Copies of booth contracts, canceled checks (both sides), invoices, and other supporting documentation must be submitted at the same time.

### APPLICATION PROCESS

Potential participants of the Trade Show Incentive Program must complete and return the Trade Show Incentive application and the required attachments **thirty days before the first day of the trade event**. Written or electronic approval from the Wyoming Business Council must be received prior to the event.

**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 selling event.**

### GENERAL GRANT INFORMATION

The Trade Show Incentive Program is a reimbursable grant; and 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: Annie Wood

214 West 15<sup>th</sup> Street \* Cheyenne, WY 82002

Phone: 307-777-2844 \* Fax: 307-777-2837 \* Email: [annie.wood@wybusiness.org](mailto:annie.wood@wybusiness.org)

**\*\*\*This program has a limited amount of funds. Money will be dispersed on a first come, first serve basis.\*\*\***