

SelectFlorida's Target Sector Trade Show Grant is used to offset expenses related to international trade exhibitions outside of the United States. Qualifying trade shows should have a clearly defined exhibition area that is suitable for a company to display products, technologies, or services, typically within the confines of a booth. **Events such as Conferences, Congresses, and Business to Business (B2B) Events, are not eligible for the Target Sector Trade Show Grant.**

When evaluating eligible expenses, we only consider expenses intended for a single, one-time use. If an item can be removed from the exhibition area and used again, the grant will not cover expenses such as these.

## TRADE SHOW GRANTS WILL COVER

- Exhibition registration fees
- Stand construction, installation, and dismantling
- Raw space rental
- Panel graphics (for one-time use only)
- Flooring
- Rented audio visual equipment (for one-time use only)
- Rented furniture and accessories (i.e. Chairs, tables, shelving, wastebaskets – for one-time use only)
- Electrical wiring
- Lighting
- Wi-Fi services
- Daily cleaning services
- Obligatory registration/media fee for standard or included online publication or electronic catalogue company listing
- Multiple product listing fee (for up to five products listings)
- Lead gathering equipment or systems such as badges scanners and applications
- Transaction fees and taxes related to above expenses

## TRADE SHOW GRANTS WILL NOT COVER

- Pop-up displays, retractable banner stands of any kind, fabric displays, and wall decals
- Decorative items
- Add-on marketing items that exceed the standard and obligatory media fees as it relates to email or direct mail campaigns, email distribution lists, company descriptions, logo placement, product photos, digital banner ads, promotional materials, and gifts, etc.
- Material handling / shipping expenses / storage
- Travel / accommodations / food expenses
- Booth security
- Custom signage
- Sponsored events, activities, and packages
- Registration for conferences, congresses, workshops, and receptions
- Additional entrance passes/badges beyond what is provided with exhibition registration

**Other restrictions and exceptions may apply at the discretion of SelectFlorida. For questions about expenses not listed above, please contact your local trade representative to determine if the expense is eligible for reimbursement.**