

DCEDC Trade Show Program Guidelines

Please review these guidelines carefully and in detail before applying for a grant as we have changed and added some of the criteria.

Created in 1999 to promote sales and business development for Dutchess companies, DCEDC's Trade Show Assistance Program reimburses qualified manufacturing companies for up to 50% of the direct costs associated with participating in a business-to-business industry trade show of their choice.

To be eligible to apply, a company has to set up an actual booth displaying the businesses goods or services. Merely sending a company representative to visit a tradeshow is not considered a reimbursable expense, and does not qualify for assistance under this grant program. The Trade Show Grant Assistance program is not intended to support local shows such as the Gold's Gym Home Show or the Dutchess County Fair.

Eligible program costs include direct booth costs, freight costs, airfare, lodging (room and room tax only), meals (excluding alcohol), and marketing related to business development at the show. Ineligible costs include cost of salaried staff time, cost of long-term booth leases, cost of product samples distributed at the show, cost of booth raffles/prizes and other indirect expenses.

Grants, made on an economic development derived basis, are capped at \$4,000 for national shows and \$5,000 for international shows, and are limited to one grant per company or affiliate and one tradeshow every two years. Multiple shows in one year will not be reimbursed.

The following guidelines have been prepared to help your company receive the maximum reimbursement allowable under the trade show program:

1. All supporting materials must be submitted within 60 days of the trade show that you attend. If the trade show you attend is in the fourth quarter, deadlines will be set on a case-by-case basis, but must be submitted no later than December 20th. If the documents are not received within this allotted timeframe, the funds will be re-distributed to another company.

2. Detailed invoices or receipts must be submitted for all purchases for which you are requesting reimbursement. Each invoice submitted must be accompanied by supporting payment documentation, either a copy of the credit card statement with the purchase charge highlighted or a copy of the front and back of the cancelled check used to make the purchase. If the payment was made with cash, a copy of the cash receipt must be submitted. Please do not submit any invoices or receipts without the appropriate payment documentation, as these cannot be considered for reimbursement.
3. Account numbers and all charges other than those that are trade show related can be marked out with a heavy black marker before copies of the credit card statement are submitted.
4. If more than one payment was made for the booth cost, please provide supporting documentation for all scheduled payments.
5. Marketing materials created must be specific to the show you attend in order to be considered for reimbursement. If you request reimbursement for marketing materials, copies of the materials must be submitted.
6. We cannot reimburse for the cost of samples created for the show or for the cost of booth raffles/prizes
7. We cannot reimburse for sponsorships.
8. We cannot reimburse for equipment purchased for the show that can be used after the show (examples: LCD monitors, laptops, display cases, etc.).
9. All loose receipts must be photocopied onto 8 ½ x 11 paper.
10. The cost of alcoholic beverages cannot be reimbursed.
11. If you take a customer to breakfast, lunch, or dinner, we cannot reimburse for the cost of the meal. We can only reimburse meal purchases for those employees attending the trade show.

12. Please provide an itemized receipt for meal purchases, not just the final bill with the total.
13. We cannot consider reimbursement based on an employee's expense report. Copies of all receipts with supporting payment documentation must be submitted.
14. We can only reimburse costs incurred by employees of the approved company who work in Dutchess County; cost associated with the attendance of representatives (i.e. independent sales reps) cannot be considered; neither can costs associated with employees working for a subsidiary or otherwise related entity outside of Dutchess County be considered.
15. Reimbursement for airfare will only be made for economy class flights; first class flights are not reimbursable.
16. We cannot reimburse travel expenses based on mileage; we can however reimburse actual gas purchases made in order to drive to the show.
17. If you make purchases for the trade show from a company outside of the United States, please translate the invoice into English. Also, please convert the currency to U.S. dollars.
18. An evaluation form for the trade show you attended must be completed. This form will be used to create content for press releases and press conferences. Please remember, you will be expected to attend a press conference as a condition of receiving a trade show assistance grant.
19. Please itemize your expenses on a spreadsheet. A sample spreadsheet is enclosed for your review. Please model your submission after this sheet.

If you have any questions, please contact:

Catherine Maloney

(845) 463-5415

cmaloney@dcedc.com.

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